**Policy Plan PSI-Europe**  **2019-2021**

1. **Background and introduction**

Stichting PSI-Europe (‘PSI-Europe’) is an independent non-governmental organisation (NGO), registered in Amsterdam, The Netherlands, in 2008. It is the European affiliate of Population Services International (PSI), the world’s leading network of non-profit social marketing organisations. The PSI network comprises local offices in over 50 countries throughout Africa, Asia, Latin America and the Caribbean, and Eastern Europe, coordinated by PSI’s global headquarters in Washington DC, USA.

PSI-Europe was founded to support, promote and generate resources for the PSI network, in Europe. For almost 50 years, the PSI network has improved the health of poor and vulnerable people in the developing world principally through social marketing of family planning (FP), other health products and services and through health communications. With PSI’s new strategic direction (2018-2020), it aims to improve access to primary care networks; put more care and control directly in consumers’ hands; revolutionise the way adolescents access contraception; and unlock domestic financing. With over 50% of PSI’s funding coming from donors/institutions based in Europe, PSI-Europe remains an important function in mobilizing sustained support for the PSI network from Europe-based stakeholders.

PSI-Europe was founded with the aim to represent the PSI network in Europe and to generate resources for the network. The office was composed of a small number of staff who primarily had a representation function. When PSI received a grant from the Dutch Ministry of Foreign Affairs under the Choices and Opportunities Fund (COF) at the end of 2011, PSI-Europe hired a person in 2012 to manage this grant and the relationship with the Dutch Ministry of Foreign Affairs from the PSI-Europe office. This was the beginning of PSI-Europe’s extended role in which it also had a program management function, even though PSI was the grant holder. This project ended in 2015 and at that time, PSI-Europe decided to apply for direct funding from the Dutch Ministry of Foreign Affairs under the Strategic Partnerships for Sexual and Reproductive Health and Rights (SRHR). PSI-Europe was well positioned to apply for this funding because of its good reputation perceived by the Dutch Ministry of Foreign Affairs and the Dutch SRHR civil society organizations particularly those organized through Share-net International (of which PSI-Europe is an active (board) member).

After a competitive selection process, another Dutch NGO, Cordaid, invited PSI-Europe to partner with Cordaid on a consortium, called *Jeune S3* (Santé, Sexualité, Sécurité) led by said organization.

From this time on, PSI-Europe became an implementing organization, while maintaining its representation function.

1. **Looking ahead**

For the coming policy period 2019-2021, PSI-Europe’s goal is to increase its support of the PSI network by further promoting and generating resources for the network.

 **Mission, vision, strategy 2019-2021**

Mission, Vision

PSI-Europe’s **mission** is to promote the work of and generate resources for the PSI network through existing relationships and new partnerships, to support PSI’s goal to reimagine healthcare and pursue universal health coverage through innovative and sustainable solutions that meet actual health needs of vulnerable people in developing countries.

PSI-Europe’s **vision** is that people in the developing world should be able to make their own choices in health and that this can be achieved by putting more care and control directly in Sara[[1]](#footnote-1)’s hands, by revolutionizing the way adolescents access contraception and by unlocking domestic financing.

Given the relevance of the above-mentioned themes for European stakeholders, PSI-Europe believes it plays an important role in this by generating resources for the PSI network and promoting PSI’s work in European networks and fora and among stakeholders in Europe.

Strategy 2019-2021

PSI-Europe’s position in Europe is quite unique because it represents the broad network of 50 PSI network members while functioning as a small representation and implementation organization. PSI-Europe’s strategy for the future is that it will enhance and expand its representation role and continue to play a role in implementation, but it will only do the latter when PSI-Europe adds unique value to the network. This means that it will only implement grants, together with PSI network members in the South, issued by European donors when i) they cannot be managed from the United States where PSI is based, due to legal or financial constraints or ii) when the expertise to manage the grant can be more easily found in the PSI-Europe office or in collaboration with partners (NGOs, research institutes, corporate partners) in Europe.

