



Policy 2025-2026

by the 54th Board of Study Association Kraket

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Dear Kraketter, dear reader,

With great enthusiasm, the 54th Board of study association Kraket presents the policy plan for the academic year 2025–2026. This plan reflects the vision of our Board for the upcoming academic year. It will be a year in which traditions are continued, boundaries are pushed, and, above all, Kraket remains a warm and welcoming place for all econometrics students at Vrije Universiteit.

In recent years, we have seen how strong and vibrant our association is, from inspiring career events and dedicated committees to the Kraket room where everyone can enjoy a friendly chat. This success is partly thanks to the hard work of the boards before us, to whom we owe our gratitude and on whose efforts we will build further. Still, we believe there is always room for improvement and innovation. We are ambitious to make Kraket even more accessible and future-oriented. During our brainstorming day, many creative ideas emerged, which form the foundation of this policy plan.

With the growing number of first-year students, partly due to the new Bachelor's program in Econometrics and Data Science, we want to further foster an open atmosphere where every student feels welcome and heard. We also aim to bridge the gap between students, study advisors, and professors through targeted activities. It promises to be a busy year for Kraket, with many exciting activities on the agenda. We have the honor of hosting the National Econometricians Day once again in February, after five years, and will also begin the first preparations for the upcoming lustrum year.

We look forward to making this year a success. If you have any questions and/or comments while reading, you can always find us in the Kraket room (HG 8A-30), or of course, reach out to us personally.

Kind regards,

The 54th Board of Study Association Kraket,

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Eveline Rietveld	Secretary & Marketing Online Affairs Officer
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Inhoudsopgave

1	Policy	4
1.1	Academic	4
1.1.1	Academic Policy	4
1.2	Career	6
1.2.1	Formal company events	6
1.2.2	Informal Company Events	7
1.2.3	National Mailing	7
1.3	Social	8
1.3.1	Social Policy	8
1.3.2	General Assembly	9
1.3.3	Kraket room	9
1.3.4	Internationalization	10
1.3.5	KraGet Together	10
2	Fuction distribution	12
2.1	Chairman	12
2.2	Vice-Chaiman	12
2.3	Secretary	12
2.4	Treasurer	13
2.5	Internal Affairs Officer	13
2.6	External Affairs Officer	13
2.7	Marketing Affairs Officer	13
2.8	Educational Affairs Officer	14
3	Committees	15
3.1	New Committees	15
3.1.1	Content Committee	15
3.2	Recurring Committees	15
3.2.1	Almanac Committee	15
3.2.2	Case Day Committee	16
3.2.3	Charity Committee	16
3.2.4	Diversity and Development Day Committee	16
3.2.5	Ecotribune Committee	16
3.2.6	Educational Committee	16
3.2.7	First-Year Committee	17
3.2.8	Happy Hour Committee	17
3.2.9	Hitchhiking Committee	17
3.2.10	International Committee	17
3.2.11	Introduction Committee	18
3.2.12	Kick-off-your-Career Committee	18
3.2.13	Lustrum Committee	18
3.2.14	Master Committee	18
3.2.15	Ski Trip Committee	19
3.2.16	Speeddate Committee	19

3.2.17	Sports & Games Committee	19
3.2.18	Study Trip Committee	19
3.2.19	Sustainability Committee	20
3.2.20	"Wie is de Mol?" Committee	20
3.3	LOES Committees	20
3.3.1	LED Committee	20
3.3.2	LEST Committee	20
4	Sponsorship	21
4.1	Balance between social and career	21
4.2	Sponsorship packages	21
4.3	New collaborations	21
5	Marketing	23
5.1	Online marketing	23
5.2	Offline marketing	25
6	Social Responsibility	26
6.1	Ecological Responsibility	26
6.2	Ethical Responsibility	26
6.3	Philanthropic Responsibility	27
6.4	Economic Responsibility	27
6.5	Social Representative	27
7	Safety & Respect	29
7.1	Safety	29
7.2	Respect	30
7.3	Code of Conduct	31
8	Privacy	32

1 Policy

1.1 Academic

As the study association for all econometrics students at Vrije Universiteit, academic growth is of utmost importance at Kraket. We not only want our members to progress through their studies as successfully as possible, but also to continue developing academically while being supported in the process. The academic pillar therefore forms the first building block of this policy plan.

1.1.1 Academic Policy

The quality of education in both the Bachelor's and Master's programs is a top priority for us, with student satisfaction at the center. That is why this year we are strongly committed to visibility and accessibility. At the start of the year, the Education Coordinator will actively introduce himself through Canvas and WhatsApp groups and will remain the primary contact point for education-related matters throughout the year. We want our members to feel heard when issues arise, such as unclear schedules, exams, or feedback.

In addition, the Education Committee will be re-established. This committee consists of students from different year groups, who, by attending lectures, gain a good understanding of the content and structure of the courses. Based on this input, the committee will support the Education Coordinator in safeguarding and improving the quality of education by providing feedback and suggestions for improvement on courses and lectures.

The Econometrics program mainly focuses on abstract concepts, while there is often also a need for practical academic skills. Examples include working with LaTeX or Python. This year, we will therefore once again continue the online Python course, which supports the first-year course Introduction to Python. In addition, we will organize a LaTeX course as preparation for the period 6 course. We believe that learning these skills at an early stage can be of great value to students as they progress in their studies.

Collaboration during courses is playing an increasingly important role within the program. This also became clear in our conversations with the program directors during the education meetings. Since we support this development, we as the Board want to contribute to stimulating collaborative learning. In this way, students learn not only from the material but also from one another. Working together on assignments also helps students get to know new people and broaden their network, especially for first-year students and internationals who are new to Kraket. To practically support this collaboration, we would like to organize a GitHub course this year in collaboration with a company. GitHub is a platform that enables working together on code and keeping track of changes. In addition to the technical side, this course will also give students

insight into what collaboration looks like in practice, which ties in well with the skills later required during internships and in the workplace. Furthermore, we want to set up an Excel workshop. Excel is widely used in internships and the professional field but is hardly covered in the program. That is precisely why we want to provide students with extra support in this area. We are considering offering this course through Canvas from the VU, or possibly in collaboration with a company.

Last year, a great step was already taken toward reducing the gap between lecturers and students, and this year we want to build on that even more. We believe students become more engaged in their studies when they feel comfortable with their lecturers. We think this will lead to higher student attendance in lectures and lower barriers to asking questions. Ultimately, we hope this will result in better exam performance. That is why we want to organize an informal drink with lecturers, allowing students to get to know them in an approachable way. We also want to organize a research lecture with the lecturers, where they present their own research. Many students are not aware that lecturers are involved in research alongside teaching. Afterward, we will conclude with a social drink to further strengthen the connection. In addition, we want to invite other faces from the faculty, such as study advisors and Career Services, to this gathering. In this way, we contribute to a stronger bond within the faculty and foster the feeling that together we form one academic community.

