

Policy Plan Stichting Pacifical Foundation

2023-2025

The Stichting Pacifical Foundation (hereinafter referred to as the Foundation) aims to stimulate social, educational and/or ecological development of communities in the Western Pacific island nations (namely the Federated States of Micronesia, Kiribati, Papua New Guinea, the Marshall Islands, the Solomon Islands, Nauru, Palau and Tuvalu plus Tokelau) which together form the parties to the Nauru Agreement (PNA), as well as other vulnerable islands in the Western Central Fisheries Convention. part of the Pacific Ocean (WCPFC), all together is hereinafter referred to as Western Pacific Islands (WPI).

The foundation does this by making its funds available exclusively to local foundations and institutions that support projects, scholarships and other activities for local communities and residents of the WPI. It is precisely those projects that help the WPI to generate social and economic impact, for which there is no budget from the regular resources available for the WPI, that are eligible for support from the foundation.

We work closely together with the WPI. In order to continue to support the WPI communities, families or individuals in the coming years, it is the mission of the foundation to establish a relevant fund. The income is obtained from asset management, gifts, inheritances, legacies and from contributions from donors. Pacifical b.v. and other relations of the WPI, as well as stakeholders from the tuna processing industry and seafood product sales organizations worldwide form the primary group of (potential) donors, who will help to build this fund.

Within the horizon of the policy period 2023-2025, we are working on a foundation that:

1. is known to its stakeholders and evokes a warm feeling in them;
2. has a visible positive effect on the quality of life on the WPI;
3. supports issues that do not fall within the competence of local authorities;
4. pays out at least EUR 100k annually to foundations and institutions that realize projects to promote the growth and prosperity of the WPI;
5. achieve a return of at least 3% on undistributed funds over several years;
6. operates in cooperation with the countries in the WPI, but from an autonomous position;
7. finances its own organisation.

The earmarked donations received may in particular support social educational and/or ecological projects. We are working on an income stream of earmarked funds that helps ensure the continuity of the supported small scale projects.

The organization to realize all this is financed from income from:

1. the contribution to the management costs (0.45%) for each donation and/or donation
2. return on the general reserve; and the annual donation of Pacifical b.v.

The founder of the foundation, Pacifical bv : its mission and vision

Pacifical b.v. is the global tuna-market developing to represent the small Pacific Island states and their population. The aim is to promote the capture, production, distribution and marketing of the MSC-certified sustainable skipjack and yellowfin tuna caught within their exclusive economic zones.

The company does not own tuna vessels, processing plants or brands. It creates and organizes supply chains in collaboration with their partners for end customers. The certified sustainable end products are recognizable by the MSC ecolabel and often also the Pacifical geographical indication (Pacifical logo)

The tuna comes from the waters of Tokelau and the 8 PNA countries and Tokelau: Tuvalu, Palau, Federated States of Micronesia, Kiribati, Marshall Islands, Nauru, Papua New Guinea and Solomon Islands. PNA stands for Parties to the Nauru Agreement.

Together, these countries have about 25% of the world's tuna catch and 50% of all skipjack tuna caught in their waters. PNA's skipjack and yellowfin fishery has been certified as sustainable to the MSC standard since December 13, 2011, making it by far the world's largest MSC-certified tuna fishery.

Pacifical's team ensures through its online traceability and verification platform, in close cooperation with the PNA Office that for each tuna product its sustainability is fully substantiated from the moment the fishing trip starts till the end product arrives at its destination port. Covering the entire supply chain in cooperation with all stakeholders involved.

Vision

Pacifical envisions a rich and healthy Pacific Ocean: an ocean that is still a source of well-being and livelihood for the Pacific islanders and our planet as a whole. It envisions a future with a constant supply of nutritious, healthy, sustainable, fully traceable, and affordable tuna proteins to the growing world population.

Mission

Pacifical promotes, develops and monitors the global supply chain of Pacific Island states with their sustainable and socially responsible certified Skipjack and Yellowfin tuna. They help create efficient, fully traceable supply chain models using innovative technology and maintaining affordable prices. Working closely with their business partners, they are creating awareness of the key role that people on the island and in the West-Central Pacific region play in delivering sustainable and socially responsible tuna to consumers around the world.

Stichting Pacifical Foundation

In order to achieve the well-being and livelihood as stated in the Vision, Pacifical bv started the foundation independently of its business activities. In this way, a relevant portion of the company's revenue can be directly attributed to social educational and/or environmental community projects that directly benefit the Pacific Island people.

Development

An excellent partnership with the PNA Office and WPI is essential to achieve our objective. This collaboration is reflected in initiatives in which the WPI and the foundation jointly tackle a number of societal challenges. This requires the identification, start-up and support of concrete projects and therefore financial resources. The foundation is committed to creating a fund that can meet this need.

We will work together with local foundations and institutions, such as a.o.

1. PIANGO: The Pacific Islands Association of Non-Governmental Organizations <http://www.piango.org/our-members/piangos-national-liaison-units/tuvalu-association-of-ngos-tango/>
2. the PNA Capacity Investment Program is to develop the capacity of PNA nationals to become internationally recognised experts in their own fields that can be of use in the sustainable development of tuna fisheries, not only at national level, but also internationally.

