

**FOUNDATION
POLICY PLAN**

June 2020

TRIBAL  WISDOM

**GIVING GLOBAL ACCESS
TO LOCAL WISDOM**



This document outlines the foundation principles and plan of approach for the Tribal Wisdom Foundation. Founded in January 2016, Tribal Wisdom is benevolent foundation, that hopes to preserve knowledge and traditional practices from peoples around the world before it is lost.

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1. OVERVIEW

WHAT IS TRIBAL WISDOM?

Tribal Wisdom is a collection of short **content** gathered from communities **worldwide** to share **knowledge** and **solutions**, from **traditional cultures**, which were passed from generation to generation.

Its mission is to launch an online platform with concisely presented content about specific themes (such as parenting and sustainable agriculture), with knowledge and practices that were passed on for centuries, in traditional communities, all over the world.

Its purpose is to give global access to local wisdom thereby preserving knowledge that has transcended for generations and enabling people to leverage proven traditional practices.

GOALS

Tribal Wisdom is a benevolent foundation that offers to preserve knowledge, traditional practices and techniques from peoples around the world, before it is lost. It aims to do so by;

- Launching an online platform with quality content from people who know or personally observed tribal practices (i.e. from first account).
- Gathering written and recorded (visual/graphic, video and sound) examples of solutions to fundamental and everyday questions from traditional cultures, by featuring specific themes.
- Providing a platform on which contributors (wisdom holders and wisdom sharers) can connect and continue the conversation either on or off the platform.
- Encouraging people to observe without judgement and consider the value of tradition in their own lives, and what aspects of culture from past generations we identify with.
- Facilitating easier integration of traditional and modern techniques by presenting ways in which tribal communities live/have lived with basic yet proven solutions.

When asked “what action do you wish people to take from the Tribal Wisdom platform?” the answer is about inspiration to make a change in your life towards further being in balance with nature, and increased human connections. There is a beautiful and critical message being expressed almost unanimously from Indigenous Peoples: to save Mother Earth, now.

Ultimately, the work we do contributes to augmenting the wave of energy and activity currently swelling to bring this message across, by making practical* traditional knowledge available to a large public [via online platform, live events, podcasts and a book].

*We emphasise the word ‘practical’ here because there is a lot of traditional knowledge which is sacred, which may not be expressed out of context and which is sensitive to misuse and commercialisation. Therefore a critical element of our community of contributors is that the materials they upload to the platform are already made and screened for public viewing.

We work on the basis of FPIC (Free, Informed and Prior Consent) because it is the Peoples themselves who initiate contribution - whereas we work on awareness and creating a broader reach (and we can support with actual upload if necessary).

BUSINESS MODEL

The entity chosen is a foundation. The Tribal Wisdom Foundation was founded on January 7th 2016, in Wassenaar, The Netherlands. It is a non-profit foundation, which implies that it explicitly does not aim to make a profit.

ASSETS

The foundation's assets will be:

1. the foundation capital;
2. donations, inheritances and legacies;
3. grants and subsidies;
4. any other benefits and contributions (including human capital, aka volunteered services).

In case of disbandment of the foundation by its board members, any balance of the disbanded foundation shall be spent as much as possible in accordance with the purpose of the foundation to support the gathering and making available knowledge and techniques from traditional communities and disappearing tribes.

FOUNDATION BOARD MEMBERS

Chairman	Jessica Wawoe	since January 2016
Treasurer	Andrea Fernandez	since August 2018
Secretary	Nicole Römer	since August 2018
Academic Advisor	Carola Ramon Berjano	since July 2017
Editorial & Marketing Advisor	Tara Osborne	since July 2017
[previous Treasurer	Gilbert Wawoe	founding board member]
[previous Secretary	Willem Heesbeen	founding board member]

2. FOUNDATION PLAN

The ultimate state for the foundation's activity centres around a website which houses syndicated content from tribes all over the world, and serves as a publishing platform for primarily those who contribute to the platform themselves (referred to as 'Wisdom or Knowledge Holders'), and people who have observed and documented traditional and indigenous practices (indicated only as 'Wisdom Sharers').

When asked "*what action do you wish people to take from the Tribal Wisdom platform?*", the answer is about inspiration to make a change in your life towards further being in balance with nature, and increased human connections. There is a beautiful and critical message being expressed almost unanimously from Indigenous Peoples: to save Mother Earth, now.

