

Policy plan Super Chill Foundation.

2022



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Mission & Vision

Key and founding principles.

Vision

The Super Chill foundation was established because the current meritocratic school system has a strong unilateral focus on measurable outcomes and topics such as reading, calculus, writing, etc. and puts a great amount of pressure on both teachers and pupils. However important these skills are, teachers are also required to prepare future generations through teaching them skills that help them deal with the challenges of their time. These skills include e.g. innovation and creativity skills, technology skills, interpersonal skills and global citizen skills. These are all very necessary when dealing with an increasingly complex global society and connectiveness, whether through technology or interpersonal means. Furthermore, education is moving towards becoming more accessible and inclusive, problem-based and collaborative, personalized and self-paced and lifelong and student-driven.¹ The required skills can't get much attention in the current (primary) school curriculum, because the scheduling is so strict and tight that teachers simply have no room to teach differently or in accordance with (future) necessities. The current ridged focus on testing, performing and output on standardized items does not only lead to underprepared children, it also puts an extreme amount of stress on both the teacher and children and does not allow each child to live up to their full potential in their later life. This stress and pressure actually leads to less connected, less smart and less happy children and young adults, often with different kinds of psychosocial problems as secondary, opposite, result. These children will continue to carry these challenges and problems with them for the rest of their adult life. Based upon scientific research on how children learn and function to the best of their abilities, we can do better.

With all this in mind Rituals and De Nieuwe Yogaschool established a foundation; Super Chill. Super Chill strives to help change the primary education system towards a system where each child has room to grow without constantly feeling the limiting pressure to perform and adhere to standardized norms. This means more relaxed teachers, less stress in the classrooms, less focus on testing and standardized output, more room for interpersonal, creative and problem-solving skills and, last but not least, stimulating each child to be (and grow into) their authentic self. They are going to need it.

Mission

¹ World Economic Forum 2020, Schools of the Future, Defining New Models of Education for the Fourth Industrial Revolution.

The mission of the foundation is to make sure future generations are well prepared for the challenges of their time. In our contemporary meritocratic societies whole generations suffer from stress, stress related diseases and burn-out. And, given that our modern lives will keep changing rapidly especially under the influence of fast evolving technology, the input on our nervous systems will only increase. This is not only bad news for those who don't learn to deal with all this input (stressors), it is also economically devastating for a society as a whole. Research shows that a growing number of burn-outs and stress related symptoms at increasingly an early age creates a generation of individuals that become less socially interacted and/or unable to participate fully and fulfil their role in society.² This is materially detrimental to their overall welfare. **Our meritocratic society is creating the exact opposite from what we and the world need from our future generations.** The foundation sees it as its one of its missions to ensure that all individuals are able to prepare themselves for the true challenges that they will face throughout their life and to make sure that they have access to the tools that will allow them to pursue prosperity and happiness by living up to their full potential, which will have a ripple effect through society as a whole. In a society where stress, the pressure to achieve and hectic complexity prevail, individuals should have the cross-disciplinary tools to deal with those challenging circumstances. By starting in the classroom, the foundation hopes to have a reach that is as wide as possible, which also includes those individuals that are not encouraged to develop these skills at any other point in their life, or those who are not fortunate enough to be able to seek out training and education on these matters on their own. Those who are most vulnerable within society are often those who need these skills the most as it is challenging to get access to this toolset. In that respect, children are generally dependent on family, who may not be able to offer them the tools they need to flourish. As a group, they may be most vulnerable, since they already have to face the challenges which require a specific set of tools. Take for example the children who during the current pandemic have to sit through endless digital calls and that truly need to be self-starters with the ability to cope with stress on their own to ensure they are able to pass their standardized exams to even stand a chance on today's job market.