Finally, we want to encourage members to help and motivate one another in their studies. When members struggle with motivation, concentration, or study skills, we hope they will come to the Kraket room and ask the Kraketers present for help. In the weeks leading up to exam periods, we will organize a handout week in the Kraket room, such as serving toasties, to create a pleasant study environment with space for relaxation. Kraket also offers members the opportunity to connect with senior students who are willing to provide tutoring in certain courses. Kraket only plays a facilitating role here: we publish the names of interested tutors on our website so members can easily find each other. Responsibility for the content, quality, and agreements regarding the tutoring lies entirely with the students involved. To encourage more senior students to sign up as tutors, the Education Coordinator will actively promote this during lectures and through the Kraket Canvas page. In this way, Kraket remains an association by and for students, where members support each other.

1.2 Career

Student life is not only a period of learning but also of discovering who you are and where you want to go. As a study association, we want to support our members in that journey of discovery. Kraket's career pillar helps students explore their future, build their network, and develop skills that go beyond what is taught in the classroom. For this reason, we will focus on the opportunities companies can offer students, taking into account the wishes and interests of our members. The steps we want to take in this regard are explained below. In Chapter ??, we will go into more detail about corporate relations and the sponsorship opportunities that contribute to carrying out the plans within the career pillar.

1.2.1 Formal company events

In recent years, Kraket has built a strong foundation with successful career events such as the Speed Date Dinner, the Case Day, and the Diversity and Development Day. We proudly continue these traditions with the same quality and dedication as our predecessors.

Last year, a major step was taken with the new Kick-off-your-Career event, which we are very enthusiastic about. This event is specifically aimed at Master's students. While the Master Day at the beginning of the academic year helps students orient themselves, this new event is focused on finding a job at the end of the Master's program. The Kick-off-your-Career event will therefore take place in May. We believe that an additional activity at the end of the year can help students even more in starting their careers. The event provides students with an easy way to connect with an employer they could potentially start working for after the summer. Many companies are also interested in a Master's event around this time of year, as it allows them to meet potential employees who are nearly ready to start working immediately. This day will have a slightly different format than last year, with an opening panel, a lunch, several company speed cases, a company fair, and a closing networking drink with the companies.

In addition, we want to once again focus on sustainability through the Sustain-a-Business Day. This event has not taken place for the past two years, but this year we would like to organize it again. Many companies take sustainability seriously, and we hope to organize an in-house day with one of these companies. With this, we want to connect to the growing Climate Econometrics specialization, so that members choosing this track can also better explore their career opportunities.

Furthermore, we want to improve the future offering of inhousedays. We aim to organize more inhousedays throughout the year, featuring a diverse range of companies, so that students gain a broad understanding of their career options after graduation. In previous years, it was sometimes difficult to find enough

interested participants for specific companies. To address this, we want to spread the inhouesdays more evenly over the year, offer more variety in company types, and tailor promotion more closely to student interests. Concretely, this means we will gauge which sectors and roles appeal to members (for example, through short surveys or input during activities), so we can approach companies that align with these preferences. Our goal is for every student to find at least one inhouesday that truly matches their interests.

1.2.2 Informal Company Events

In addition to formal introductions, more and more students and companies appreciate meeting each other in an informal way. During the summer discussions, there was strong interest from companies in this type of activity. For students, the barrier to starting a conversation with a company is lower. The interactions are also more relaxed, and the contact often feels more natural.

For this reason, we are once again offering companies the opportunity to organize an informal activity with Kraket this year. The padel tournament proved successful last year, so we plan to continue it. We are also considering new creative ideas, such as a wine or beer tasting with a company, or possibly a quiz. This creates space for valuable contact without a formal setting or a strict program.

To ensure these activities run smoothly, we will establish clear agreements regarding their character, maintaining a balance between content and social interaction.

1.2.3 National Mailing

The current national mailing, as agreed upon with the other econometrics study associations, is currently not attractive enough for many companies. However, we do see potential in this joint mailing. Therefore, we will take the initiative to organize a group meeting with all External Coordinators of the econometrics associations. We plan to do this through a WhatsApp group. Together, we can explore ways to improve the mailing, making it valuable again for companies to reach students through this channel

1.3 Social

The social pillar forms the heart of Kraket. This pillar ensures that members connect with one another, friendships are formed, and everyone feels welcome. This year, we will once again create plenty of opportunities for socializing and gatherings for all members, from first-year students to alumni.

1.3.1 Social Policy

To create a pleasant and enjoyable atmosphere, our committees and the Board organize many social activities within the association. These activities are aimed at helping students get to know each other better, but also simply to have a good time together. The goal is for everyone to feel welcome and at home. For this reason, we continue to build on the code of conduct established last year. More information can be found in Chapter ??.

This year, we will again focus on year-specific activities to increase engagement. In previous years, we saw that some of these activities were popular and attracted new members. We find it particularly important to give many first-year students a warm welcome and to get them excited about activities and committees. We consider it crucial for this active group to grow, as they represent the future of the association. For this reason, we will continue the extra introductory activity from last year, which will again take the form of a beer pong tournament. In addition, we will organize another activity specifically for first-year students later in the year, hoping that new first-years will join again. In planning, we will ensure these activities do not fall immediately before major events, such as the ski trip, so that as many students as possible can participate. We will also organize a dedicated activity for second-year students, such as an escape room and group dinner. For third-year and older students, we will host a 3+ activity, such as a cocktail workshop. For Master's students, in addition to the Master Day and a Master social drink, there will also be an informal activity.

Once again this year, we will gladly organize the family day, an activity where members can show their parents, siblings, and other loved ones what student life is like. In previous editions, registrations were somewhat low, so this year we are opting for a renewed format. In the morning, the focus will be on academics. As usual, we will welcome the families of our members, provide explanations about the program, and offer a glimpse into the life of an econometrics student. Later in the day, the focus will shift more toward the social life at Kraket, with games and a casual drink. For this part, we encourage members to also bring their "friends from before" (VVV'tjes), such as old high school friends or roommates. It is important that both family and friends are welcome throughout the day. The program is flexible and continuous, so parents coming from farther away do not feel they are only attending for a short visit. For practical organization, we will clearly indicate the focus of each part of the day. The activity is accessible

to all members, with priority for first-year students, so they particularly have the chance to introduce their environment to their new program and association.