This way, PSI-Europe will distinguish itself from other European, including Dutch based, NGOs, since its implementation capacity will remain limited while its reach through its network of 50 PSI members will be significant. Therefore, PSI-Europe will always seek partners to provide its specific expertise to implement grants that require a certain budget threshold that PSI-Europe cannot meet and that are led by a partner organization. In addition, given its expanded function to support and promote the work of the PSI network, PSI-Europe will play a convening role bringing together stakeholders from Europe who want to share knowledge and expertise, test new concepts and shape a common agenda on topics that are of particular interest to European stakeholders and aligned with PSI’s Global Strategic Plan.

**Goal, objectives & activities 2019-2021**

**For the period 2019-2021, PSI-Europe’s goal is to generate support from stakeholders in Europe for the PSI network. The objective is to increase its relationship with partners, stakeholders and donors in Europe through a number of engagements (sub-objectives):**

* Memberships and contributions to European fora and partnerships with European stakeholders
* New donor relationships for PSI with European institutional donors and funding institutions as well corporate partners
* Projects and programs\* in collaboration with partners and stakeholders in Europe
* Strategies to raise awareness of and generate support among the public and stakeholders in Europe for PSI’s health themes
* Convening role to bring together stakeholders from Europe who want to share knowledge and expertise, test new concepts and shape a common agenda on topics that are of interest to stakeholders in Europe and are aligned with PSI’s Global Strategic Plan

*\* PSI-Europe will develop programmes and projects that are particularly relevant to European stakeholders and can be developed with input from those stakeholders in European; and that promote better health for poor, disadvantaged and vulnerable populations in developing countries.*

More information on activities in 2018 can be found in PSI-Europe’s Annual Report 2018 on the PSI-Europe website.

1. **Organization**

**Chamber of Commerce number:** 819850810

*(Kamer van Koophandel nummer):*

**Fiscal number**: Stichting PSI-Europe RSIN nummer: 819850810

(Fiscale nummer):

**Contact:** Herengracht 124, 1015 BT Amsterdam

 e-mail: rbal@psi.org

**Website:** [www.psieurope.org](http://www.psieurope.org)

1. **Board, Employees and Remuneration**

**The Board:** Visser, Mirella Carola Bettina (Chair)

Hoehn, Karen Elizabeth (Secretary)

 Maas, Jörg Franz (Board member)

 Holscher, Michael Allen (Board member)

At the 1st of January 2019, PSI-Europe staff composition included six full-time and two part-time employees.

**Remuneration Policy:**

Board members do not receive monetary remuneration for their services; but are entitled to expense compensation. The remuneration for the Managing Director is in line with the WNT (Wet Normering Topinkomens). Employees are rewarded based upon a benchmark in the sector of comparable foundations. No employees or temporary staff of PSI-Europe received remuneration above the WNT-maximum in 2018.

1. **Financial**

All financial information can be found in PSI-Europe’s Financial Statements 2018 with the auditor’s statement on the PSI-Europe website.

1. **Fundraising**

PSI-Europe was founded in 2008 with the aim to represent the PSI network in Europe and to generate resources for the network to achieve its objectives. The focus to generate resources was mainly on institutional donors via tenders. For the period 2019 – 2021 and beyond, PSI-Europe’s goal is to generate more resources from corporates and organizations such as the National Postcode Lottery, as well as high-net worth individuals, to achieve its objectives. That is why we requested to obtain the ANBI status from January 1st, 2019.

1. **Management of Funds, Equity**

PSI-Europe spends the income received in accordance with its objectives and in accordance with the budget approved by the Board which is determined annually. PSI-Europe strives to keep the management and general costs in a reasonable proportion with the total expenditures (2018, 2019 less than 10%). The Foundation is audited annually by accredited accountants.

In 2016 it was agreed by the PSI-Europe Board to start to increase its sustainability by creating a continuity reserve. PSI-Europe does not hold more capital than is reasonably necessary for the continuity of the foreseen activities for the purpose of the foundation.

Pursuant to Article 13 of the articles of association of the foundation, no (legal) person has decisive control within the foundation. Thus, no (legal) person can dispose of the assets of the foundation as if it were their own assets.

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1. The name Sara (and Sam) is used internally at PSI to reference any and all of PSI’s beneficiaries to underscore that its work is providing a positive impact on a human life. [↑](#footnote-ref-1)