Arguably , this leaves many individuals to fend for themselves - whilst the 'regular' educational curriculum provides little to no support in these areas. The foundation will

² Stevens, van Dorselaer, Boer e.a., "HBSC 2017 GEZONDHEID EN WELZIJN VAN JONGEREN IN NEDERLAND", 2018, Universtiteit Utrecht, Trimbos Insitituut, Sociaal Economisch planbureau, www.HBSC-nederland.nl , pp. 64-75.

attempt to fill this 'gap'. **The Dutch law on primary education** even specifically outlines² that education should not only focus on cognitive development but also on social and emotional skills - both being key objectives of the foundation. The legislative provisions clearly convey that education is to **prepare children for being active citizens, able to socially integrate** and that pupils will meet and have knowledge of different backgrounds and cultures. Research shows that the latter is constantly skipped over for the benefit of teaching more 'traditional' skills (like reading, writing). Thus it is all the more important to create more opportunities for children to have access the more 'softer', but definitely not less important, side of education. These basic skills are absolutely crucial during the entire educational process and the relevance is directly transferable to finding a place within the current job market. Even at a later stage an individual's life and on their future career path these skills will help them perform better at their job, ensure that they can live up to their full potential and that they are able to continuously keep growing and improving.

All research and experience points towards the necessity of a turnaround in our education system; from a suppressive system where all children need to perform to standardised norms and show the same traditional capacities to a system where children learn (and get the time) to develop themselves into active, capable citizens with a broad understanding of themselves and the world around them. The latter can only happen if you create a learning environment focused on well-being, where children can thrive and learn, at their own pace, **all the necessary skills** needed for the future.

That is why we begin NOW, in our primary school classrooms. Exactly there, Super Chill can **help future generations** to learn essential skills to deal with future challenges. These skills supersede traditional skills and we aim to teach future generations skills like **self-reflection, stress resilience, cooperating with peers, respect and understanding others, dealing with success as well as failure, creative and innovative thinking** and more. All skills that greatly contribute to **well-being; well-being meaning both physical and mental health of children, their feeling of happiness, a sense of belonging and ability to relax.** Happy, relaxed, connected, well-performing and healthy children learn better, are more creative, absorb more 'traditional' knowledge, have a better sense of self, are more curious and will therefore become more well-rounded, successful and affluent adults.

We make these skills available for every primary school (regardless of et.al. religion, form of teaching or life philosophy) at no cost and hence are **accessible for all children**, also to those who don't have access to these teachings through other resources like e.g. their

² Article 8 of the Dutch Primary Education Act.

parents, social life, extracurricular activities or tutoring. Thereby contributing to **equal opportunities for all children within society**. Especially at primary school level this is important as these children are a 100% dependent of the adults that take care of them, who may not be willing or able to provide opportunities in these areas.

By focusing on the well-being of children they can grow up to run a family, a team, a company or even a country with confidence and compassion. In short, they can fully fulfil their role in society with purpose, connection and a strong belief in themselves and an understanding of a complex and globalised world. This will broadly improve mental and physical well-being within society.

Strategy

1. One of the objectives of the Super Chill Foundation is to **reach at least 2 million children** internationally. These 2 million children will initially be offered and taught different exercises based on the mindfulness method and yoga techniques and will be et. al. available in the Super Chill App on a recurring basis. The said activities will be the first step towards more relaxed children, giving them effective tools towards healthy social emotional skills. Part of these tools is also giving them means to boost creativity and innovative thinking, to deal with the positive and the negative in life, to cooperate with peers and to build self-confidence. The App is based on two programmes;
 - For teachers to use in the classroom with their pupils at different moments;
 - For teachers to use to lower their own stress levels, in order to allow them to teach in a more calm and collected fashion. Good education is heavily dependent on good and connected teachers. Momentarily one of the most stressed groups in society.³

Starting with the Dutch primary school system, Super Chill will have created awareness for the burning issue; overstressed teachers and children in primary schools. They are subject to unhealthy forms of pressure with an undesirable result of only teaching and learning skills that are beneficial on short term time scale and developing a scale of psychosocial problems. Instead of focussing on the necessary skills for the future and adopt a child-centric and wellbeing focused approach, where children can learn in a healthy, safe and relaxed environment. With a longer horizon the foundation aims to contribute actively to lower or even eliminate the root causes of pressure and high stress levels in