Ultimately, the work we do contributes to augmenting the wave of energy and activity currently swelling to bring this message across, by making practical traditional knowledge available to a large public [via online platform, live events, podcasts and a book]. We emphasise the word 'practical' here because we are aware there is sensitivity around publishing knowledge, describing (sacred) rites and local resources such as herbs, plants and trees which could seriously cause an imbalance to the local ecosystem if harvested wrongly based on commercial interest. A lot of traditional knowledge which is sacred, which may not be expressed out of context, in written or recorded form, is sensitive to misuse and commercialisation. Therefore a critical element of our community of contributors is that the materials they upload to the platform are already made and screened for public viewing. We work on the basis of FPIC (Free, Informed and Prior Consent) because it is the peoples themselves who initiate contribution - whereas we work on awareness and creating a broader reach (and we can support with actual upload if necessary).

The journey to getting to a global collection of materials will involve efforts in defining the summarised format and content management tool in which all content will be gathered, and the establishment of the Tribal Wisdom brand to

- a) create awareness around the cause
- b) attract contributors to publish
- c) reach the audience of users

ENGAGEMENT WITH THE PLATFORM

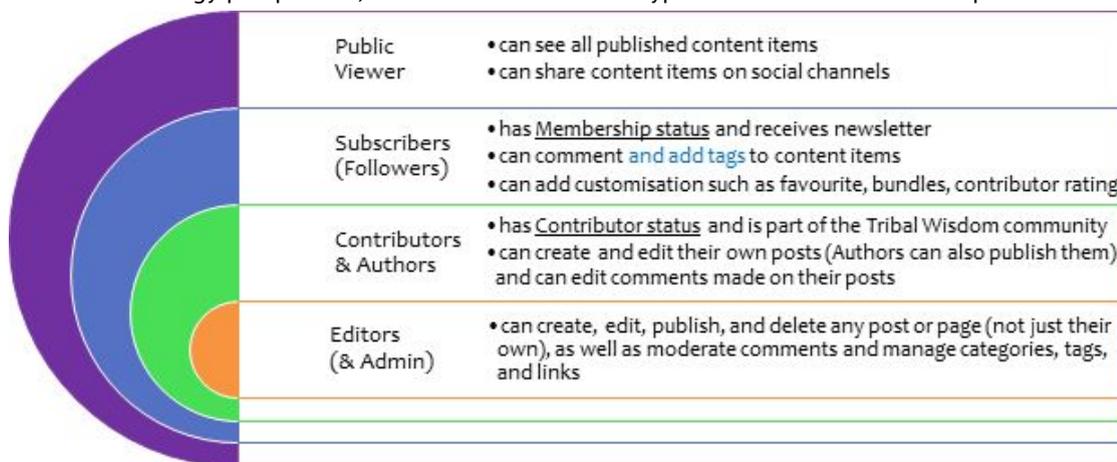
Ultimately the viewer is the largest audience of the contributions provided to the platform, however, the contributors themselves are pivotal as primary ‘audience’. Among the contributors we identify **Knowledge/Wisdom Holders** and **Knowledge/Wisdom Sharers** to distinguish between someone who is sharing their knowledge from first hand tradition, and belong to the Peoples or community where the practice, story or rite is coming from, versus someone who has observed this and feels entitled to publish on behalf of a tribe, community or People.

A scenario we might face is that most of the content consumption initially will be among English-speaking people from so-called Western countries and mainstream society. However, we hope to reach specific groups of people, such as the knowledge holders’ themselves who are *already* seeking to

- a) share their knowledge and message with the rest of the world
- b) deepen knowledge of their own heritage as well as specific practices from other tribes
- c) connect with other ‘wisdom holders’ on the specific themes relevant to them.

In addition, we will consolidate stories for educational modules to teach at schools and universities.

