

museon **WE ARE ONE PLANET** omniversum



**INVEST IN THE FUTURE
OF OUR PLANET
BECOME A VALUE OWNER**



This brochure is printed on environmentally friendly paper.



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Today's global challenges call for change and concrete actions from all of us. The year 2030 is the year in which we must achieve the World Sustainable Development Goals (SDGs). Museon-Omniversum is therefore committed to contributing to a liveable planet for all.

We inspire new generations to engage as active global citizens. Impact: that's what we are all about. But we cannot do it alone. To achieve our shared ambitions on sustainable development, we are reaching out to the business community. In this booklet, we provide insight into how we plan to shape this initiative, together with our new partners.



PARTICIPATE

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TOGETHER WE HAVE MORE IMPACT

Museon-Omniversum wants to connect with other organisations to jointly increase our social value and drive sustainable development based on the seventeen SDGs.

In addition to government, NGOs, scientists and visitors (consumers, families and schoolchildren), companies are key stakeholders for Museon-Omniversum. Together, we create programming and build an impact centre.

The platform MAEX calculated that Museon-Omniversum had a social impact of over 45 million euros in 2022. That is almost five times what you would normally expect from an organisation of our size. With our new partnerships, we hope to further broaden and increase our impact.

HOW DOES IT WORK?

- Museon-Omniversum will issue social shares starting in 2023. We call these 'value shares'. A value share can be obtained by a donation with a term of three years, consisting of three annual instalments of €5,000 (or a one-time deposit of €15,000) per value share.
- We contractually record the acquisition of one or more value shares in an agreement.
- The social value share does not qualify as a share in the legal sense. The social value share does not entitle the shareholder to a share of the profits, a voting right or any other entitlements expected from regular shares.
- Museon-Omniversum annually reports its Social Handprint, including the current list of social value owners. Value owners are named as partners on the website and on the partner sign at the entrance to Museon-Omniversum, among others.
- Museon-Omniversum has made a four-year projection of the growth of the impact value of its activities based on a projected annual growth in the number of social value owners.
- Museon-Omniversum accounts for the realised activities and related impact value during the annual value owners meeting. We also use this to present the development with respect to the forecast.
- Annually, you will receive proof of the social impact achieved according to the MAEX methodology.
- You have no decision rights relating to the operations of the museum and big screen film theatre, but you do have a say at the annual value owner meeting. Furthermore, Museon-Omniversum seeks support for its policies and activities by asking input from and substantive connection with value owners.
- Attending the annual meeting for value owners is by personal invitation only for both value owners and potential value owners.
- Museon-Omniversum encourages mutual contacts between the value owners by organising an inspiring meeting with a full programme, following the annual value owner meeting.

TAX EXEMPTION

- You can participate based on a private donation or a donation by a legal entity such as a limited liability company.
- The Dutch Tax Authorities designated Museon-Omniversum as a cultural public benefit corporation (ANBI). This means that the donation can be deducted from taxable income or profit, which is a tax asset. Because we are a cultural ANBI, you may increase the amount donated by 25% up to a maximum increase of €1,250 to calculate the deduction in income tax. For corporate income tax, a 50% rate applies, up to a maximum increase of €2,500.¹
- A donation by an individual, self-employed contractor without staff or general partnerships is subject to a number of conditions, such as a threshold and upper limit. The additional exemption applies to periodic and non-recurring donations. Please keep in mind the threshold and limits that apply in your situation.

Choose how you support us

In addition to a value owner membership, you can also contribute to our museum and large-screen theatre, and our activities, in other ways. For example, with a one-time donation, a legacy or support for educational and community projects. We are happy to engage in an informal conversation to determine how your donation creates impact.

¹ In accordance with the 2023 tax rules



An underwater scene with several manta rays and fish swimming in clear blue water. Sunlight filters down from the top right, creating a bright, shimmering effect. The manta rays are dark against the lighter water, and the fish are silhouetted against the background.

MUSEON-OMNIVERSUM SOCIAL HANDPRINT

Museon-Omniversum inspires new generations to work for a liveable earth for all.

We show how beautiful the world is and how everything is connected. We do so using our greatest strengths: a museum collection full of stories and knowledge, and the visual impact of our large-screen theatre. We have tall ambitions, but we cannot do it alone. We achieve more together than separately.

We share the adventure of searching for solutions.

Social Handprint 2022

Museon-Omniversum

The image on the right visualises the positive contribution of Museon-Omniversum to the 17 SDGs. The next page shows the activities per SDG.