³ <https://www.duo-onderwijsonderzoek.nl/wp-content/uploads/2016/01/Rapportage-Werkdruk-Leerkrachten-PO-8-januari-2016-1.pdf> & <https://publications.tno.nl/publication/34634072/eDSx5W/TNO-2019-R10679.pdf>



- primary schools, together with a movement of teachers (and other child-loving people), and to create a ripple effect that can be felt throughout society.
2. **Creating a movement.** Super Chill will work with teachers and those who have the wellbeing of children at heart to actually identify and solve problems together. By connecting to the teachers, getting them involved in problem-based communication and presenting concrete solutions to policy makers, Super Chill aims to connect bottom up and top down key players in order to facilitate actual change. Super Chill centralises not only the children, but also the teachers. We make teachers important (again).
 3. **Aligning scientific research.** Super Chill aims to align scientific research to ensure that the app develops true to results, necessity and societal relevance. Furthermore, the proven effects of the app can assist in raising awareness for our burning issue and will aid the foundation (and others) to push well-being focused change within the primary school system. Research will be conducted in close cooperation with the University of Amsterdam and outcomes of that research will be made publicly available.
 4. **Brand ambassadors:** Super Chill aims to align those who can serve as an example for children. We call them the 'Super Normal'; teachers and other people who have, despite external pressure or critique, remained true to themselves. The authenticity of these brand ambassadors shows clearly how important interpersonal skills, creativity, diversity and all other skills are. No matter your level of IQ, we can all become Super Normal people with future proof skillsets. These ambassadors will be part of the Super Chill raising awareness program and subject to our integrity requirements and non-profit nature.
 5. **International extension:** we aim to reach all Dutch children; however, we do understand that the program may not be for everyone. Hence if we reach 60% of all children in the Netherlands we are at 840.000 children (1.4MM children live in The Netherlands). The other 1.2MM Children will need to be reached abroad. Germany will be our first point of focus after the Netherlands because of geographical proximity, equal problems in primary education and the amount of children in primary school (<3MM). At first Super Chill will launch the app and the program focused on teachers. As parents run into similar problems regarding their children, Super Chill aims to expand to content for parents as well, continuously moving outwards.

Key Activities

In order to reach 2 million children in a five year timeframe The Super Chill Foundation will perform several activities:

1. Initially create Super Chill content (based on et. al mindfulness and yoga) for teachers and children in primary schools: licensed professionals will create new content on an ongoing basis. The Super Chill Foundation strives to be inclusive in all

its forms; the content will be accessible for everyone with regard to language and difficulty level and free of any indications to religion, class, sexuality or ethnic background. The content will be based upon teachers needs in the classroom and upon the necessities of children and the need for a broader future skillset. Content development will always be in collaboration between the Super Chill foundation, mindfulness & yoga experts and teachers. Effectiveness will be monitored and content will be tailored to achieve maximum effect.

2. Functioning app and webb connection: the current main communication channel to provide exercises to the children and teachers is the app. This app is developed and continuously maintained and updated with content by the Super Chill Foundation. The App features a Digiboard playing option so teachers can use the sessions in their classrooms when desired.
3. Website: the Super Chill Foundation will maintain a website disclosing all information about the program, the app, the Foundation itself (policy, financial report, required data, statutes, board information, contact details and all other matters required by Dutch fiscal regulations), country-specific details and necessary information to keep the community informed.
4. Community building: The Super Chill Foundation will create a community with (primary school) teachers and other adults surrounding children and who have their wellbeing at heart. The community is formed around a common understanding of the burning issue and the need for a more stress and future proof generation.
5. Focus groups: Super Chill will create several focus groups to test different content, ways of communicating and other needs of the community. Focus groups can, but not limited to, consist out of teachers, parents but also children. This is another channel to stay in touch with different segments in society Super Chill aims to support.
6. Raising awareness: in order to reach the 2 million children, both children and teachers need to know of the existence of the program, underlying problem and possible solutions / expected effects of its content. Henceforth the Foundation will roll out yearly activities and exposure to both off- and online material to raise awareness, form partnerships and make sure the program is trusted and used by primary school teachers, children and all others that may benefit from it.
7. Measuring and evaluation: Super Chill will make (anonymous and in line with GDPR) inventory of user data to measure the use of activities. The purpose is to create content based on what is needed (and used) most. Super Chill will also actively evaluate with its users what is needed and necessary for both pupils and teachers to relax and cope with stress and pressure in and outside the classroom. The aligned scientific research will be the foundation for innovation of the Super Chill app and other possible solutions that can help the community and create activities that help establish further awareness and solutions for the root causes of pressure and high stress levels.
8. Urban Mental Health research. A team of scientists will conduct research on the effectiveness of the Super Chill app in Dutch classrooms. The stress levels of teachers