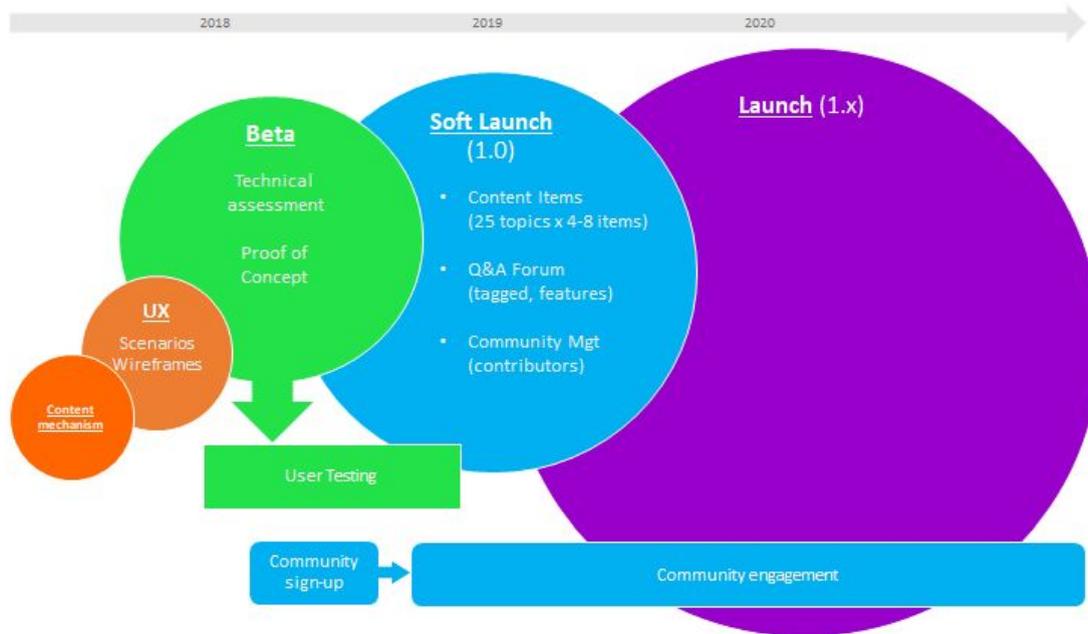
From a technology perspective, there are four different types of interaction with the platform.



Contributions are voluntary, unpaid, and need to follow the aforementioned FPIC journalism practices.

ROADMAP

The trajectory of the growth of the Tribal Wisdom collection is currently following and dependent on the capacity to capture content in a consistent and scalable manner. Focusing on the technology aspect of the journey, we worked on the user experience design and proof-of-concept throughout 2018 and 2019, and planned to launch stories and publications from either one region or several sources of content from various places in the world where we will have made contact with the right people in the world to demonstrate the idea behind Tribal Wisdom, in 2019/2020.



FUNDING

The primary funding for the foundation projects is expected to come from donations. In our fundraising we will target institutions and private sources. Our approach to funding from private donations will be mostly in the form of project funding: here we identify a cost or a budget required for a specific project or requirement, such as a development sprint for the content platform (€12.000), payment for (part of) an expedition (€5.000) as funding or with frequent flyer miles or for instance an office appliance (€ 50). In addition, we will engage in crowd-funding, and obtaining sponsorships for events.

Driven by the needs and expertise required for a certain aspect of the programme, institutions and consultants are attracted to execute a specific assignment. These assignments all contribute to the collection of data and content sources or the supporting channels which are relevant to the main goal of the foundation.

GOVERNANCE

The Tribal Wisdom foundation board members are the primary custodians for the funds and maintain governance on the spending of the funds. At the start-up phase, certain initial costs are to be accumulated in the accounting until adequate funds are raised to re-pay the bearer of the initial expense. Where reasonable, these advance expenses should be repaid from the foundation’s funds when funding starts to come in.

The board manages the assets of the foundation and supervises the use of the assets. The starting point is that the funds are held as liquid assets on accounts under the Dutch deposit guarantee scheme. At the end of the financial year, which runs from 1 January to 31 December, the annual accounts (annual accounts, profit and loss account, balance sheet and a statement of income and expenditure) are drawn up by the Treasurer. The foundation conducts transparent accounting. All expenses incurred by the foundation will be for the activities of the foundation and can be justified. Funds and donations acquired for a specific purpose or project will be used one-to-one for that specific project. The accounting of the foundation provides insight into this.

The Annual Report 2018 is a separate document and is published publicly on before the end of June of the following year on <https://anbi.nl/publicatieverplichting/stichting-tribal-wisdom/>.

EXPENSES AND REMUNERATION

For the next three years, we are seeking coverage for a total of EUR 755,000. The estimated rough breakdown per year and per item is outlined as follows:

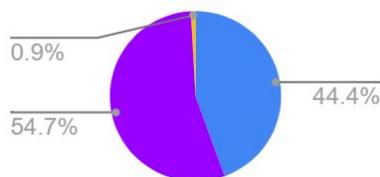
BUDGET			
EUR	2020	2021	2022
People	€100,000	€160,000	€200,000
Local Knowledge Gathering	€20,000	€20,000	€20,000
Hosting & Maintenance	€2,000	€5,000	€5,000
Platform Development	€100,000	€50,000	€15,000
General & Administrative	€1,500	€2,000	€2,500
Events & Special Projects	€1,000	€5,000	€20,000
Donations to Partners	€500	€5,000	€10,000
Total Expenses	€225,000	€247,000	€272,500

Further detail can be found in the Financial Report for 2019, available on <https://anbi.nl/publicatieverplichting/stichting-tribal-wisdom/>.

