

Project Policy Plan ('Beleidsplan')



4Team Plan B – TWAC 2024

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Foundation Board members:

1. Saskia Villanueva van Buul (chair)
2. Jacoba Wilhelmina Alkema (secretary,
treasurer)



1. Preface

During the first half of 2021 Jacoline Alkema and Saskia Villanueva, participants of the TWAC 2024 challenge by the name of team 'Plan B', expressed their wish to treat the preparation and execution of their participation to the TWAC 2024 ('TWAC 2024') challenge by means of a project approach. Based on the wish mentioned above, a Project Implementation Plan ('PIP') was written during Q3 of 2021. The PIP describes the framework which applies to the scope of the TWAC 2024 activities and includes the project schedule, main project implementation risks and related mitigating action items. Based on the PIP, this Policy Plan was written, highlighting the main project activities and financial strategy to be implemented during the duration of the project.

Storage location of this document

The source document of this Policy Plan is available from the Project Manager and the Client (see below).

2. Table of contents

Table of contents

1. Preface	3
2. Contents	4
3. Project schedule	4
4. Definition of the project	5
5. Financial chapter	6
6. Project controls	6

3. Project schedule

The timeline of the main project activities is as follows:

<i>Project phase</i>	<i>Start</i>	<i>Finish</i>
<i>Initiation</i>	<i>May 2021</i>	<i>Dec 2021</i>
<i>Realisation</i>	<i>Jan 2022</i>	<i>Sep 2024</i>
<i>Implementation</i>	<i>Sep 2024</i>	<i>Dec 2024</i>
<i>Closure</i>	<i>Q1 2025</i>	<i>Q1 2025</i>

Because of the phased project execution, formal approval will be sought from Jacoline Alkema and Saskia Villanueva by the project team to progress to the subsequent project phase.

Background of the project

The project's origins can be related to the following text of TWAC 2024 challenge participant S. Villanueva:

"Live begins at the end of your comfort zone"

Ruim een jaar geleden zag ik een oproep van een team met een missie. Een missie om de Atlantische Oceaan over te roeien. Ze waren op zoek naar een reserveroeier...

Het idee sprak mij direct aan, mensen in mijn omgeving die de oproep gezien hadden wezen mij op de oproep. Dit moedigde mij aan. Tenslotte was ik na verschillende uitdagingen op sportgebied op zoek naar een nieuwe uitdaging. Zonder twijfel heb ik mij aangemeld voor de selectiedag.

Tijdens het selectieproces bleek het niet te gaan om 1 reserveroeier, maar om een team van reserveroeiers. Vijf reserveroeiers werden geselecteerd. Gedreven door enthousiasme bemoeide ik



mij al snel met zaken en taken die aan de roeiers voorbehouden waren. Gezien mijn positie als reserveroeier kreeg ik (te) weinig ruimte om mij in het proces te mengen. Ondertussen groeide mijn enthousiasme voor het project.

De positie van reserveroeier was onzeker en bood mij onvoldoende perspectief op een plek in de boot. Ik vond op eigen initiatief een sponsor voor de boot. Toen vervolgens bleek dat ook dat mijn positie binnen het team van reserveroeiers niet veranderde heb ik besloten om het heft in eigen hand te nemen. Ik ben uit het team gestapt.

Na het lezen van een citaat van Bibian Mentel "Ga iets met je leven doen wat je echt leuk vindt. Verzamel herinneringen. De zin van het leven is liefde. En wees een beetje lief voor elkaar", viel voor mij het kwartje. Nota Bene op 8 maart, internationale vrouwendag, is "Plan B" ontstaan.

Plan B; Met een eigen team deelnemen aan de TWAC races in 2024.

4. Definition of the project

Project objective

Following from the above Opportunity Statement, the following project objective was defined:

Preparing and executing a successful, and safe, TWAC 2024 Atlantic Ocean crossing for Plan B from La Gomera to Antigua in December 2024.

During the preparation and execution phases of the project the contribution of the project team members, training sessions, and mental and physical preparation will be taken into account.

Envisaged end result

The envisaged result of this project is a safe and successful Atlantic Ocean crossing of the Plan B team during the TWAC event in December 2024, thereby contributing to the personal objectives of participants Jacoline Alkema and Saskia Villanueva as well as contributing financially to the Ellen MacArthur Foundation.

Project end date

The project end date, as discussed with the project team members, is 31 March 2025.

Project scope

The project scope is limited to the framework mentioned above and limits itself to:

Focus on the preparation and execution of the TWAC 2024 challenge by team Plan B.

This means that the project will not be involved in the training events that are used by the rowers as part of their preparation. The latter are regarded as necessary in order to gain and build the amount of experience (mentally and physically) required for a success participation in the challenge.



Furthermore, overlap with the TWAC 2024 organisation in the UK will exist with the Plan B project team activities. This overlap will be managed by the project team, but related initiatives of the TWAC organisation are outside of the scope of the project.

It is anticipated that the project activities will be made available on the project Plan B website ('Factsheets'), in order to inform the relevant stakeholders (sponsors, parties donating funds, etc.) on project progress.

5. Financial chapter

Project budget

The following budget has been put together by the Client (Jacoline Alkema and Saskia Villanueva) and amounts to an estimated € 150.000,-, consisting of Entrance fees TWAC, Boat, Equipment, Food during challenge, Transport costs boat to start location, Required courses, Training, Travelcost, Insurance, PR/Marketing,

Incoming funds from sponsors and donations

Since the project preparation and execution is facilitated by using volunteers, no overhead (personnel costs) are foreseen. In addition, the boat is a gift of the Rannoch company (boat manufacturer), in exchange of advertisement on the boat, the project's website and social media. Therefore, these costs can be taken out of the budget.

The required entrance fees will be supplied by third parties (donations) and sponsors. To this aim the project's website will facilitate the opportunity for receiving donations. A sponsor campaign will be set up during the Realisation phase (Jan 2022-Sep 2024). Donations will be collected and sent to the Ellen MacArthur Foundation.

In addition to the costs specified above, an investment in travel costs of (key) sponsors to and from the rowing locations (start and/or finish) will have to be catered for.

Remuneration policy

The Client (the 2 initiators of this project) will not receive income or benefit from any income generated by the project. Any income generated will be donated to the Ellen MacArthur Foundation.

6. Project controls

Project Controls including timeline, quality, change management and communication policy (internal and external) have been described in the Project's Implementation Plan, which can be consulted upon request.