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Report of Performed Activities second half year 2017

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The Madaster Foundation, founded end of December 2016, reports its key activities on a 6 month basis. In the second half of 2017, the following key activities were executed:

When	What	Description	Activity group
August	<ul style="list-style-type: none"> ▪ Prepare Go Live ▪ Start Infra 	<ul style="list-style-type: none"> ▪ Guide & govern realisation of new website & Madaster platform ▪ Initiate discussion about realisation of Madaster Infra initiative with Infrastructure owners 	Stimulate tool development
September	<ul style="list-style-type: none"> ▪ Go Live event ▪ Publish Madaster film ▪ Gather Board Members ▪ Circular think-tank 	<ul style="list-style-type: none"> ▪ Organise and facilitate Go Live Event (200 attendees, wide media exposure) ▪ Published Madaster film on YouTube (currently >2.500 views) ▪ Gather 3 independent non-executive Foundation board members ▪ Organise and facilitate 'open access' think-tank around circularity index 	Communication & inspiration Stimulate tool development Assure accessibility of knowledge & data
October	<ul style="list-style-type: none"> ▪ EXPO REAL ▪ Kennedy's ▪ Go Live follow up 	<ul style="list-style-type: none"> ▪ Join International Real Estate Congress in Munich to introduce Madaster to RE stakeholders ▪ Finalise contracting of 33 Kennedy's ▪ Fulfil Go Live follow up using (social) media and post-event film impression (150 views) 	Communication & inspiration
November	<ul style="list-style-type: none"> ▪ Start Managing Director ▪ Draft Madaster Services contract 	<ul style="list-style-type: none"> ▪ Stefan van Uffelen hired as Foundation Managing Director ▪ A draft contract between Madaster Foundation and Madaster Services 	Communication & inspiration Stimulate tool development

	<ul style="list-style-type: none"> ▪ Portugal ▪ Expert session BIM 	<p>is created to assure and govern Madaster Platform services</p> <ul style="list-style-type: none"> ▪ Two visits to Portugal on request of Portuguese (government) organisations to introduce Madaster ▪ Organise and facilitate BIM & circularity ‘open access’ expert session 	Assure accessibility of knowledge & data
December	<ul style="list-style-type: none"> ▪ Board meeting ▪ Vatican presentation ▪ School visit 	<ul style="list-style-type: none"> ▪ First (informal) board meeting with Ken Webster, Lex de Boer and Carol Lemmens ▪ Various presentations, including a visit and presentation to the Vatican (Right Now initiative) ▪ Madaster lesson on secondary school 	Assure accessibility of knowledge & data Communication & inspiration
Q2 – Q3	Social media	<ul style="list-style-type: none"> ▪ Twitter account grew from 1.150 tot 1.750 active followers ▪ LinkedIn account, grew from 213 to 550 followers ▪ On both platforms Madaster publishes multiple items every week (posts & tweets) ▪ We publish a monthly newsletter, sent to 950 subscribers 	Communication & inspiration
Q2 – Q3	Publications	The Go Live of the Madaster platform led to numerous publications and news items, of which various publications are made available on the Madaster website	Communication & inspiration
Q2 – Q3	Presentations	<p>Similar to previous half year, the amount of presentations is substantial. Some highlights (besides Go Live event):</p> <ul style="list-style-type: none"> ▪ Presentations in Portugal ▪ Presentation in the Vatican ▪ Presentation for FinanCE (international group of banks focused on circular economy) ▪ International Sports Forum ▪ Various client events 	Communication & inspiration