



BOOST

The World.

Policy Plan 2026-2030

Mission and Vision

Mission

BOOST The World Foundation inspires, activates and connects young people worldwide so that they develop their talents and grow into inclusive leaders who strengthen their communities.

Vision

By 2030, half a million young people worldwide will have undergone a transformative BOOST experience in which they have been trained to become heart-centered leaders within their communities – based on love, care and wisdom.

Strategic objectives 2026-2030

- International growth of learning communities.
- Development of modern leadership programs (heart-centered and ubuntu)
- Strengthening small and medium-sized agricultural enterprises through water, energy and agricultural infrastructure.
- Strengthening (unmarried) teenage mothers.
- Promoting food security, employment, and entrepreneurship.
- Knowledge exchange between the Netherlands and partner countries.

Key Focus Areas

1. Youth and Leadership

- a. Training, workshops and mentoring of young people and young leaders.
- b. International exchange programs.
- c. Digital learning environments (BOOST Academy).

2. Small and medium-sized agricultural enterprises and infrastructure

- a. Sustainable energy via solar panels.
- b. Sustainable water source and storage
- c. Smart measures against flooding.
- d. Demonstration fields scaling up to 12 ha of agricultural land.
- e. Practical training for young people, women and farmers.



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3. Young women and (unmarried) teenage mothers

- a. Training workshops for young women and (unmarried) teenage mothers, e.g. sewing workshops, and learning how to start a clothing atelier.

SMART Objectives

2026-2027

- 50 local farmers and small and medium-sized agricultural entrepreneurs trained.
- 2-12 hectares operational (phased expansion)
- Improved access to irrigation.
- Improved protection against flooding.
- First companies started.

2028-2030

- Scaling up to 100+ participants per year.
- Structural cooperation with education and government.
- Structural exchange program of (medical) students and nurses between the Netherlands and selected local Parties (e.g, Universities and vocational education).
- Structural cooperation with the Dutch embassy.
- Multi-country replication.

Key Performance Indicators (KPI's)

- Total donations, including crowdfunding, sponsorship money and subsidies.
- Cost per euro collected (less than €0.10)
- Percentage of large donors in sponsor.
- Number of new donors and sponsors.
- Contribution by BOOST Coffee sales.
- Engagement on social media.
- Number of young people and women trained.
- Number of SMEs supported.
- Percentage of participants with work/business.
- Water and agricultural innovations applied.
- Number of collaborations with Dutch partners.
- Number of events with local authorities.



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Organization and Governance

- Board: chairman, secretary and treasurer (all unpaid).
- Local implementation via BOOST The World South Africa.
- Professionalization of project management.
- International Code of Business Conduct (IRBC).
- Zero-tolerance policy towards sexual exploitation, abuse and harassment (SEAH).
- Annual review of governance and strategy.

Management and Use of Assets

Money is spent on:

- Project development (agriculture, water, energy).
- Education and youth programs.
- Organizational development and fundraising.
- Application for the Dutch CBF Quality Mark and Global B Corp Certification.
- Ongoing digitalization (AI, CRM).

At least 90% is spent on public benefit.

Monitoring and Evaluation

- Annual impact analysis.
- Quarterly reports.
- Feedback from participants and partners.
- Adjustment based on results.

Communication and Visibility

- Social media and website.
- Stories and videos.
- Giving presentations to entrepreneurs and students.
- Events and donor and sponsor meetings (four events per year).
- BOOST expeditions (twice a year, i.e. mid-May/June and mid-August/September).

Board

President: Rosanne van Zalingen
Secretary: Ivo Kemmink
Treasurer: Tom de Zwart