

PROJECT REPORT

TEAM MINDFULL



Rik Berbé
Project
management
May 2022

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Project Impact Plek

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Challenge and Purpose

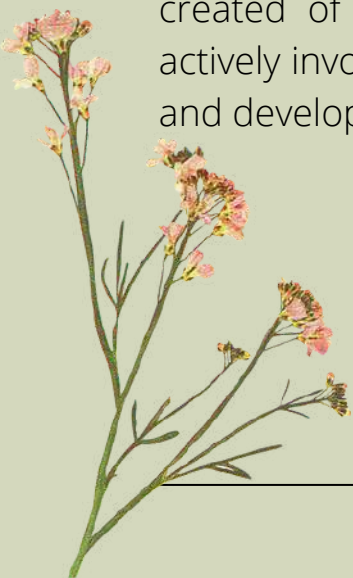
The main purpose of our project was to work together with Impact Plek and its members to raise more awareness about Impact entrepreneurship and expand the community. We, as a project team, had the task of representing Impact Plek on LinkedIn, Facebook, and Instagram, with extra focus on the platform Instagram, since that is where our generation is most found on. The goal behind broadening and expanding Impact Plek on social media had to do with increasing its target audience and attracting younger entrepreneurs. Since we only had around two months to run the social media of the start-ups program, we set goals and milestones in order to provide a good and successful start of the project and move the social media campaign into the right direction. Additionally, we prepared and designed the online appearance in a way, that once we close the project it would be easy to hand it over to our client. Within the work of the project, we ran into diverse challenges, especially during the beginning of our planning phase. Considering the fact that Impact Plek was still in its development phase and was in the process of rebranding from "Startup Apeldoorn" to "Impact Plek Apeldoorn", it sometimes resulted in a lack of clarity about the vision and mission, and we had to anticipate many changes and developments within the project and Impact Plek itself. Another challenge we faced while executing the project was that we sometimes had difficulties visualising the purpose of the post in a creative and unique way. We ended up using a lot of greenery and natural colors in the design process of the content creation. Due to limited time within the project, we mainly focused on creating a strong start of the social media to give our client a more active account, instead of trying to reach a certain number of followers and likes. Furthermore, a priority was to keep nature and the environment within the values of Impact entrepreneurship.



Communication and Stakeholder Engagement

During the project, one team member was the main contact person for the client and key stakeholders, as well as the communication conduit between the client and the team. To enable a successful and proactive communication and stakeholder engagement, we scheduled regular online meetings and check-ins with our client (weekly or every two weeks). Within the meetings, we updated each other on the progress of the project, asked questions and received feedback on the current work progress. Additionally, we used the meeting sessions to have joint brainstorming sessions on how to increase the quality of the project and pitched new ideas and concepts for the social media campaign and content creation. After entering the project execution phase, we started reaching out to new stakeholders and connected with them either in person, by visiting the startup location in Apeldoorn, or online.

We involved the different stakeholders of impact Plek, as well as our client, in the project execution by interviewing each of them and creating social media posts about themselves, their company, their mission and visions with the program Impact Plek. The communication towards the stakeholders was via E-mail in order to keep in touch and grow a good and stable relationship. We updated the stakeholders on the process of the project and received their feedback on specific social media posts that we created of them. By doing so, we aimed to manage expectations and actively involve the stakeholders within the process of the social media post and development of social media accounts.



Suitability

In the beginning of the project, we were introduced to the vision, mission and location of Start Up Apeldoorn. Wiebe Bakker shared his plan to rebrand in January 2022 into Impact Plek, and the issue of not having a social media platform to promote it together with the renewed membership system. They had an inactive social media, which led to the objective of creating one that could engage (potential) members to join Impact Plek. Furthermore, this initiated us to work with Involve2Evolve, another project group with Wiebe as client, to give them the opportunity to introduce the impact festival they were organizing on the platforms Instagram, Facebook and LinkedIn.

