



Fact sheet SchoonPlein
the Netherlands

Country and region/town or city

The Netherlands – various locations

Project name

SchoonPlein

Partner(s)

VebeGo companies

Description

SchoonPlein was developed based on the conviction that the Netherlands can and should be cleaner. A change in behaviour is required to achieve this. And where better to begin with raising awareness than with primary-school children? Foundation SchoonPlein has therefore developed an education project for primary schools, during which children can get to work under the theme of 'learning and living in a clean environment'. During this project children come into contact with tidying up and cleaning in a fun and creative way. By participating in SchoonPlein, children become more aware of the importance of a clean environment and learn how they can contribute to making this a reality.

The school's cleaning staff are actively involved in the project. They are the experts that come into class to talk about their trade. They talk about their daily work and answer children's questions. SchoonPlein shows that cleaning the school is something that you do together.

SchoonPlein is offered to all primary schools at no cost by the VebeGo companies Hago, Westerveld, StoffelsBleijenberg, Alpheios, Fortron and the SW companies. In addition, SchoonPlein is available for primary schools that wish to deal with this issue. Through SchoonPlein, we can do something for the school in a distinctive way and at the same time we work together on a clean school.

Period

2013 - 2013

Number of projects

2011 – 8 schools
2012 – 16 schools – 14 employees teaching
2013 – 19 schools (until the end of June)

Number of ambassadors

Because this project is implemented via cleaning companies at clients in primary education, we do not know precisely how many employees have taught on or been involved in this project.

Investment in € and time

Development costs
2009: €50,000
2010: €35,000

Project management

2011: €30,000
2012: €20,000

Where do we go from here...?

After nearly 5 years, SchoonPlein has reached the decision to give this project a base outside of VebeGo and/or the VebeGo Foundation. The reason for this is that the companies are familiar with the project and we believe that more primary schools should have the opportunity to make use of this educational project. Via other channels, outside of VebeGo, more schools can be reached and in this way we are giving an effective educational project 'back' to the education system.

Of course, VebeGo companies or relations can still request the education kit via the Foundation.

What have we learned?

From SchoonPlein we have learned that a project at the Foundation must have a clear beginning and end. We are good at project-based activities and the going-business organisation of a project costs a relatively large amount of time and capacity.

In addition we have learned that it is difficult to involve our companies in projects that they must then bring to the attention of their business relations. As a result of this 'two-stage rocket', the Foundation is not directly in charge and therefore has less influence over the follow-up and the ultimate results.

Want to know more?

If you would like to know more about this project, contact Julie Cappers: julie.cappers@vebeGo.com