OPERATING COST

The expectation is that initially many operational duties fall upon the board members (without receiving a salary from the foundation). The bulk of salary and consulting costs are incurred for research, content editing and community management so that the costs for the exploitation of the foundation are in reasonable proportion to the expected costs in favour of the goal of the foundation.

2020



Coordination €100,000.00 (44%)
 Projects €123,000.00 (57.7%)
 Other €2,000.00 (0.9%)

3. PROJECTS AND ACTIVITIES

The activities listed in the above budget estimate, are detailed below:

1. ONLINE PLATFORM

Contribution Collection

The repository of content is mentioned first, and currently separate from the Platform, because it forms the basis of all activities and executions. The intent is to have a cloud-based collection of stories, which can be populated by an online upload form and in turn is made accessible to endorsed contributors. [note: by endorsed contributors, we imply that content is uploaded from trusted sources who have been identified by the foundation's staff or board members, or by a system of validation which will be implemented on the platform once it's gone up for (soft) launch]

The user upload form and meta fields are defined and will be user tested with the UX and beta phase.

Website

The website is now an online summary which allows the audience **to get informed** about the goal of the foundation **and to engage** through a survey, asking about the key themes of interest, and to sign-up to a newsletter which is issued irregularly since 2018.

The next phase will see the creation of a second section: **the content publishing area**, which will house the proof-of-concept for the platform.

One further section will need to be developed to complete the beta; **the contributor area**, which is described under number 3.

In essence the project 'website' is focused on:

- a) Compliance to the public content and transparency requirements related to the ANBI status, including project overview and status, contact, financial information.¹
- b) Findability through SEO (and SEM if we can afford it) and interactivity with the audience(s), such as sharing on social channels, providing a donation, reading the blog, signing up to receive updates, etc.
- c) An entry point to the content platform.
- d) Compliance with the EU General Data Protection Regulation (GDPR) regarding data capture, storage and privacy.

Web Portal

On January 3rd 2018, we met with a technology team in Amsterdam who has extensive experience in building and launching content platforms, and who is on board to co-develop the strategy and build the infrastructure needed to contain and publish the content, and scale to the level of ambition we have. The firm, called Driebit, has / is helping us to develop the strategy and UX requirements. Although partners in

¹ Data from the ANBI which must be published (source Belastingdienst.nl) currently uploaded to <https://anbi.nl/publicatieverplichting/stichting-tribal-wisdom/>

- ANBI the name of the institution
- the RSIN (Legal Entities and Collaboration Information Number) or the tax number
- contact details
- the composition of the board and the names of the board members (unless exemption is granted because of a real safety risk)
- the policy plan
- the remuneration policy
- the goal
- a report of the activities performed
- a financial statement

developing the strategy, Driebit is contracted to execute of Design, Strategy and Development and invoices for its services, such as technology consultant and agency.

In February 2020, thanks to a crowdfunding campaign, we launched the platform on <https://tribal-wisdom.org>.

2. ADDITIONAL ACTIVITIES

Podcast

There are plans to start a Podcast in which we invite knowledge holders to share their messages with our audience.

Book

To enhance awareness for the project, we are considering launching a Tribal Wisdom book while building the content collection. Playing on the sense of urgency to preserve the rites and customs, as well as having a tangible form to illustrate the purpose of the foundation, we believe a book will allow for a PR spurt, which will in turn generate funds and donations.

The intent for the book is quite simply a short and illustrative version of the content from the online platform, at a stage where we will have enough material to showcase several themes and various tribes from across the world and how they practice the customs around this theme, for example ideas about the creation of life/manhood, baby carriers, early learning, rites of passage, organisational design, marriage, building techniques, elderly in the society, burial rites, etc.

This should not be an ordinary page-by-page book, but a fun and highly visual way to learn about different practices.

With the publishing of the book, we will also have something tangible to bring to remote places, to demonstrate the objective of the Tribal Wisdom initiative.

PR & Marketing

The PR and Marketing activities will be defined with specialist expertise and have the primary purpose to attract funding. We believe that as a Dutch Foundation and with an experienced and passionate team and board, who have many contacts in the Dutch and international media, marketing, financial, and academic world, we will be able to get an audience for our cause with smart planning and good effort.