The vision of Wiebe is to make a transition towards a circular (greener) economy. To achieve this, his mission is to create a long-lasting network of impact entrepreneurs who can inspire or help each other as startups to create an impact. Therefore, our deliverables were focused on providing them an active platform to reach members and to spread their message. On top of this, we reached out to other startups and organizations to inform them about Impact Plek startup. This also contributes to expanding a network of entrepreneurs where they can cooperate with in the long run.

In short, Mindfull listened to the problem, and mostly the need, of the startup to spreading the launched initiative of Impact Plek and gain more members to become a force for the municipality about awareness on sustainability and making the transition towards a greener economy possible.





Quality



Before we started with the execution phase, our team made several steps together with the client to ensure aligned objectives and goals.

Firstly, we prepared a pitch where we presented a mood board, which visualized how we imagine the social media platforms to look like. This included our aesthetic, colors, fonts and elements which were thought through to be aligned with the concept of ImpactPlek. The pitch additionally included a designed logo for the merge of Startup Apeldoorn and Plek into ImpactPlek. Since our client liked it, he told us to start using it as the official new logo of his startup. We interpreted this as a big honor, since the logo is the essential element of a startup/ company. The pitch moreover contained an overview of multiple ideas we had on the content we were planning to post. This ensured that the client has a clear and aligned understanding of our ideas and expectations for how to manage the social media of the startup.

Further, the pitch included a market research, which contained the analysis of 3 social media platforms, namely Instagram, Facebook and LinkedIn where we analyzed the different target groups based on age, job, interests, and location. The document therefore included a conclusion, where we stated which social media platform we should focus on and how the content of the posts should look like. After the feedback from Wiebe, we agreed on focusing on the platform Instagram based on our analysis and skills, knowledge and experience using that platform of each team member. This complete process shows that we put importance on the quality and preparation of our social media campaign.

We submitted the whole pitch as an additional document (see *Appendix*).



Quality

One more way of ensuring the quality was that we visited the location of ImpactPlek as a team so each of us could get the ability to create a personal impression. During the visit we were able to take pictures of the working spaces, rooms, and outside areas, which we could use for the social media content to create unique and versatile stories, posts, photos, and videos. Additionally, we edited all the pictures with the help of an online tool to create pictures of high quality. Through the physical visit we received the opportunity to meet members of ImpactPlek in person and have a conversation with them to ensure a personal and deeper connection.

After communicating with several members via email, we executed the interviews through online meetings and prepared a template of questions to be asked. During the interview two people were assigned to take over the main talking part. The other divided tasks were the creation of notes, time keeping and the audio recording of the interview so we would be able to revise the interview and create the summary in the form of a short text. This was created not only in Dutch, since our content is based on that language, but also in English to ensure that each team member could give feedback on what to improve. Another way of ensuring the quality of the project is that we send the final versions of the created texts and posts to Wiebe via email a couple of days in advance. Hereby he had enough time to look over the deliverable and provide us with constructive feedback on how to improve the phrasing of sentences and the overall structure and content of the text. This helped us a lot since he has several years of experience in how to create social media content and. Therefore, we gained a lot of knowledge in what to take into consideration when creating content.



Relevance and Application

During the course of this project, we have provided our client with valuable tools to reach the goal of increasing the network of Impact Plek. With the new Instagram, Facebook and LinkedIn accounts, we were able to spread content in order to reach a larger audience. The content of our posts is aimed at introducing Impact Plek and is therefore relevant to the current stage of the programme, as it is still new and developing. We were also able to properly advertise current events, such as the Impact Festival, with the use of the social media accounts we created.

The deliverables of our project are permanent, as they will also be useful for our client and stakeholders in the future. We improved the social media presentation of Impact Plek and created a good starting point for further elaboration of the social media campaign of the programme. The posts will stay on the accounts to introduce and explain Impact Plek and we have created story highlights for people to look back on when they want to know more about what it provides.

Additionally, our project encourages our client and other stakeholders to continue using social media as a way of advertising the programme and getting in contact with other entrepreneurs. By showing how valuable a good social media presentation is, we have inspired our stakeholders to keep using it and dive deeper into creative ways of bringing new information to their audience.