and their classrooms will be monitored and analysed as will the influence of the use of specific exercises in the app on these levels. Furthermore, the research will also focus on the effectiveness of mindfulness via a technological tool versus physical forms of teaching the same in classrooms. Results will be published in et.al. scientific articles and made available to the public as is the general practice in all scientific research.

9. Connecting and communication: Super Chill aims to be present within its community. We want to be a part of it and facilitate the community to become a movement to improve primary education. Henceforth we will organise (online) events, solution centric circles, have a community based social media strategy, a dedicated person to answer questions and respond to ideas, organise meet-ups and focus groups, send out newsletters with a possibility for community members to contribute to either YMM content, articles, blogs etc. and also facilitate connectedness within the community itself.

Current situation

The foundation has been legally founded and these important milestones have been reached in 2021:

1. Content in application – effective exercises for children to teach them important personal skills
2. Application developed and improved based on user research
3. Qualitative ambassador group of 100 teachers, directors, support staff
4. Successful theme week for all primary school classes introducing them to Super Chill exercises. 4000 children participated
5. Year-round communication on the mental wellbeing of children, expositions, workshops and symposia, online raising awareness and sustainable communication plan.
6. 11.000 downloads of application, 4000 accounts and 2000 users returning each week.
7. Team has been extended with community managers, as the community is key to expanding Super Chill to more children and putting the wellbeing of this generation on the map.

Organisation Super Chill Foundation

The General Board & Director

The General Board (GB) of the Super Chill Foundation exists out of three people of which the presidency rotates every 4 years. All board members are and will remain unindemnified regarding their activities and role within the Foundation. The GB will always exist out of at



least three (3) members. All first members are chosen by founding partners Rituals Cosmetic Enterprise B.V. and De Nieuwe Yogaschool B.V. The GB is responsible for periodically creating board member profiles (to be approved by the founding partners) and successive board members will be chosen in line with these profiles by the sitting board. The GB will appoint a Managing director who will be responsible for the day to day business of the Super Chill Foundation.

As off 16th of July 2020 the Super Chill General Board consist out of the following members.

President (rotating):	Niki Schilling
General member:	Susan Bögels
General member:	Johan Noorloos

Generally speaking, the GB is responsible for the approval of the yearly budget and policy and will ensure the Super Chill Foundation always acts in line with its strategy and overall purpose. Furthermore, the board will also activate their extensive network where necessary to assist the foundation in et.al. raising awareness for the Super Chill program and the underlying burning issue. Lastly, the board will be the controlling party regarding checks and balances of the agreed budgetary policy.

The GB will meet at least quarterly with the Managing director in order to be informed about the progress, obstacles and budget. In this meeting the Managing director will provide insights in market, product(s) and target group developments. Both parties will also identify possible needs or necessary support from GB in order to obtain the yearly goals. In the 4th quarterly meeting of each year the former year will be evaluated, and a plan will be presented to the GB for the year to come, including business objectives, budget and resources. The President of the GB can call a meeting when she / he sees fit. Also, two (2) out of (3) members of the GB can call for a meeting without the approval of the President of the GB.

Managing director

The Super Chill Foundation will employ 1 FTE in the form of a Managing director, deployed via the payroll system of Rituals Cosmetics Enterprise B.V and outsourced to the foundation (for practical reasons - as this is currently the most convenient and economically viable option), responsible for the daily governance and yearly output (achieving the set goals). Necessary other workload and creation will be outsourced to subcontractors or supporting personnel whether paid or voluntary. The necessary contract is specified between Rituals and Super Chill where the yearly payment of the Managing director will be part of the amount donated by Rituals.