Socializing is a central part of the social pillar, and the more people, the merrier. Therefore, we want to continue encouraging creative and low-threshold activities. This is certainly the case with the traditional Friday Mixers (VrijMiBo's). Last year, we noticed that Thursday Mixers (DoMiBo's) attracted a larger number of members, as students are generally more present on Thursdays. For this reason, we will only organize DoMiBo's throughout the year, specifically four of them. The first DoMiBo will be the most casual, with pizzas at the VU. The second DoMiBo will be organized with lecturers, and we will also try to invite some study advisors or other faculty staff. First-year students will gain a stronger sense of community, while third-year students can start orienting themselves toward potential thesis supervisors. The third DoMiBo will be organized with games, and the last will have a sustainability theme.

1.3.2 General Assembly

The General Assembly (GA) is the key moment when members can contribute to the direction of Kraket. In recent years, we have noticed that the GA is often perceived as long-winded or boring. Fortunately, this image improved positively last year, and we aim to continue that trend. Our goal is to have as many members attend as possible, giving them insight into the workings of the association and the opportunity to influence its course.

To achieve this, we strive for clear meetings that still allow room for interaction and a pleasant atmosphere. Each board member will briefly present the plans within their own portfolio (for example, Education, Career, etc.). After each section, there will be time for questions and feedback, so that members can actively contribute their ideas regarding the association's direction. The review of activities will again be presented by the Internal Coordinator, in the form of a short presentation with photos and slides.

Furthermore, we expect the chairs of all committees to be present at the GA. This allows them to share updates on their committees, ensuring a diverse audience at the assembly. We will make this clear at the start of the year with all chairs, and the GA dates will be shared well in advance so everyone can plan accordingly.

1.3.3 Kraket room

The Kraket Room is the place where you can take a break between lectures, have coffee with fellow students, study (if that works out), or spontaneously come up with a great idea for a new activity. We aim for a room where people enjoy spending their time, and we are always open for a chat.

To ensure the room remains a pleasant place for everyone, we have decided to keep last year's layout. There is a cozy, informal area for chatting and a quiet zone with desks where members can work or hold meetings in concentration. We are also considering ways to make the room more attractive for members to visit. We will discontinue the permanent room activity, as we noticed that only the same people were using it. We also plan to make merchandise available in the room again. Think of items received from companies or leftover from activities, such as notebooks, pens, and umbrellas—for members to use.

In addition to all the socializing in the room, the Board and committees also work hard. However, we notice that it is often difficult to concentrate due to the busyness and noise. Therefore, we are actively working to arrange a dedicated members' space on the 8th floor. If this is not possible, we plan to reserve meeting rooms more often for committees. Furthermore, we will continue reserving classrooms for members during exam weeks so they can fully focus. Of course, for a break, they can always stop by the Kraket Room.

1.3.4 Internationalization

This year, we will continue in the same way as last year regarding internationalization. This means that the International Committee will remain active, the International FAQ on the website will stay and be updated where necessary, and all current English-language content will remain in English. The International WhatsApp group will also be maintained, with some improvements to make communication smoother. We want to use the group more actively to promote international activities and send a short success message during exam weeks, so that international members feel supported and involved.

The International Committee will also once again organize the successful 'Exchange Welcome Back Drinks' in January, where every member who has been on exchange is warmly welcomed back.

We have noticed that discussing some topics during the GA was more cumbersome when done in English, especially texts with complex words or bureaucratic language. For this reason, the GAs will be held in Dutch again this year. If there are international members who genuinely wish to be involved in the GA, it will, of course, take place in English for them.

1.3.5 KraGet Together

This year, we will also continue KraGet Together. It offers members the freedom to organize their own activities outside the regular committees and official Kraket schedule. It is intended as a low-threshold way to encourage spontaneity and friendship within Kraket, whether it's a game of beach volleyball or cooking together.

We want to promote the concept more actively, especially among new members. For example, we would like to share an inspiration list that can be set up without a budget. Additionally, we encourage members to share their own initiatives via the shared WhatsApp group or on our social media using the hashtag KraGetTogether. Existing Kraket themes can also be linked, such as a Sustainability KraGet Together (KGT) or a Sports KGT.

Although no budget is attached to KraGet Together, we are willing to help think about how an idea can be realized. For example, last year assistance was provided in designing a Dam-to-Dam shirt, with participants covering the costs themselves.

2 Fuction distribution

The Board of this year consists of six motivated members, who together fulfill eight different roles. The Chairperson maintains the overview and leads the Board. In addition, the Vice-Chairperson also serves as External Coordinator. He is supported in this role by a second External Coordinator, who also fulfills the role of Education Coordinator. The Secretary additionally takes on the tasks of Marketing Online Coordinator. The Treasurer, besides handling finances, will also focus on the role of Marketing Offline Coordinator. Finally, we have an Internal Coordinator. With this division, we ensure a balanced allocation of tasks in which collaboration, efficiency, and involvement are central.

2.1 Chairman

The Chairperson (Tesse) is the face of the association. She is the point of contact both internally and externally. Additionally, she is responsible for all non-commercial external contacts. This includes communication with parties within the VU, such as the faculty, Career Services, and other VU staff. She will also maintain contact with the alumni association Extrie and other student associations within the National Organization of Econometrics Student Associations (LOES). The Chairperson will also chair all board meetings and is ultimately responsible for the overall policy. She will supervise the LED Committee (and possibly the LEST if it is restarted this year). She is also a member of the Speeddate Committee.

2.2 Vice-Chaiman

This year, the position of Vice-Chairman will be held by the External Coordinator (Jasper). The Vice-Chairman will assist the Chairwoman where needed. He will provide support in preparing the General Meetings and will take over the Chairperson's duties in case of absence. Lastly, it is important that the Vice-Chairman, together with the Chairwoman, ensures a positive atmosphere within the Board and that everyone's opinion is heard. The Vice-Chairman will supervise the Diversity and Development Day and International Committees.

2.3 Secretary

This year, the Secretary (Eveline) will combine the role with that of Marketing Online Officer. In this way, she will both provide information via email and ensure effective promotion of events to members. The Secretary will manage the website and Wiki and will handle member registration and deregistration. She will also create a Wiki page for new members who want one. Furthermore, she keeps the annual planning and Google Calendar up-to-date and uploads the photo albums. The Secretary will be responsible for sending mail and distributes association-wide emails and newsletters. She also takes minutes of both board

meetings and General Meetings. The Secretary supervises the Sustainability and Charity Committees.