Events

In an effort to 'give back' and also to ensure we keep integrity towards the group of people we are trying to help, we want to set-up events on location which show that we should take pride in our customs, and to observe differences and similarities between their own and other Wisdom Sharers' practices. These will be organised together with local NGOs or institutions and take form in a relevant way to the community we are visiting. Ideally, we would only organise these events primarily upon invitation from these local institutions. For the foundation, we aim to learn more about the way we can help these communities and potentially define or partner with other programmes that aim to preserve tribal knowledge.

Documentaries

A spin-off from the content and a great way to increase awareness are to create a documentary series which focuses on a different life-stage and shows different tribal customs from remote places in the world. We hope to again show that we are all similar in many ways and different in others. And the moral of the story is to 'observe without judgement' other people, people who do things differently, but also to uncover a bit more about the Why around certain customs which we might see as highly peculiar, extreme, or even 'wrong'.

Educational Content

We believe the content should be repurposed for educational institutions, for example, building techniques at Architecture schools, birthing techniques for midwives and gynaecology studies.

3. COLLABORATION AND COORDINATION

Salaries/Consulting Cost

Currently, there are no employees and all the core activities are conducted by the members of the Board. As we grow we will need to recruit **community management, research** and **content editing**. Until we have sufficient funds, we will attract expertise on part-time, and where possible, voluntary basis.

Even though much of the effort will continue to reside with the Board Members, these will not collect a salary and are only eligible for certain expense reclaims.

4. ACHIEVEMENTS TO-DATE

2016

- ✓ Board complete and foundation founded
- ✓ Teaser web page live
- ✓ Search for Writer/Researchers

2017

- ✓ Board supplemented
- ✓ Proof-of-concept for content gathering from existing sources
- ✓ Foundation info web page live
- ✓ Collecting user insights via web survey
- ✓ Registration for newsletter available on website
- ✓ Field trip to assess concept for Tribespeople themselves (Himba & Herero)
- ✓ Connections with Conservationists, Anthropologists, regional indigenous tribe organisations (Africa and Amazon)

2018

- ✓ Tribal Wisdom joins the collaboration network [Sinchi Tribe](#)
- ✓ Branding for Tribal Wisdom
- ✓ Further connections with Conservationists, Anthropologists, regional indigenous tribe organisations
- ✓ Attendance American Indian Treaty Council (June)
- ✓ Board changes (replace treasurer and secretary)
- ✓ Obtained (Cultural) ANBI status
- ✓ Explore Trademark for brand
- ✓ Secure 'house photography'

2019

- ✓ Newsletter activities
- ✓ Further connections regional and local traditional culture preservation organisations
- ✓ Attendance United Nations Permanent Forum on Indigenous Peoples (April)
- ✓ Explore Trademark for brand
- ✓ Secure 'house photography'
- ✓ Portal (platform phase 2) roll-out
- ✓ Fundraising campaign (started Dec 2019) - closed above target with EUR 4,100.00 in donations

5. FUTURE PLANS

2020

- Secure partnerships with content producing organisations, such as Cultural Survival
- Further connections regional and local traditional culture preservation organisations to share at least 30 articles on the Tribal Wisdom platform from three different tribes or geographies
- Develop and launch front-end user upload form
- Define requirements for community area and platform functionalities
- Speaking engagements
- Local and theme-based events for knowledge sharing between contributors
- PR & Marketing, including dedicated social media messaging
- Strategic Planning on evolution of the Foundation
- Review Board Members and establish a Board of Advisers
- Appoint foundation Director and Programme Coordinator

2021

- Community area and functionalities v2
- Regional and local and theme-based projects and events
- Secure funding for staffing and ongoing projects
- Secure a staff plan with committed team members
- Begin efforts for Tribal Wisdom podcast
- Begin efforts for Tribal Wisdom book

6. CONTACT DETAILS

Registered Name with Chamber of Commerce:
Stichting Tribal Wisdom

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Website:
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Instagram:
<https://www.instagram.com/tribalwisdomorg/>

Twitter:
@TribalWisdomOrg

Facebook:
<https://www.facebook.com/TribalWisdomOrg>

LinkedIn:
<https://www.linkedin.com/company/tribal-wisdom/>

Bank account:
NL66INGB 0007 2569 54

Status:
Cultural ANBI (Dutch equivalent of a Public Benefit Organization)