Relevance and Application

We also noticed how the execution of our project improved the communication within our client's organization. By interviewing important stakeholders for the content of our posts, we discovered that not all stakeholders were properly updated about the changes within Impact Plek. By connecting with stakeholders, we brought these miscommunications to the surface and made our client aware of this issue.

Furthermore, we aim to make it possible for our client to continue with the social media campaign after we close our project. For this, our client will receive all of our content made on Canva and provide an explanation of the layout we use for the posts. By giving an overview of the color scheme, templates and illustrations, we make it possible for our client to continue posting in the same style. Our client has expressed his preference of hiring a professional for the content creation for the social media once they receive a budget to make this possible. Therefore, our project will be continued in the future. Additionally, we are open for collaboration after the end of our project to facilitate the continuation of the social media campaign.



Instagram Page



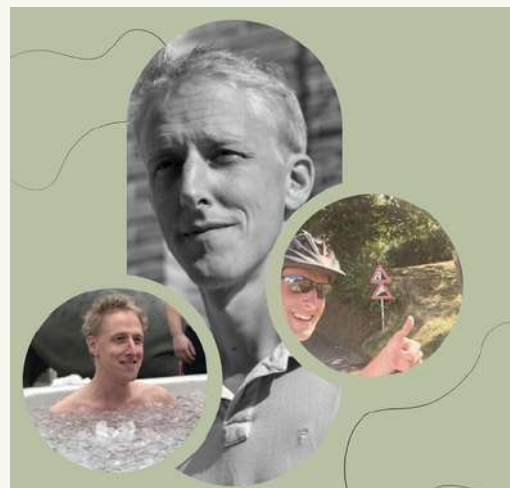
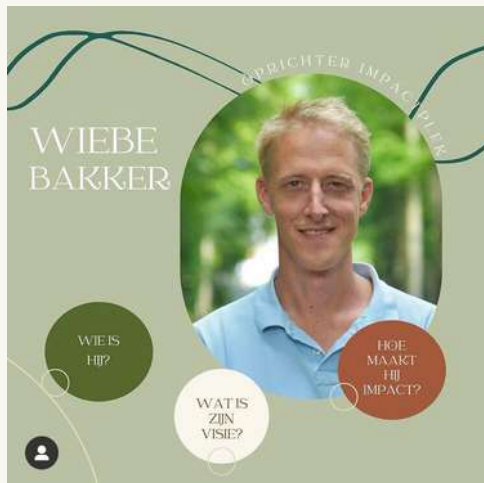
check it out!



@impactplek



Example Post



Heb jij altijd al een impact willen maken? Lees over hoe Wiebe Bakker, co-founder van Impact Plek, 10 jaar geleden zijn ondernemers avontuur begon!

"Ik heb marketing gestudeerd in Groningen en toen ik die studie had afgemaakt kwam er een begin aan mijn professionele carrière. Ik liep alleen tegen het probleem aan dat ik niet wist wat ik wilde doen. Het enige wat ik zeker wist was dat ik meer van de wereld wilde zien, dus besloot ik om op wereldreis te gaan.

Gedurende de zes maanden dat ik op reis ben geweest, heb ik van alles gedaan om te ontdekken wie ik ben en wat mij gelukkig maakt, maar ik wist nog steeds niet wat ik wilde doen met mijn leven. Wat mij echter wel hielp was het besef hoe dankbaar ik ben om in Nederland te wonen en zo veel mogelijkheden te hebben. Ik besloot om gewoon ergens te beginnen en zo ben ik achter mijn passie van ondernemen gekomen. Ik vind het leuk om met nieuwe ideeën op te komen en die uit te voeren.