2.4 Treasurer

The Treasurer (Marlyssa) is responsible for all financial matters within the association. Her tasks include preparing the budget at the start of the academic year and managing the association's funds. She also handles invoicing and collection of income. Furthermore, the Treasurer pays the required taxes each quarter. The bookkeeping is maintained by digitally attaching all receipts and invoices to each entry. In addition, the Treasurer is responsible for the fines policy. She is also in charge of the inventory of Kraket, which includes Kraket's property present in the room as well as merchandise. The Treasurer will also participate in the LOES cash audit and supervise the LED Committee. The Treasurer is also a member of the Speeddate Committee.

2.5 Internal Affairs Officer

The Internal Affairs Officer (Timo) is responsible for committee registrations and the final organization of the committees. The Internal Affairs Officer is always open for discussions with members who have questions about committees. He oversees almost all informal committees, which reduces the pressure on other roles. As in previous years, the Internal Officer acts as a liaison between the School of Business and Economics (SBE) and Kraket regarding open days at high schools, matching days, and Bachelor days. For these events, the Internal Affairs Officer arranges Kraketers who want to help. He supervises the Almanac, First-Year, Happy Hour, Introduction, Hitchhike Weekend, Lustrum, Master, Sports Games, Study Trip, "Wie is de Mol," and Ski Trip Committees.

2.6 External Affairs Officer

This year, the External Officers will again focus on organizing career-oriented events and recruiting sponsors. Two External Officers have been appointed this year, who jointly conducted the summer interviews. Jasper will primarily focus on contact with sponsors, mailings, in-house days, job vacancies, and formal social media. Robbert, on the other hand, will focus on supervising and managing the formal committees. He is therefore the supervisor of the Case Day, Kick-off-your-Career, and Speeddate Committees. He and Jasper will support each other in all external tasks. This year, the External Officers will also specifically help the Kick-off-your-Career Committee set up and launch their formal activity, as this will be the first edition.

2.7 Marketing Affairs Officer

This year, the Marketing Officer role is split between two people. The online marketing position is filled by Eveline, and the offline marketing position by

Marlyssa. The Marketing Online Officer (Eveline) ensures that all promotion is posted on time on social media channels. She will also ensure that activities are listed on the website this year. Additionally, she is responsible for the Krocket App and supervises the Content Committee. The Marketing Offline Officer (Marlyssa) creates all booklets, flyers, posters, and banners. She is also responsible for designing and ordering merchandise. Furthermore, the Marketing Offline Officer supervises the Ecotribune Committee.

2.8 Educational Affairs Officer

The Education Affairs Officer (Robbert) is responsible for communication between and with teachers and students. The Education Affairs Officer conveys student feedback to the teachers. He also sends messages via Canvas and maintains the exam archive. This year, the Education Affairs Officer will again make use of the Education Committee, consisting of two students per year, to provide optimal feedback to the teachers. As a point of contact, he will be aware of issues related to schedules, exams, and other study-related matters. The Education Affairs Officer supervises the Education Committee.

3 Committees

Committees are very important for Kraket. They ensure that various activities take place throughout the year, ranging from formal to informal. Through committees, members get to know each other better, gain valuable experience, and actively contribute to the success of the association. Most committees will continue this year in their familiar form. In addition, we want to make room for new initiatives, such as a Content Committee. We have, however, decided to dissolve the SECTOR Committee. Evaluations showed that the content was rarely read and that there was insufficient interest among members to participate in this committee.

3.1 New Committees

3.1.1 Content Committee

A good image says more than a thousand words, especially for Kraket. We have noticed that in recent years, the photos of some activities were disappointing, either showing many of the same photo or too few photos overall. Therefore, by establishing the Content Committee, we aim to raise the quality of our visual reporting to a higher level. This committee will consist of three to four members, ideally spread across different year groups to stimulate involvement from the entire association. Each member will regularly attend activities to take photos and ensure that there is always enough usable visual material. If no committee member is available, the Board can of course step in. Collaboration between the Content Committee and the Marketing Online Officer is very important. For example, we aim to publish slideshows on Instagram, and we are also considering a TikTok account. Another task of this committee will be to take photos of all committees for the Kraket website. In addition to taking photos, we want the committee to creatively collaborate with the Marketing Online Officer on formats, filters, editing style, etc. Privacy plays an important role here, which we will fully develop. More information on privacy can be found in Chapter 8.

3.2 Recurring Committees

3.2.1 Almanac Committee

The Almanac Committee will be responsible for publishing the almanac. The almanac is a summary of the past 2.5 years at Kraket and will include a collection of photos, contributions from sister and brother associations, committee updates, and member pieces. The last edition of the almanac was published in February 2025, so the next edition will be released around June 2027, during Lustrum week. The Almanac Committee will also be responsible for organizing the themed reveal drinks in March 2027. The committee will be established in March 2026 and will consist of seven members. The Internal Affairs Officer will supervise this committee.

3.2.2 Case Day Committee

The Case Day Committee organizes a day where companies can present cases to Kraket members. There is also an opportunity to network with companies during lunch and drinks. At the start of the academic year, the committee will finalize the organization details. They also need to ensure sufficient participation, which requires effective promotion. In the spring, a new committee will be formed. These members will immediately start finding a suitable location, arranging an opening speaker, and contacting companies. The committee consists of four members and is supervised by the External Affairs Officer.

3.2.3 Charity Committee

The Charity Committee was established before the summer holiday with two members. After the holiday, a first-year student will be added to the committee. Just like last year, in addition to regular activities such as the auction and a major event, one or more smaller activities will also be organized for charity. During the summer holiday, the Charity Committee contacted several charitable organizations. At the first General Meeting, the committee will present a number of these charities. Subsequently, all attendees can cast their vote to indicate which charity Kraket will support this year. The Charity Committee is supervised by the Secretary.

3.2.4 Diversity and Development Day Committee

This academic year, the Diversity and Development Day Committee will again organize the Diversity and Development Day. The committee members are responsible for arranging a venue, an opening speaker, diverse (company) speakers, workshops, and the organization of the speed-dating sessions. This committee organizes a day where all year groups can explore companies and their career opportunities. The committee consists of five members and is supervised by the External Affairs Officer.

3.2.5 Ecotribune Committee

Four Ecotribunes will be published again this year. The Ecotribune will be designed using Canva, with the supervisor explaining the process to the committee members at the start. The committee is responsible for the texts in the publication and partly for taking photos during activities to accompany these texts. The committee will consist of five members and is supervised by the Marketing Offline Officer.

