



Madaster Foundation
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Report of Performed Activities first half year 2017

July 2017

The Madaster Foundation was founded end of December 2016. In the first half year of the existence of Madaster, the following key activities were executed:

When	What	Description	Activity group
Q1 – Q2	Social media	<ul style="list-style-type: none"> ▪ Google search “Madaster foundation” leads to >40.000 search results! ▪ Activate twitter account, grow account membership from 0 to 1.150 active followers ▪ Activate LinkedIn account, grow from 0 to 213 followers and thousands of views on publications 	Communication & inspiration
Q1 – Q2	Publications	Madaster actively mentioned and introduced in >30 national printed and online media publications like a.o.: <ul style="list-style-type: none"> ▪ AD ▪ Financieel Dagblad ▪ Duurzaam Gebouwd ▪ De Ingenieur ▪ Corporate websites & press releases of a.o. VolkerWessels, ABNAMRO and Rabobank 	Communication & inspiration
Q1 – Q2	Presentations	>50 presentations given to audiences varying from 10 to >1000 people	Communication & inspiration
December ‘16	Initiate building Madaster Platform	Request to ICT service provider to start developing a platform to	Stimulate tool development

		register materials and produce Material Passports, aiming for press release on 17 February 2017	
January '16	Initial agreement founding partners	Agreement with initial founding partners to actively support Madaster Foundation via financial donation and contribution to governance	Assure accessibility of knowledge & data
February '17	Press launch Madaster	First presentation of the Madaster concept and platform for 75 invitees in Amsterdam on 17 February 2017	Communication & inspiration
March '17	Active recruiting of donors	Start campaign to sign up 33 so called 'Kennedy's' to act as founding partner and support Madaster and its foundation with knowledge, experience and financial funding.	Assure accessibility of knowledge & data
April '17	Building Holland	Key note speech and 2 stage events at Building Holland in RAI Amsterdam	Communication & inspiration
April '17	First Kennedy event	Initial meeting of founding partners with 25 participants	Communication & inspiration
May '17	Continuation development Madaster Platform	Request to multiple service providers to continue developing a platform to register materials and produce Material Passports, aiming for public launch on 29 September 2017	Stimulate tool development
May '17	First news letters	Start frequent news letter to 50 subscribers (currently 200)	Communication & inspiration
June '17	Kennedy walk in session	Active knowledge / network session with founding partners (Kennedy's) about development of Madaster and its foundation	Assure accessibility of knowledge & data
June '17	Board Member vacancy	Publication of vacancy for Madaster Foundation Board members	Assure accessibility of knowledge & data
July '17	Second Kennedy event	Initial meeting of founding partners with 30 participants	Assure accessibility of knowledge & data