Mijn kijk op het leven veranderde toen ik vader werd van mijn oudste dochter. Ik begon te wereld vanuit een ander perspectief te zien en dacht aan mijn kinderen. Ik ontdekte dat ik niet blij was met de toekomst die ik voor hen zag, in een wereld waarbij klimaatverandering en ongelijkheid steeds grotere problemen worden. Voor mij is ondernemerschap een manier om de wereld te veranderen en om een wereld te creëren waar ik in geloof.

Mijn ondernemerschap draait vooral om het helpen van andere ondernemers zodat we samen verandering in de wereld kunnen brengen. Op het Zwitsal terrein werken we samen met verschillende ondernemers die hun ideeën bij elkaar brengen en elkaar inspireren. Ik ben mijn eigen programma begonnen om ondernemers te coachen en werk nu samen met verschillende gemeenten. Door mijn hart te volgen, kom ik erachter waarop ik impact wil maken en wat mogelijk is.

Als ik een advies zou moeten geven aan mensen die iets willen veranderen, raad ik aan om gewoon ergens mee te beginnen. Door de eerste stap te nemen kom je erachter wat je energie geeft en vanuit daar vind je vanzelf jouw eigen pad."

Bereid om de eerste stap te zetten? Kom 24 mei naar het Impact Festival in Apeldoorn en laat je nog meer inspireren!

Example Post



Kom ook naar het Impact Festival op 24 mei om andere impact entrepreneurs te ontmoeten, workshops te volgen, gezellig te borrelen met een optreden, en af te sluiten met een verzorgde BBQ! We kijken ernaar uit jullie te ontmoeten en samen onze netwerken te vergroten.☆☆

Op zoek naar meer informatie of wil je je aanmelden? Check de link in de bio van dit account. ↑
Hopelijk zien we je snel!

Example Post



Neem een kijk in de huidige locatie van Impact Plek!

Op dit moment is het programma van Impact Plek gevestigd op het Zwitsal terrein in Apeldoorn. Hier kunnen ondernemers werken in hun eigen kantoor en genieten van de ruimte en fijne sfeer die de locatie te bieden heeft. Op de locatie is er een goede balans tussen gefocust werken en het in contact komen met andere ondernemers. Dat de werkplekken zo dicht bij elkaar zitten, zorgt ervoor dat de ondernemers gemakkelijk een praatje kunnen maken en geïnspireerd raken van elkaars aanpak.

Het Impact Festival zal plaatsvinden op de locatie van Impact Plek op het Zwitsal terrein. Kom langs op 24 mei om persoonlijk te sfeer te komen proeven! Op het festival krijg jij de kans om leuke workshops te volgen en kennis te maken met impact ondernemers.



Personal Development within the Project

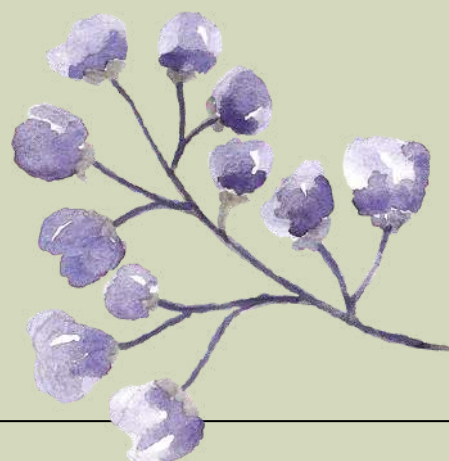
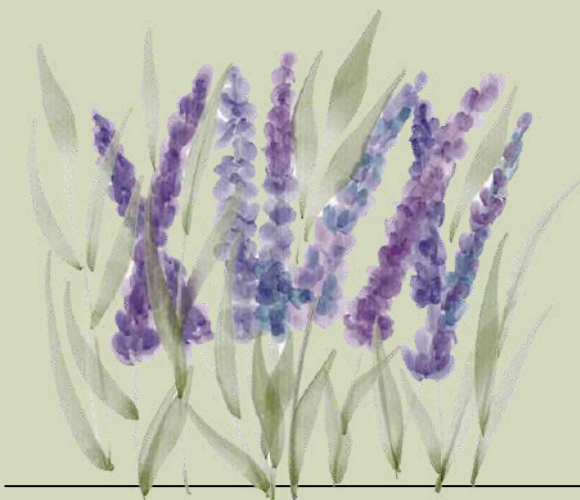
Anastasia

While working on the project in our team I can see immense personal development. It taught me how important it is to have strong team bonding and the relevance of being honest and open with each other.