3.2.6 Educational Committee

The Educational Committee will be reestablished this year. This committee focuses on improving the quality of education. An important way to ensure this is by attending lectures and collecting feedback from students. Since feedback

in the past was sometimes limited, the committee will collect feedback multiple times each period. This means it is no longer necessary for the Educational Affairs Officer to attend many lectures personally. The committee can also come up with ideas to further improve education and ensures that the exam archive remains up-to-date. To obtain a broad and representative view of the programs, the committee will be carefully composed this year with students from the two different programs: Econometrics Operations Research and Econometrics Data Science. Both bachelor's and master's students will also be included in the committee. This way, the feedback and input better reflect the diverse experiences and needs of all students. The committee works closely with the Educational Affairs Officer and will consist of eight members.

3.2.7 First-Year Committee

For the six members of the First-Year Committee, this is a good committee to start their active membership at Kraket. This year, the First-Year Committee will once again be responsible for a family day at the VU. In addition, they will organize two activities for all year groups, one of which will be in collaboration with VSAE. The latter will be a jointly organized activity. The Internal Affairs Officer will actively supervise this committee and will also ensure that communication with VSAE runs smoothly.

3.2.8 Happy Hour Committee

This committee will organize the four EGWs, a SinterChristmas New Year activity, a pub golf event, one free activity, and the year-end celebration. The committee will consist of five members, including at least one first-year student. This ensures sufficient diversity within the committee. The committee is supervised by the Internal Affairs Officer.

3.2.9 Hitchhiking Committee

Normally, the Hitchhiking Weekend takes place every other year, alternating with the "Wie is d Mol?" weekend. Due to low interest in the "Wie is de Mol?" weekend, the Hitchhiking Weekend will take place again this year. We will continue with the committee that was established last year. The committee organizing it consists of four members. They organize a weekend in which members must hitchhike to an unknown location. The committee will arrange accommodation and activities at the location, after which the group will return home the next day. The Internal Affairs Officer supervises this committee..

3.2.10 International Committee

The International Committee focuses on international students. Since the bachelor's program has become English-taught, we have gained many international members who encounter various challenges at the start of their studies and while

living in the Netherlands. This committee serves as a point of contact for international students, where they can go with all their questions. In addition, they maintain their own international FAQ on the website and have an international WhatsApp group. This year, they also have two completely free activities to organize and will host the “Exchange Welcome Back” drinks. Through these activities, we aim to promote diversity and inclusivity within our association, where it does not matter where you come from. The committee consists of five members and is supervised by the Vice-Chairman.

3.2.11 Introduction Committee

The Introduction Committee organizes the introduction period for first-year bachelor students. In addition to the introduction week, the committee also organizes the introduction weekend, the opening drinks, laser tag, and a beer pong tournament. The committee will consist of five members and is supervised by the Internal Affairs Officer.

3.2.12 Kick-off-your-Career Committee

This committee will organize the Kick-off-your-Career event. This will be a day exclusively for master’s students, and only master’s students can participate in the committee. It will be a formal event in May, allowing students to connect with potential future employers. The committee will consist of four members and is supervised by the Education Affairs Officer.

3.2.13 Lustrum Committee

Next academic year, Kraket will celebrate its 55th anniversary. This is, of course, a remarkable achievement and will be celebrated accordingly. The Lustrum Committee will organize a week with many different activities to commemorate the 55-year milestone. The committee will be established around April and will consist of five members. The Internal Affairs Officer will supervise this committee.

3.2.14 Master Committee

The current Master Committee organizes the Master’s Day during the introduction week for master’s students at the VU. The committee also organizes a master’s drinks event at the beginning of the year. In March, they will organize an activity specifically for master’s students, for which they are free to determine the content. They will also organize a second activity for master’s members in March. In the spring, the committee will be reestablished and will prepare for the Master’s Day, the master’s drinks event, and the master’s activities. The committee currently consists of three members and is supervised by the Internal Affairs Officer.

3.2.15 Ski Trip Committee

The Ski Trip Committee is almost fully staffed for the coming year. Since the winter sports trip takes place in January, the committee has already booked a destination for enough members. At the start of this year, there is still room for one first-year student in the committee, which will bring the total number of committee members to five. In December, the committee will also organize a “pre-ski” drinks event, aimed at helping the group going on the winter trip get to know each other in advance. Next year, the Ski Trip Committee for the 2026–2027 academic year will also be established. Their focus will be on finding a suitable location. The Internal Affairs Officer is the supervisor.

3.2.16 Speeddate Committee

Due to the success of the past three speeddate events, this activity will take place again this year. This year, the aim is to have 15 to 17 companies participate. The speeddating will take place during a five-course dinner. Each speeddate round will correspond to a course, and in each round, students will join a different company. Each round lasts 25 minutes, with four students and two employees at each table. This allows for in-depth conversations between members and companies, giving students the opportunity to secure a potential internship, student job, or position through the event. The event will take place in early December and is organized by a committee of four members. The External Affairs Officer supervises this committee

3.2.17 Sports & Games Committee

The Sport Games Committee will keep members active again this year. The committee will consist of four or five Kraket members. They will organize four activities, including two free-choice activities, pool, and a pub quiz. The Internal Affairs Officer will supervise this committee.

3.2.18 Study Trip Committee

This academic year, we will again go on a trip with our 3+ year students. This year, it will be a short study trip, with a longer trip planned for next year. This means that next academic year, we will be away for four or five days, with one day spent at the university. We aim to make this as sustainable as possible, so we are considering traveling by bus or train. The committee will consist of five members, who will strive to organize an unforgettable trip within students’ financial means. The committee is responsible for arranging transportation, accommodation, and activities at the destination. The Internal Affairs Officer supervises this committee.

3.2.19 Sustainability Committee

Sustainability remains an important theme in today's world. Therefore, the Sustainability Committee will be established again this year. They will organize two sustainability weeks in April. During these weeks, sustainable activities will be held, including a Sustain-a-Business day, and one of the two weeks will feature sustainable challenges. The committee determines the content of the sustainable activities. The committee is supervised by the Secretary and will consist of five members.

3.2.20 "Wie is de Mol?" Committee

The "Wie is de Mol?" weekend will not take place in the 2025–2026 academic year because it was again decided to organize a Lift Weekend. Next academic year, we do want to organize this weekend again, so the committee will be established in the spring. The committee consists of four members, and at the start of the 2026–2027 academic year, a first-year student will join. The committee organizes a weekend during which the game "Wie is de Mol?" is played. They will arrange accommodation and the course of the game. The Internal Affairs Officer supervises this committee.

