



Policy plan 2017

In 2017, work will continue to further strengthen the positioning of Keep Food Simple. Active communication plays a key role in this. The power of the message will lie in the translation of the profile into a portfolio of projects. These will partly consist of ongoing projects, in addition projects will arise from the workshop 'fermentation'; a list of follow-up actions is the basis for this. Some projects will still be in the research stage, others will be further on the road to development and commercialization and still other projects will focus on substantiating existing products, for example in the field of health properties.

For each project, one of the Board members will take care of the interaction with KFS. The number of projects is therefore limited for the time being.

For each project it will be examined how it can be ensured that successes are associated with the KFS approach, both in communication and in a financial sense. It is essential to make agreements in advance whereby indications such as "initiated by" or "supported by" can be functional in the communication.

For the financing of KFS, it still seems practical to cover this income from private contributions and sponsors.

The funding for substantive activities and projects will have to come from specific project funding. The question is whether it is interesting to form a modest 'seed' fund, within KFS, to support individual students who develop potentially important ideas for KFS.

The possibilities of a participation fund, which can give a first impulse to the commercialization of projects in new companies, will be explored. Such a fund should be positioned outside the KFS Foundation; it is conceivable to set up something similar with a professional party such as RABO or others.

In 2017, a website will have to be developed with the aim of providing information about the organization and purpose of KFS, promoting and facilitating the development of ideas, promoting networking, initiating new projects, providing information about current projects and opportunities for financiers and investors.