The opportunity to try out a different role each meeting contributed to my personal and professional development and showed me where my weaknesses and strengths are when working in a team. I learned how to take the initiative during meetings within our team but also when working with the client. It taught me to believe in my skills and taught me to gain confidence. Additionally, I realized that I found my passion in the creative part of the project since I was part of designing the posts.

Reflecting on working on the project, I enjoyed every meeting we had since we created a comfortable, open and safe space in our team, where every opinion was heard and considered. We treated each other with respect and communication was key. This contributed to the overall outcome of the project, including making the process efficient and enjoyable to work on. With the unique skills, knowledge, and experience of each team member we were able to create a project that suits us, but at the same time fulfills the expectations of our client. Everyone is able to contribute something worthy to create a outcome

I learned how to be patient, self-reflective, active, and honest when working on a project and that everyone is able to contribute something worthy to create a beautiful outcome



Louisa

During the project of our team, I was responsible for the communication between the team members and the client, as well as other stakeholders and people of interest. Within the role of being the contact person, I developed and improved my soft skills, such as communication skills or interpersonal skills. By being a part of a team, I now have a better understanding of using the power of other people's help, the importance of planning ahead in order to reduce stress and not directly always agreeing and adopting a new idea but trying to weigh the pros and cons of a decision. I gained new insights about strategic thinking on problem solving as to get the best solution for the project outcome and how best to create alternatives and exceptions. Furthermore, having the opportunity to try different roles within the team, such as chairman, timekeeper, leading roles but also taking notes during meetings and interview sessions contributed to my personal and professional development during the first year of GPCM. I improved my decision-making abilities and learned more about flexibility, leadership, motivation as an individual and within the group, patience, teamwork and time management. I really liked our brainstorming sessions and creative meetings throughout the project execution phase. One of my greatest learning outcomes of this project teamwork is the fact that teamwork provides a better performance leading to superior outcomes because the weakness of a particular individual belonging to team MindFull may be compensated by the strength of another. However, while reflecting on my personal development in the team, I also have to say that I really enjoyed the project work with all the beautiful people of team MindFull. Teamwork makes learning a happier experience. Every one of us is unique and adds their own individual character to the success of the teamwork and outcome of the project to meet the stakeholder's expectation but also to realize and implement our creative ideas and concepts.



Maud



Being introduced with my team members, then to my first project and later our client Wiebe Bakker, was a learning experience by itself, because of how quickly we positively connected. The first thing we talked about as a project group were our strengths and weaknesses, which was surprising, out of the comfort zone and meaningful. This shows how our bond was, and since then has only improved. Even though we didn't prioritize team building, our team hasn't had setbacks when it came to team spirit, commitment or communication. And for that I am very thankful to have been able to learn from each of them individually.

The dynamic in the group made me feel comfortable, but also challenged me personally into taking another role each meeting or giving and receiving constructive feedback. I have learned how to handle these situations and how valuable it is finding a balance to be able to talk both professionally and personally with them. It stays challenging to be critical on ideas or works delivered by the team or the client, to push us to improve. Furthermore, I learned how communication is key, and what an inspired and synchronized group of people can achieve.

You can do much more when working together, stepping out of the comfort zone, being open-minded, becoming critical in certain areas and learning about yourself as who you are, what you can offer people, and what you struggle with. On top of this, asking or sharing struggles with an assignment or tasks is not a sign of weakness or lack of interest, but you can only learn from others and perhaps in that way help them more. A valuable lesson is also to really give another the opportunity to try out a position, instead of overrunning them during a meeting when you are already comfortable with that role.