3.3 LOES Committees

3.3.1 LED Committee

The LED Committee was reestablished last year by Kraket because Kraket has the honor of organizing the National Econometricians Day 2026. The committee consists of six members and two supervisors from the Board: the Chairwoman and the Treasurer. The Chairwoman of the LED Committee will also attend LOES meetings with Kraket's Chairwoman and Treasurer to provide updates.

3.3.2 LEST Committee

The LEST (National Econometrics Sports Tournament) will not take place in the 2025–2026 academic year. There are plans to bring the sports tournament back, as more econometrics associations have shown renewed enthusiasm. Kraket has always greatly valued this event, so we hope it will take place. Otherwise, it may be replaced by another informal activity open to all econometrics students in the Netherlands, such as a gala with overnight stay. The committee will consist of five members and will be established at the end of this academic year. The Chairwoman will supervise this committee.

4 Sponsorship

Sponsorship forms an important bridge between students and the business community for Kraket. Our goal is to find a healthy balance between, on the one hand, generating income and, on the other, offering substantive collaborations with companies. Our partnerships must always contribute to the development and enjoyment of our members.

4.1 Balance between social and career

We remain aware of the tension between raising sponsorship funds and pursuing meaningful partnerships. If we focus too heavily on income, there is a risk that career opportunities for students will be limited to only the largest players. At the same time, we want to ensure diversity and meaningful alignment. That is why we aim to create space for both social and career-oriented collaboration.

In Section 1.2, the career events that will be organized with companies this year are explained, such as the Speeddate Dinner, Kick-off-your-Career, and the inhouisedays. These events will, of course, be organized by the relevant committees. The External Affairs Officers will work to actively involve companies in informal events, drinks, and master's activities. In doing so, they will pay attention to the balance mentioned above.

4.2 Sponsorship packages

The External Affairs Officers will also be involved in the formal promotion of Kraket. We noticed that the sponsorship packages were due for renewal. To structure and make collaboration with companies more transparent, we have updated the sponsorship packages this year. We work with three sponsorship packages: the advertising package, the partner package, and the premium partner package. Each package offers companies different levels of visibility and engagement. The advertising package gives companies exposure via the Kraket website and social media (Instagram and LinkedIn). The partner package also includes extra logo promotion, as well as active collaboration in an informal event. In the premium partner package, companies receive not only more online promotion but also an additional Kraket budget, which they may use for an activity of their choice.

4.3 New collaborations

This year, we want to broaden the types of companies we collaborate with. We will actively seek out companies from different fields within econometrics, not only consultancy but also trading, data science, and operations research. In this way, we ensure that students gain a broader perspective on career opportunities.

Another change this year is that, for selected in-house days and informal acti-

vities, we will offer the option of CV selection. Companies pay an additional fee for this, which contributes to the financial feasibility of these activities. CV selection also increases the quality of matches and ensures that companies engage with motivated students. We notice that this encourages companies to collaborate with us that otherwise would not have done so. This arrangement only applies to specific inhouse days that are explicitly designated for it. Other activities, such as the Caseday, the Speeddate dinner, and inhousedays where companies do not request CV selection, remain fully open to all students. In this way, we maintain a good balance between generating income and ensuring that all members have the opportunity to participate in valuable activities.

The External Affairs Officers will once again do their utmost to add long-term (premium) partners to Krakets portfolio. At the end of the year, we will also evaluate our collaborations with all sponsors. We will reflect on the reach and alignment with the interests of our members. Only by doing so can we learn from our experiences and position the association ever more strongly.

5 Marketing

Marketing plays an important role for Kraket in reaching and engaging our members. Without targeted and appealing promotion, members will struggle to find out about activities, and attendance will simply be lower. We therefore see it as our responsibility to shape the visibility of Kraket and its activities in a modern and effective way. We do this both online and offline, while also responding to new trends and the needs of our members. Online, we aim to focus on more creative communication and new platforms, such as TikTok. We also notice that word-of-mouth promotion within the association often works best. We will therefore actively promote this among our members and will also ask committees to do the same. In this way, we will reach more inactive members as well. During activities, offline marketing will play a particularly important role. In the introduction week, we share an information booklet in the WhatsApp groups and print a few copies to have available in the Kraket room. At other activities, we occasionally hand out merchandise. This allows Kraket members to proudly show their Kraket spirit in daily life.

5.1 Online marketing

For many students, online communication is the first and most important point of contact with Kraket. We use several social media platforms for this, each with its own purpose. With the continuous growth of social media channels, we want to keep up with the times and make optimal use of our accounts. This means exploring new possibilities on relevant platforms while paying attention to which platforms become irrelevant over time. The visual identity will remain the same across these platforms.

WhatsApp remains our most direct channel. We have a separate WhatsApp group for each study year, including all students from that year. These groups are used to promote activities specific to that group, such as the first-year activity for new students and inhouse days for third-year students. In addition, formal activities are promoted through the “formal updates” WhatsApp group. The Kraket WhatsApp channel will again function as an information line, where people can send a message to ask questions. Finally, whenever an activity takes place, we create a WhatsApp group including all members who signed up. All information related to the activity is then shared in that group, so members are well informed and know what to expect. This platform is also used for the monthly planning.

Instagram is becoming increasingly popular and is therefore the platform where students are most effectively reached visually. We mainly use it to promote all activities. Companies can also advertise on Instagram for a fee. We manage three accounts with a clear division of roles: @kraket.amsterdam as the main Instagram page, @kraket.career for all formal events and @kraket.together for

promoting the KraGet Together. This year we want to use Instagram more creatively, for example through reels, slideshows via CapCut, and short recaps after activities. The newly established Content Committee will actively provide visual material and, together with the Online Marketing Coordinator, improve the quality and consistency of posts.

This year, we also plan to launch a TikTok account, in collaboration with the Content Committee and the Online Marketing Coordinator. With short videos, we want to present Kraket in a fresh way. Slideshows and recaps will also be shared on this platform.

As a fourth medium, we use LinkedIn. This channel will be used to look back on formal events and thank the participating companies. We aim for greater consistency in posting frequency and give each committee the opportunity to highlight their formal event here as well.

Canvas is also a valuable platform within the VU environment, used daily by nearly all students. We intend to use our Kraket Canvas page more consistently to promote activities, especially inhouse days and career events. We also want to approach lecturers to ask whether we may post short announcements on their Canvas course pages. This is a very effective way to reach students who are less active within Kraket. By communicating clearly and on time through this platform, we hope to increase Kraket's visibility among less involved or first-year students, while also boosting attendance at formal activities.

The newsletter is another important tool to inform members monthly about Kraket's activity offerings. We want to use the newsletter as a clear and structured communication channel. It will provide an overview of all upcoming activities, with short explanations of what members can expect, including dates, deadlines, and registration links.

