



Policy Plan

Stichting Movement Digital Innovation Foundation

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1. INTRODUCTION AND SOCIAL CONTEXT

The Digital Movement Innovation Foundation (DMIF) was established in 2025 with the goal of encouraging people worldwide to become more active, improve vitality, and strengthen social connection.

The foundation achieves this through digital innovation and gamification in sports and play.

Physical inactivity is a growing social challenge with serious implications for health, well-being, and social cohesion.

DMIF aims to address this issue by developing and supporting innovative, accessible, and enjoyable ways to move.

2. OBJECTIVES (STATUTORY)

- To promote vitality, health, and social connectedness, both nationally and internationally.
- To develop, support, and finance digital innovations that contribute to physical activity and well-being.
- To organize pilots, events, and community programs that encourage physical activity.
- To collaborate with municipalities, sports and welfare organizations, educational institutions, and knowledge centers.
- To share knowledge and insights on the relationship between gamification, innovation, and health.

The foundation is non-profit and does not aim to make a financial gain.

At least 90% of its activities are dedicated to the public benefit.

3. MISSION AND VISION

Mission

DMIF promotes vitality, health, and social connection by using digital tools and game elements to make movement fun, social, and accessible to everyone.

Vision

DMIF aims to act as a catalyst for an active society by initiating and supporting innovative digital projects. In doing so, the foundation contributes to a future in which everyone — regardless of age or background — can engage in physical activity easily and with enjoyment.

4. EXAMPLES OF PROJECTS

The foundation supports projects that contribute to its mission. One example is the Push Up Legends app, a digital innovation that motivates users to move together through gamification and location-based gameplay.

Push Up Legends is only one of the potential projects. DMIF remains open to supporting other initiatives that align with its objectives and contribute to promoting physical activity and well-being.

5. OBJECTIVES 2025–2030

- Conduct at least two pilot projects per year in Dutch municipalities to test digital movement innovations in real-world settings.
- Collaborate with at least five schools and sports clubs by 2030.
- Establish structural partnerships with municipalities and local welfare organizations to organize inclusive physical activity programs.
- Achieve international collaboration with at least three European partners by 2030.
- Support research into the effects of digital innovation on physical activity and health.
- Organize at least one public event or challenge each year to encourage people to be more physically active.

6. ACTIVITIES AND IMPLEMENTATION

The foundation puts its objectives into practice by:

- Supporting digital projects and applications that contribute to physical activity and vitality.
- Organizing pilots and events together with local partners.
- Conducting communication and awareness activities related to movement and health.
- Raising funds through grants, donations, and partnerships.
- Collaborating with knowledge institutions for research and evaluation.

7. FUNDING AND RESOURCE DEVELOPMENT

The Digital Movement Innovation Foundation obtains funding through:

- Grants (local, national, and European).
- Donations from individuals and companies.
- Sponsorships, provided they align with the foundation's mission and values.
- Partnerships with public and private organizations.

All income is exclusively used to achieve the objectives of the foundation.

The foundation does not operate for profit.

The foundation holds its financial assets in accounts with reputable financial institutions. No larger financial reserve is maintained than is necessary to ensure continuity.

Any surplus funds are allocated to future projects and activities that align with the foundation's mission.

A limited continuity reserve may be maintained to safeguard operational stability.

8. GOVERNANCE AND REMUNERATION POLICY

- The board consists of two members.
- Board members do not receive any financial remuneration for their work.
- Documented and reasonable expenses incurred in the performance of their duties may be reimbursed.
- Decision-making is joint; no board member has individual authority to dispose of the foundation's assets.
- As the foundation grows, the board may be expanded with additional independent members to increase expertise and strengthen oversight.

9. ANBI REQUIREMENTS

DMIF meets all conditions for recognition as a Public Benefit Organization (ANBI):

- At least 90% of activities are aimed at serving the public benefit.
- The foundation has no profit motive.
- Board members do not receive remuneration for their work.
- Financial resources are used exclusively for the foundation's objectives; reserves are limited and strategically planned.
- The policy plan, annual report, financial statements, and board composition are published on the website each year.
- The integrity of board members is ensured.

10. TRANSPARENCY

Each year, the foundation publishes:

- The policy plan (updated if necessary).
- The board composition and remuneration policy.
- The annual report and financial statements.
- An overview of projects and activities.

This ensures openness and accountability to donors, partners, and the public.

11. CONCLUSION

With this 2025–2030 policy plan, the Digital Movement Innovation Foundation sets a clear direction for the coming years.

The foundation promotes health, vitality, and social connection by supporting innovative digital projects and sharing knowledge.

Projects such as Push Up Legends demonstrate how digital tools can activate real-world movement and community engagement — while the foundation remains open to supporting a broader range of initiatives aligned with its mission.

This policy plan is consistent with ANBI requirements and ensures that all resources and activities contribute directly to the public benefit.