Isa

Becoming part of this project in the second semester was a valuable learning opportunity for me. Even though I was not part of the planning phase of this project, I have still learned much about what it is like to plan and execute a social media campaign. Looking back on this project, I see how much I have developed regarding working together in a team. Working together with team members that think alike so much, yet still have very different ways of working, was interesting to see. I have learned to embrace the differences within our team and see every disagreement as a good thing instead of being uncomfortable with it. By bringing together each person's different opinions, style and ways of working, we managed to create a project that we are all happy with and that satisfied the needs of our client.

Working together with a client was something completely new to me, but it has been a very positive experience. During this project, I have learned what it is like to balance your own needs and the needs of the client. I have noticed that it is really important to stay true to yourself while at the same time keeping in mind what the client expects. In order to make this happen, I have learned that communication is really important.



Sem

At the beginning of the year, I just knew what to expect from the relationships within the team, especially the team division. Would there be definitive roles divided or would we alternate? Soon we found out that we were free to do so and in retrospect I am very happy with that. Furthermore, we all agreed that we would have no definitive leader within our team and to switch roles at each meeting. Tasks we divided were, taking notes, keeping track of time, being the chairman and leading the discussion. This helped me a lot because in the beginning I was a bit unsure of what I could do best within the team and because we were constantly switching roles, I was able to get to know all the tasks and roles. Furthermore, in the beginning of the project I see myself as someone who brought creative ideas to our project plan and what we could add to our client's business and I found it important not to wander off, to stick to the point and always be critical of what we propose as a team. I find that especially in being critical as a team to each other we have grown greatly over the course of the project. Besides finding my way around the meetings, I did struggle with having an equal contribution at home. This was partly because after two years of traveling and working I had to get used to school and all the things around it. For me it was therefore especially difficult in the beginning to be on time and to finish things on time. This particularly bothered me when we were preparing the project. Further on, as the project progressed, it became more and more clear to each person what we could do and I began to contribute more and more to the team as a whole. In retrospect, I am very glad that I also had things that I struggled with. This teaches you to be able to take a critical and reflective view of yourself and that is very important. I also learned a lot on the communication front between the project team and with our client. I am also convinced that all problems within your group or with your client can be solved with the right communication and cooperation.

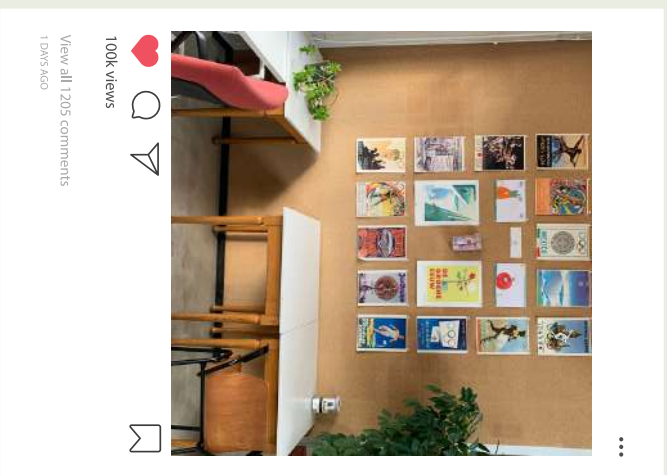
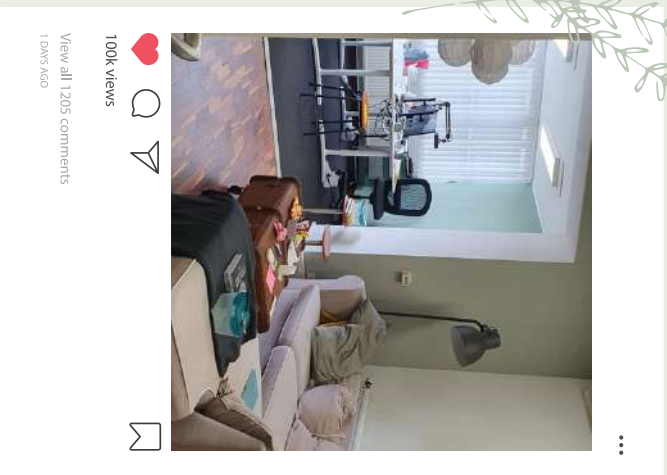