Payment

The resources of the foundation are initially limited by € 100-200K per year. Nevertheless, the foundation wants to make a meaningful contribution to the WPI people with the available resources. This is possible because the resources of the foundation are private funds, which (within the objective of the fund) can be freely allocated. We therefore choose to finance precisely those activities that cannot be financed as a matter of course from the regular government expenditure within the WPI. By following this strategy, a visible and meaningful contribution is made to the growth and prosperity of the WPI, which can be reported back to donors and stakeholders.

Over the next five years, the focus will be on funding activities that enable the WPI to excel and achieve social and economic impact. The foundation gives priority to support for foundations and institutions that focus on:

1. Scholarships and educational projects that contribute to increasing the quality of the management and conservation of fish stocks in the economic zones of the WPI. Attracting excellent students and supporting less wealthy students; especially in the field of Ecology and Sustainability.
2. Projects in the field of waste management, collection and recycling of waste and plastics;
3. Projects for the protection of the Marine and Coastal Environment in general

This includes efficient and transparent application procedures, whereby the time investment requested from the applicant outweighs the chances of success and any amount to be received. In order to recruit quality candidates, to reach students/applicants who need financial support, good communication is essential. This will be explicitly envisaged in 2022-23.

Marketing and events

In order to attract donations and qualitative requests, we are working hard to increase the awareness of the foundation, the working method and the possibilities of giving and receiving. A clear profile, visibility of the supported students and projects, recognizable corporate identity and active use of website and social media should help to make this possible. An intensive collaboration with the PNA office, local educational institutions offers opportunities to increase the awareness of the foundation among the target group.

In 2023, a new corporate identity and tone of voice to be developed will be fully visible in PDF brochures, website and other sources and social media channels. Through these resources and channels, it will make clear which projects are supported with the donations that the foundation receives. These channels also communicate how projects can be eligible for support.

With the new means of communication in hand, a movement can be made towards, for example, companies in the tuna fishing and processing industry that have an interest in the conservation of the Pacific eco-system and want to give something back to the native population of the WPI. More visibility will be given to the projects that the foundation supports by issuing an Impact report and organizing an annual Impact Day. Applicants should also pay more attention to the Pacific Trust Fund during the project and after completion, for example by giving a presentation or lecture.

Anually on May 2nd the Official United Nations World Tuna Day will be supported.

Asset management and policy

The assets of the foundation are invested in (green) funds that respect people and nature, sustainability does not have to be at the expense of risk / return. The acceptable risk profile is determined on the basis of the following asset allocation: company values 70% and risk-averse investments 30% with a maximum bandwidth of 5%. In addition, the foundation manages part of the assets of Fonds op Naam in a savings account if this is desired by contributors and / or authorities.

The board of the foundation bears the final responsibility for the investment policy and for the strategic asset allocation. The investment profile is partly determined on the basis of advice from the Investment Committee and asset managers. From 2023, the asset management will be placed with one manager: RABO Bank. RABO Bank is 1 of the largest Banks in the field of Agri and Food.

RABO sees the 4 most important trends in this area that need support and funding in their Food Forward program:

- 1.local consumption;
- 2.healthy diet;
- 3.more sustainable production and
- 3.digitization.

What Rabo says about its Food Forward Program : *If we want to feed a growing population sustainably, we face the necessary challenges. With a slowly decreasing acreage, an increasing shortage of raw materials and a heavy burden on the environment and the climate, sustainable innovation is necessary. In the Rabo Food Forward programme, they work together with*

entrepreneurs, consumers, students and the government on food solutions.

"It is unique how the entire food chain works together on new revenue models. What the previous initiatives have in common is digitization. The initiatives are strongly focused on connecting producer and consumer. They often make that connection via an online platform. That is an indispensable channel to reach the consumer."

Cost and tax policy

For the release of funds for projects, a 'flat-rate' return on the invested capital at the beginning of a financial year of 3 to 3.5% was chosen. This amount is converted into liquidity at the beginning of the year, so that this amount is no longer subject to exchange rate/exchange rate fluctuations. In order to further strengthen the predictability of the spending policy, the foundation works with several application rounds per year. Starting in 2024 with 2.

Fundraising, management and target spending costs are incurred. These costs must be in reasonable proportion to the expenditure. For Dutch ANBI tax status companies around 25% costs apply as a guideline. In addition to the one-off start-up costs in 2023, the fund intends to spend a maximum of 10% of the budget on costs.

Named funds that donate their funds to the Pacific Trust fund pay an agreed fee annually for the management tasks/activities performed by the foundation. This remuneration is set at 0.45% of the assets under management for joint named funds.

Basic Data

Pacific Foundation,
Meerpaal 6 4904 SK Oosterhout
E-mail address: info@pacific.foundation
Website : www.pacific.foundation

Directors:

Chairman of the Board Mr Willem Huisman, Managing Director ANOVA bv

Board member /Secretary Mr Michael Batty, representative of WPI Tuvalu

Board member/ Treasurer Mr Arjan Pelders, Trusted Advisor and former Boardmember Pacific CV