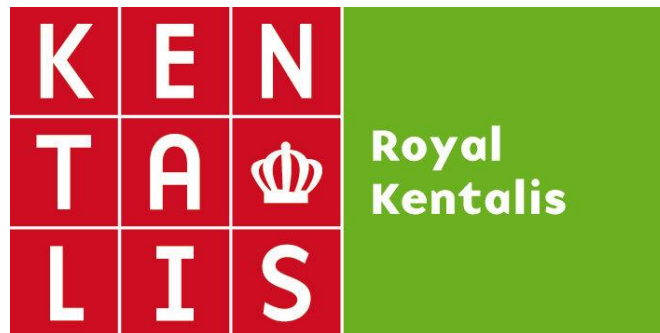


Strategic Plan 2021-2023

Kentalis International Foundation



August 2020

Content

The international context	3
The assignment	4
The activities	5
Intended results	5

The international context

Children and young people with hearing or communication problems are given few opportunities to enjoy a good education, to learn and to develop their potential. This is the case everywhere in the world. Kentalis has been committed to this in the Netherlands – for almost 230 years. In many other countries – especially in the Global South – professionals, parents and governments often lack knowledge and skills.

Kentalis International Foundation (KIF) has been working on international knowledge exchange on a project basis for ten years. KIF is its own legal foundation with Chamber of Commerce number, articles of association and also its own ANBI status. In 2010-2020, the knowledge exchange was financed from external sources, support foundation funds and exploitation of the 'parent organisation' Kentalis. Since 2015/2016, Kentalis International has explicitly embedded its work in the international legal and policy frameworks: the Sustainable Development Goals (SDGs) as a political guideline for international development for the next 15 years. <https://www.sdgnerland.nl/> It is also known as 'Agenda 2030'.



Kentalis' international partners embed their work, objectives, priorities and decisions in the global policy framework of SDGs. However, this also increasingly applies to Dutch organisations. Especially SDG 4 (Quality Education for all) and to a lesser extent SDG 3 (Global health and Well-Being) are in line with Kentalis' services in the Netherlands and internationally. The international mission is also in line with SDG 10 (Reduce Inequalities) and SDG 17 (Partnership for the Goals).

In addition to this global policy framework, there is the UN Convention on the Rights of Persons with Disabilities (UNCPRD), ratified by the Netherlands in 2016. <https://www.mensenrechten.nl/nl/vn-verdrag-handicap> The treaty applies in the Netherlands, with Art 24.3 b. and c. and 24.4 being particularly important for the education branch at Royal Kentalis in the Netherlands. However, this international legislation also gives direction to the work of Kentalis International. The added value that Kentalis delivers with its international work to compliance with the convention in the Netherlands is embedded in Art 32,1 b. and c. which talks about the need for international cooperation for capacity building and knowledge exchange.

https://wetten.overheid.nl/BWBV0004045/2016-07-14#Verdrag_2

The assignment

Kentalis has introduced the concept of Corporate Social Responsibility (CSR) to describe the motivation, framework and added value of international work for our organisation¹:

From its position as a knowledge organization in line with corporate social responsibility, Royal Kentalis contributes to the realization of the Sustainable Development Goals, and in particular SDG 4 (equitable quality education for all) and compliance with the international law obligations arising from the UN Convention on the Rights of People with Disabilities of which the Netherlands is a signatory. Kentalis International Foundation (KIF) has the task of fulfilling the international obligations arising from these policy frameworks. Together with fellow experts from the primary process and the academy, KIF implements capacity building and knowledge exchange projects for the improvement of education for children of the Kentalis target groups outside the Netherlands.

The education sector within international cooperation invests to promote literacy and to put inclusive education into practice. There is little D/SH specialism available². We therefore focus our work on deaf education (pre-primary, primary, secondary).

The basic part of this course is making strategically chosen knowledge products available online. We build on the previously developed e-Learning products in audiology, and the training courses adapted in corona times. The idea is that Kentalis makes open source basic knowledge available internationally. For more specific expertise, application and advice, our additional face-to-face and online services are available. Against cost-covering payment.

The chosen approach is drawn by:

- **Growth in productivity** is achieved through the new, more cost-efficient way of working we create.
- **Focus in content** enables us to standardize as much as possible, and to invest our limited time in sales of existing knowledge products instead of customization and further development / new development. We keep track of market developments so that we can respond to changes in time and at some point also adjust the focus.
- **Digitizing in learning** ensures that we move along with the rapid technological developments, especially in developing countries.
- We pay **attention to the environment** by travelling less, developing e-Learning and using other professionals trained by Kentalis in our work in addition to Dutch ones.

¹ CSR also relates to environmentally friendly working methods, such as the new Kentalis mobility policy, environmentally friendly design of the buildings, including employment, etc.

² D/SH knowledge 'Beyond the Western World' is little or not available (see also OUP publication (2019 Knoors, Marschark, Brons).

The activities

In the period 2020-2023 Kentalis International Foundation will implement its new working method in a Front office-Back office structure. Work processes and the use of new systems support this process. (AFAS, MSP Project). A change in staffing is expected to take place.

The working method of K-IF with fellow employees as internationally deployable experts is being revised.

In the period 2020-2023, K-IF will complete the ongoing projects, projects that were planned and partly implemented in the old style. The Corona period brings new challenges (travel / digitization). K-IF wants to be a learning organization that wants to come out of the COVID phase strengthened. Digitizing knowledge products and further developing and improving the online learning platform are part of the learning process.

The new focus on deaf education helps us to bundle the knowledge gained in projects over the past 10 years into course products. Quality inclusive education for students who are deaf or hard of hearing is the overarching theme. We are working on standardizing our knowledge in deaf education, in order to be able to train experts and to respond more flexibly to opportunities and possibilities for new projects.

We choose to minimize the focus on advocacy/advocacy for inclusive education in the global south during 2020-2023; we therefore opt for a passive membership in the Dutch Coalition for Disability and Development (DCDD) and a temporary cessation of membership in the International Disability and Development Consortium.

We are committed to making acquisitions based on the new structure of projects (digitization/combination online and on location), and to look for new opportunities and new partners in the Global South. We increase the financial independence of Koninklijke Kentalis (Group), aiming for a maximum of 20k support per year.

We are a learning team that is actively committed within K-IF and as part of the Kentalis Academy to create a positive, constructive and collegial working climate.

In the second half of 2023, we will evaluate the strategic approach and develop a new policy plan for the period 2024-2026.

Intended results

- At the end of 2023, we will be active with projects that connect standard online learning and on-site learning.
- The K-IF learning environment has been renewed, more customer-friendly for our participants in the global south.
- A newly set up expert team has been set up and trained in the established knowledge products.
- Our communication tools (website, Facebook, leaflets) have been adapted to the new strategy.
- Our work processes are in order and Kentalis registered internally.
- Our project administration relies on the new digital systems and is therefore more efficient.
- At the end of 2023, we will have a strategy paper for the period 2024 – 2026, in which new/revised objectives have been formulated and human and financial principles have been revised.