Appendix

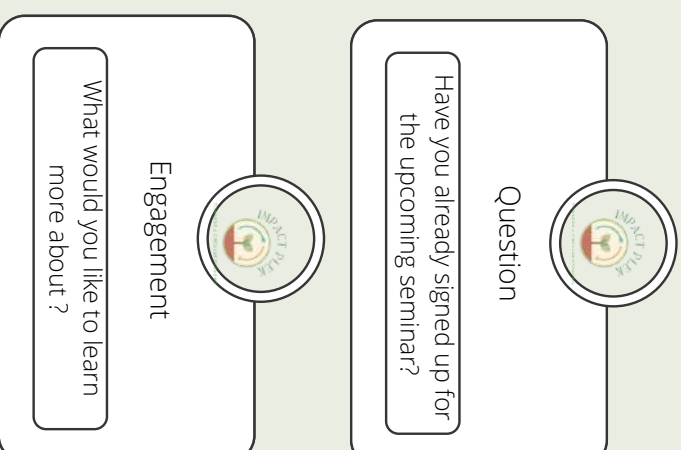
Instagram

Visualisation



posts and content creation

"Have a look at our cozy and sustainably designed workspaces at Impact Plek and join our impact entrepreneurship community today. Our network of entrepreneurs and innovators where impact ideas can grow and develop."



interaction with users and members

"Don't miss a good learning opportunity! Throughout the next month, Impact Plek is hosting a series of masterclasses on circular entrepreneurship and circular economy. Sign up today to not miss out on the workshops and seminars of Impact Plek."

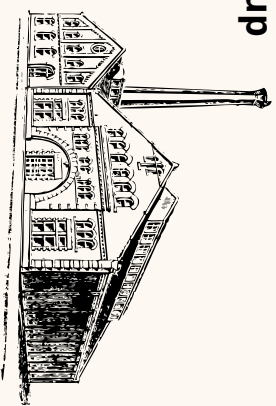


TOWARDS A CIRCULAR ECONOMY

Social Media Ideas

1. Tour of Impact Plek & pictures of the location and facility of the start up

- include what the place is used for and the opportunities of the usage of the room in the caption of the post



2. Post of members of Impact Plek

- Picture of member
- Project outcome
- What SGD do they focus on?
- Current project stage, logo, company



100k views
View all 1205 comments
1 DAYS AGO

3. Interview member/colleague of Impact Plek (Reel or Video)

QUESTIONS FOR THE INTERVIEW

- Introduction
- Company and current work (project)?
- What do you like about Impact Plek and the location?
- Since when are you part of the Impact Plek community and why did you choose to join?
- What could be the future vision of the startup?
- What are the opportunities of being a member at Impekt Plek ?



100k views
View all 1205 comments
1 DAYS AGO

4. Story take-over

- Introduction
- What kind of startup do you work in?
- Which rituals do you have at Impact Plek (community activities, breakfast/ lunch together, common room)
- How does your daily life at Impact Plek look like?



Zwitsal area

Information on the Zwitsal area

History of the area

Importance and specialty

Tour of the area, showing the most significant places:
brewery, cafe, tiny houses, garden