Indicative impact value 2022

€45,010,000

The impact value is an indication of the total amount that stakeholders have jointly saved or would be willing to pay in the regular economy for such services and impacts, expressed in euros.



Sustainable Development Goals

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|---------------|---|---------------|---|
| SDG 1 | No poverty | SDG 11 | Sustainable cities and communities |
| SDG 2 | No hunger | SDG 12 | Responsible consumption and production |
| SDG 3 | Good health and well-being | SDG 13 | Climate action |
| SDG 4 | Quality education | SDG 14 | Life below water |
| SDG 5 | Gender equality | SDG 15 | Life on land |
| SDG 6 | Clean water and sanitation | SDG 16 | Peace, justice and strong public services |
| SDG 7 | Affordable and sustainable energy | SDG 17 | Partnerships to achieve goals |
| SDG 8 | Decent work and economic growth | | |
| SDG 9 | Industry, innovation and infrastructure | | |
| SDG 10 | Reduce inequality | | |



This visualisation expresses Museon-Omniversum's social impact as a contribution to the 17 Sustainable Development Goals. This PDF is a limited view of the interactive web model, which can be displayed using this QR code.

OUR CONTRIBUTION TO THE SDG'S

The table below shows the activities through which Museon-Omniversum contributed to the SDGs in 2022 based on selection from the MAEX list of indicators. For each SDG, different activities can contribute to an impact on society. Each activity is quantified annually and expressed in a unit appropriate to the activity.



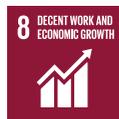
- | | | |
|--|---------|---|
| ▪ organise sports activities | 200.000 | number of people x average number of hours |
| ▪ educate about a healthy lifestyle in general | 200.000 | number of people reached |
| ▪ educate about smoking | 200.000 | number of people reached |
| ▪ maintaining social contacts targeting prevention of loneliness | 12.000 | number of people x average number of contacts |



- | | | |
|---|---------|--|
| ▪ creative skills training (arts and culture) | 1.700 | number of people x average number of hours |
| ▪ provide access to knowledge (library, etc.) | 200.000 | number of people reached |
| ▪ promote cultural knowledge | 200.000 | number of people reached |
| ▪ provide internship placement for education | 60 | students x average number of days |
| ▪ provide internship placement for education | 120 | students x average number of days (all levels) |



- | | | |
|---|-----------|----------------------|
| ▪ renewable energy production | 45.000 | number of kWh |
| ▪ promote energy saving measures, gas/electricity consumption | 187.000 | number of households |
| ▪ renewable energy procurement | 1.400.000 | number of kWh |
| ▪ make area available to others for renewable energy production | 60.000 | number of kWh |



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|---|-------|--|
| ▪ hiring people with a disadvantage in the job market | 1.296 | number of people x average number of working hours |
|---|-------|--|



- | | | |
|---|--------|--|
| ▪ boost participation of people with a disadvantage in the job market | 15.000 | number of people reached x average number of working hours |
|---|--------|--|



<ul style="list-style-type: none"> property with a social function preservation of tangible cultural heritage 	5.200	number of sqm
	141.050	financial value of investment in euros
<ul style="list-style-type: none"> waste collection waste recycling 	25.000	number of kg
	5.000	number of kg
<ul style="list-style-type: none"> educate about sustainable consumption 	170.000	number of people reached



<ul style="list-style-type: none"> inform about climate change/ climate adaptation 	170.000	number of people reached
<ul style="list-style-type: none"> create water storage 	77.500	number of cubic m
<ul style="list-style-type: none"> construction of green roofs 	1.500	number of sqm (total of all years)



<ul style="list-style-type: none"> educate about marine life and water pollution 	170.000	number of people reached
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<ul style="list-style-type: none"> clean up rubbish in public areas 	350	number of hours
<ul style="list-style-type: none"> inform about biodiversity 	170.000	number of people reached



<ul style="list-style-type: none"> collaborate on the social goals 	55	parties
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MAEX helps you make, measure and manage impact. MAEX captures the impact of social initiatives, offering them easy access to corporations, government, funds and individuals. MAEX helps organisations looking to make an impact to find, invest in and partner with appropriate social initiatives.

www.maex.nl
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**ARE YOU EXCITED?
DO YOU WANT TO BECOME
A VALUE OWNER?
THEN CONTACT US!**

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