Finally, there is the Kraket App, which recently received a completely redesigned layout, making it clearer and more user-friendly. We notice that members appreciate this improvement and therefore want to make more use of it this year. We will continue to use push notifications via the app when registrations open. These notifications are targeted and ensure that members are reminded of relevant activities at the right time, without being overwhelmed by irrelevant updates. This should further increase engagement in activities. Another feature we want to retain and promote more actively is the photo album. After activities, photos are uploaded here so members can easily view and download them directly to their phones. The exam archive is also accessible via the app, making it easier for students to find past exams and prepare better for their own. Additionally, a webshop function has now been added to the app. Members can directly order merchandise here, such as committee hoodies or Kraket

socks. The committee hoodies will only be distributed in April, since they are ordered in one large batch. In the future, we would like to expand this merchandise offering, depending on members' interest. Offline marketing will continue to build on this merchandise as well. Lastly, this year we want to experiment with interactive elements such as polls and quizzes. This informal aspect creates more engagement and makes the app fun to open in between.

5.2 Offline marketing

This year we continue to strive for sustainable and visible offline marketing. We want to use physical promotion more purposefully and link it to moments when it will have the greatest impact. For example, committee and information booklets will remain available in the common room, but they will also be accessible digitally via QR codes. In addition, the monthly activity calendar will once again be visible in the room, alongside all other posters. We will also ensure that the banner is kept up to date with the new main sponsor.

We also want to continue offering merchandise, as mentioned earlier. The focus of the merchandise will be on visible products. By investing in merchandise, Kraket's visibility will increase both on and off campus. This year we will once again offer sustainable committee hoodies. Every committee member will have the opportunity to order a hoodie with their committee(s) printed on it. Members can order these via the webshop in the Kraket App. In addition to hoodies, Kraket socks will also be available for purchase. Depending on members' interest, we may add more products to the webshop.

To increase Kraket's visibility in a playful way, we are introducing our very own mascot this year: Karel the Kraket Crab (stuffed animal). Karel will become a recognizable figure within the association and a recurring element in both offline and online marketing. Karel will make physical appearances at various activities, such as during the introduction period and DoMiBo's (Thursday afternoon drinks), and will also feature in our Instagram stories. We also want Karel to rotate among members. They can take Karel home or bring him along on outings, and will be encouraged to take a photo with him. These photos will later be shared in a dedicated highlight series.

6 Social Responsibility

As a study association, we believe it is important to look beyond just our members, activities, and events. We also contribute to a broader social responsibility toward the environment, society, and our partners. That is why, as Kraket, we are committed to making conscious and responsible decisions. This year too, we take our role seriously within the four social pillars established earlier: ecological, ethical, philanthropic, and economic.

6.1 Ecological Responsibility

Ecological responsibility remains a current and important theme within Kraket. We are aware of the ecological impact that activities can have and strive to keep that impact as small as possible.

In recent years, Kraket has already taken several steps in this area. For example, the association signed the “Green Pledge” a few years ago. In this pledge, we committed ourselves to being more mindful of the ecological impact of our actions. The “Green Pledge” remains our guiding principle. We want to evaluate whether it is still fully aligned with today’s context and make adjustments where necessary.

Furthermore, the Sustainability Committee, which was established a few years ago, will also be formed again this year. Their task this year is to organize two sustainability weeks, during which everything will revolve around sustainability. They will be allowed to organize two activities, alongside a formal event: the Sustain-a-Business Day. The idea is that students will work in groups on a case beforehand and then present their work on this day. This day is particularly interesting for students of the Climate Econometrics master’s program, but we also expect interest from other master’s students. We will also continue to promote the list of sustainable restaurants that was created for committee dinners. In addition, there will always be a sustainable food option available at activities. At events where we provide the food, we will strive to offer everyone a vegetarian meal — for example, pasta pesto without meat. Finally, for our study trip destination in April, we aim to travel by train to make it as sustainable as possible.

6.2 Ethical Responsibility

For us, ethical responsibility means caring for people and the environment, even beyond our immediate circle. As an association, we are responsible for the choices we make, ranging from merchandise to accommodations. It is a responsibility that can easily be overlooked if not explicitly considered.

We attach great importance to respectful behavior toward suppliers, accom-

modations, companies, and of course each other. This may seem self-evident, but we will also make sure this remains the case throughout the year. We are proud that, as an association, we are often welcomed back at venues we have previously visited. Treating one another and others well is further explained in the section Safety Respect.

Unfortunately, it is difficult for us as an association to ensure that all products we purchase are produced under fully fair conditions. However, we will make sure that, where possible and financially feasible, the merchandise we order complies with recognized social standards. Examples of this include the sustainable committee hoodies or offering more fair-trade food during the Introduction Weekend.

6.3 Philanthropic Responsibility

Over the past few years, Kraket has already made strong efforts in the area of philanthropic responsibility. Each year we support a charity that is chosen during the first General Assembly of the year. The Charity Committee presents several options, which are explained in detail. After a vote, one of these options is selected as the charity that Kraket will support that year. Throughout the year, an activity and an auction are organized to raise money from members for this cause. In addition, Kraket annually donates an amount from the association itself to the chosen charity. An activity will also be organized together with the charity, so that members gain more insight into its social impact.

6.4 Economic Responsibility

Sustainable and ethically responsible choices sometimes come with higher costs. Examples include ordering fair-trade merchandise, offering vegetarian meals, or opting for environmentally friendly modes of transport. Nevertheless, we believe it is important that these values remain visible in our policy and organization. Kraket is therefore willing to bear these additional costs, as long as they remain financially feasible within the association's budget framework.

Furthermore, we want to be transparent with our members about these choices, so they also understand why certain options are made. In this way, we aim to make them more aware of their own social impact.

6.5 Social Representative

To realize the aforementioned responsibilities in the areas of sustainability, ethics, philanthropy, and inclusivity, there will once again be a Social Responsibility Officer within the Board this year. This role will be fulfilled by Eveline. The Social Responsibility Officer will strive to pursue these ideals across all areas and ensure that all of Kraket's activities are carried out as sustainably as possible.

Furthermore, the Social Responsibility Officer will safeguard diversity and inclusivity within the association, with the aim that no person in the association should ever feel discriminated against on the basis of skin color, gender, religion, or origin. This year, the Social Responsibility Officer will also act as the supervisor of the Sustainability Committee and the Charity Committee. In addition, in the daily course of board tasks, the Social Responsibility Officer will remind the Board to consider sustainable options whenever possible.