Fusion Plek and Startup Apeldoorn

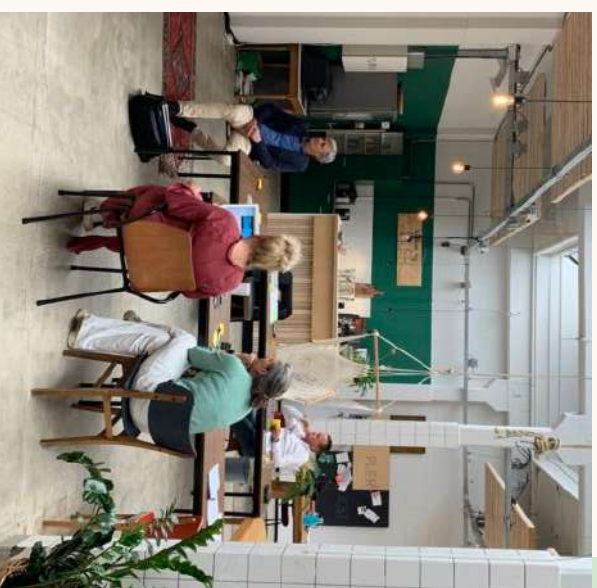
Explaining how and why Plek and Startup

Apeldoorn are fusing

Introducing ImpactPlek and explain the

background of the two organisations

Rebranding of ImpactPlek



Events

Announcing any
upcoming events,
workshops, seminars
etc.

Advertising the events

Keeping followers

updated on any new

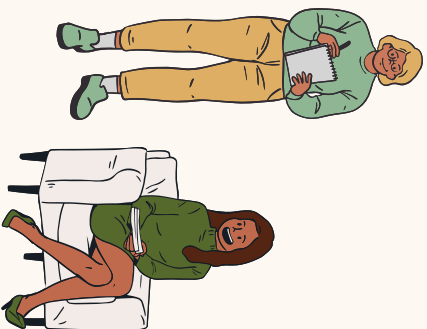
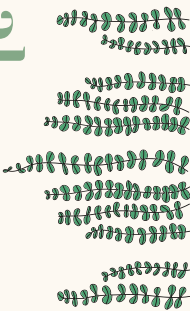
information

Give date and time

Stimulating people to

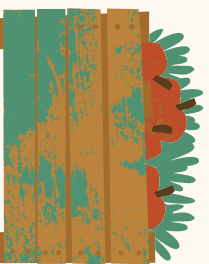
join

Social Media ideas



9. Insides of ImpactPlek

- pictures of the location, rooms, building area
- How ImpactPlek tries to be more sustainable
- > Furniture, plants, green environment, plans for future (goal on sustainability approach of startup)

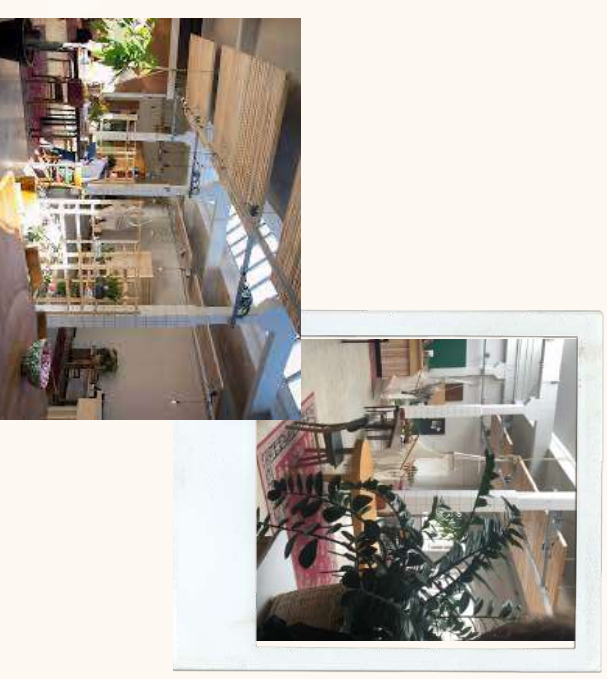


8. multiple-Post of the founders and main stakeholders of ImpactPlek

- interviewing them

QUESTIONS FOR THE INTERVIEW:

- Quote of personal/company vision --> related to sustainability?
- Personal hobbies/ interests/ plans for the future
- reasons, why they join



11. Present and introduce team MindFull

- explain our take over of the Social Media accounts of Impact Plek throughout the project execution phase
- > (short) introduction of the team members of MindFull
- > small visualization, informing the followers and new users for taking over the Instagram account of impact Plek