Communty Manager

The Super Chill Foundation will employ 1 FTE in the form of community manage, deployed via the payroll system of Rituals Cosmetics Enterprise B.V and outsourced to the foundation



(for practical reasons - as this is currently the most convenient and economically viable option), responsible for growing a qualitative community of like-minded people that can help spreading the Super Chill program and reach more children. The necessary contract is specified between Rituals and Super Chill where the yearly payment of the Managing director will be part of the amount donated by Rituals.

Budgetary policy

Financial administration and fundraising

Super Chill is a non-profit foundation and will spend at least 90% of its financial means to reach the 2 million children. Financial administration is executed by the foundation and supported by DLA Piper through their pro bono program.

Contemporary situation

- Rituals Cosmetics Enterprises B.V. may donate an amount up to € 3MM.

Super Chill will hold a minimum amount in cash, where such amount will be limited to a sum that is deemed to reasonably be necessary to safeguard the continuity of- and to be able execute its foreseen activities, where such activities will have the purpose of serving the public benefit, in line with the foundation's statutory objective. The amount held may vary from time to time, depending on the specific needs of the foundation at any specific point in time, yet Super Chill shall strive at all times to keep excess amounts of cash held in such account as low as possible. Any sporadic surplus in funds will be used for scaling-up the program whether in content, raising awareness or community contact activities.

Per year, Super Chill will determine which specific needs will require extra funding. Funds will generally be donated by Rituals Cosmetic Enterprises B.V. as based upon a yearly budget approved by the Super Chill board. Other donations and partnerships can be formed after confirming with founding party Rituals Cosmetic Enterprises B.V.

Budgetary management

Per year Super Chill will present its financial plans to the board. After approval by the board, the executive authority of the budget will be delegated to the managing director in close cooperation with the President of the Super Chill Foundation. A decision-making flow will ensure a controlling body, supported by the administrative office of Rituals Cosmetics Enterprises B.V. On a quarterly basis Super Chill will present a financial progress report on the budget, set goals and milestones of the foundation which will allow for financial tracking and checks and balances.

Statutory Goals

The sole statutory goal of the foundation is to introduce school children to the overarching idea of mindfulness, and more particularly to Yoga, with the principal aim of actively contributing towards a reduction of stress levels and perceived pressure in- and improving the quality of general primary education, which should allow children to better live up to their full potential, whilst also contributing to their general well-being, creating a ripple effect within the broader society. To that purpose, the foundation sets out to develop- and offer teaching programs, primary school projects and other initiatives in the area of mindfulness, meditation and yoga, where such matters will include the development of a digital 'app' and / or other technological media application that would allow the foundation to reach its targeted international demographic of school children. The foundation will ensure that its actual practice will be in line with this statutory goal.

To work towards achieving this goal, the foundation intends to also conduct research (or shall have research carried out on its behalf) in the area of mindfulness, and more specifically with respect to meditation and yoga. It will also undertake any such further actions that may be conducive or beneficial in working towards the aforementioned goals.

Conclusions drawn on the basis of the aforementioned research may prompt changes to be made to the content offered and the activities performed by the foundation in order to ensure and work towards effective improvement of general well-being within society.

Absence of profit

The foundation shall aim to primarily render its services, or conduct its activities, at- or below cost price. Any fund-raising which may take place from time to time will have the sole purpose of enabling the foundation to execute or expand its activities, where such (expanded) activities will have the purpose of serving the public benefit in line with the foundation's statutory objectives. Any (incidental) surplus earnings will solely be used to serve such public benefit in line with the foundation's statutory objectives. The foundation's activities are not intended to be profitable on a structural basis and the foundation generally does not expect to generate material net earnings.

Assignment liquidation balance

At liquidation or winding up, the liquidation balance (if any) will go to a foundation with ANBI-status with activities that are in line with the Foundation's own objectives and values.