7 Safety & Respect

Kraket remains committed to providing a safe, respectful, and inclusive environment for all its members. As the representative association of all econometrics students at the VU, we serve as a role model. The behavior that is accepted within our association reflects on our members and influences how they interact with each other. That is why this year we will once again actively implement policies to safeguard safety, respect, and social inclusivity. After all, Kraket cannot truly be an association for all econometrics students at Vrije Universiteit if not every student feels they can be themselves.

7.1 Safety

Kraket should be a place where there is no doubt about what constitutes appropriate behavior. In recent years, much time and effort has already been invested in creating reporting channels for inappropriate behavior. We will continue to build on this foundation this year. We have once again decided to appoint four confidential advisors, with each one coming from a different year group. This makes it accessible for members—especially first-years—to approach a confidential advisor. These advisors will undergo training and can operate fully autonomously and anonymously. Therefore, it has also been decided that board members will not serve as confidential advisors. This year, we want to make the confidential advisors even more visible, for example by displaying their photos in the association room and regularly highlighting them in the newsletter and app. We will also explore whether we can add a safe, private contact option via the Kraket App.

It is also possible to report inappropriate behavior to a confidential advisor of the Vrije Universiteit. This provides three different options to raise concerns: 1) Informal conversation with a board member or a Supervisory Board member, 2) Formal conversation with an internal confidential counselors, or 3) Formal conversation with an external confidential counselors. With this structure, we follow the advice of various organizations to create multiple reporting avenues. We also maintain a webpage on social safety, including specific information on reporting sexual harassment.

Sexual misconduct is entirely unacceptable and unwelcome within our association. Our zero-tolerance policy on sexual harassment remains unchanged, with immediate and strict consequences if such a situation is identified. Possible consequences may include exclusion from specific events or suspension. In addition, appropriate guidance and support will be offered to those involved when necessary.

To improve continuity and follow-up, this year we will again explore the possibility of creating a safe, confidential registration system for reports and imposed

sanctions. This helps prevent important information from being lost during board or advisor transitions. However, this is challenging due to privacy concerns and the fact that people can change over time. Only designated confidential advisors and, if necessary, the current Board would have access. Reports would only be stored as long as follow-up is required. The system must also be fair to both the reporting party and the person being reported. If possible, such a system could also be reviewed by the VU or an external advisor.

Prevention remains our main focus. This means that the Board itself will remain vigilant and engage in conversation quickly if we believe members are approaching the boundaries of inappropriate behavior. To this end, the Chair and Vice-Chair will participate in the training provided by Stichting Gelijkspel, where they will learn the best ways to handle such situations. Additionally, during major activities such as the Study Trip or Hitchhiking Weekend, we want to provide participants with short safety instructions in advance. These may cover behavioral expectations, emergency procedures, and contact points.

To ensure safety in all areas, the Board has completed a first aid course, including CPR training. Furthermore, the Chair and Vice-Chair have taken the First Aid for Alcohol and Drugs (EHBDD) course. The key knowledge and procedures from this training have been shared with the rest of the Board, ensuring that multiple members know how to act in situations involving alcohol or other substances. At events with significant alcohol consumption, additional supervision will be provided by board or committee members familiar with EHBDD, ensuring the safety of all participants. This allows for quick and responsible intervention when needed.

Finally, during multi-day activities such as the Kraket Weekend, the Study Trip, and the Ski Trip, we always work with a sober duty. This means at least one Board member will abstain from alcohol, remain alert, and be ready to intervene in case of an emergency. This ensures there is always someone present who can act clearly in the event of accidents, medical incidents, or other urgent situations. At smaller activities, we apply responsibility shifts, where one or more board members consume a maximum of four alcoholic drinks. This ensures that even at smaller events, there are always designated points of contact capable of responding effectively and supporting members if needed.

7.2 Respect

The most important method for preventing inappropriate behavior is actively promoting a respectful and inclusive culture within Kraket. This means that every econometrics student should be treated with respect, regardless of religion, race, ethnicity, gender, sexual orientation, or disabilities.

Each year, we organize the Diversity and Development Day, which will again

be used this year to make these topics discussable. Speakers at this event can address complex issues and foster open conversation. We also want to pay attention to inclusion and diversity during smaller moments throughout the year, such as short social media campaigns, themed drinks, or collaborations with other associations to introduce new perspectives.

The Kraket Wiki is an internal platform where all members can post and comment. Originally, this was a fairly open environment, where anyone could easily post remarks or quotes about others. Although this was often done in a lighthearted manner, it sometimes escalated into bullying and inappropriate comments. To prevent this, active measures have been taken over the past few years. Posting inappropriate content is no longer tolerated, and such contributions are removed. Additionally, it is now mandatory to create a personal account to view or edit the Wiki. This measure has significantly reduced the use of the Wiki but has also stopped bullying and anonymous harassment. While it is unfortunate that activity on the Wiki has decreased, we consider safeguarding a safe and respectful environment for our members far more important. The platform remains available for members who wish to use it, but always within the framework of our code of conduct.

7.3 Code of Conduct

Within Kraket, we strive for a safe and respectful atmosphere in which every member can be themselves and participate in activities with enjoyment. To ensure this, we continue to uphold the code of conduct established last year, based on the guidelines of Stichting Gelijkspel, which supports associations in creating an inclusive and safe culture. The code of conduct clearly describes what we, as an association, consider to be desirable and appropriate behavior, both during Kraket activities and in other situations where a member acts on behalf of or in connection with Kraket. This provides guidance for our policies and also gives us a concrete reference document to consult if a member behaves inappropriately.

The code of conduct can be found on our website under the regulations and forms part of the Internal Rules. Members are expected to adhere to the code, and inappropriate behavior may lead to appropriate measures. Although compliance is not officially mandatory, we place great importance on respecting these guidelines to maintain a culture of safety, respect, and equality. Our goal is for these values to exist not only on paper but also to be actively upheld in practice.

8 Privacy

It is of utmost importance that members can trust the organization with regards to privacy. The previous Board has taken several steps to ensure this privacy and to comply with various laws and regulations, such as the General Data Protection Regulation (GDPR / Algemene Verordening Gegevensbescherming: AVG). This means that when Kraket stores personal data, certain requirements must be met. This includes that Kraket 1) must clearly indicate which data we use, 2) must obtain consent to store this data (with some exceptions), and 3) must ensure that the data we have is properly protected.

Furthermore, all committee members who have any form of access to personal data, including members of committees with limited access, must sign a data processing agreement. This will be signed either physically or online and stored securely, both in a safe and digitally.

Additionally, internal passwords and important data will continue to be protected by 1Password, and automatically generated completely random passwords will be used.