



AIM PPLE
STUDY ASSOCIATION

2019 - 2020

AIM Half-Year Report

AIM STUDY ASSOCIATION

Shinouk Ettema
Daniel Kraamwinkel
Fanny Dreyer
Cathi Gentzke
Mathilde Rouvillois
Cara Kerstnig

6th Board of AIM

Table of Contents

Introduction	p. 3
Year Goals	p. 4
AIM Teams	p. 4
Community Spirit	p. 4
Previous Year Goals	p. 5
Multiple Year Plan	p. 6
Committees	p. 7
Social Committees	p. 7
Study Committees	p. 9
Teams	p. 13



Introduction

Dear members,

This half year report both **looks back** on all the amazing things that the association already achieved this year, as well as **looks forward** to all the exciting things still to come. The four year goals we wrote down in the Year Plan are evaluated and adjusted for the upcoming months. To refresh your memory, our goals for this year are: the founding of **AIM Teams**, working on the **community spirit**, building on the **previous year goals** and writing a **multiple year plan**. Furthermore, all our dedicated committee members wrote a reflection on their work this year and also give us a sneak peak of all the awesome events they are planning for you. We are incredibly proud of what the association already has achieved this year and are really excited for all the amazing things that are still going to happen in the coming half year!

Have fun reading this half year report,

Love,
Shinouk, Daniel, Fanny, Cathi, Mathilde & Cara



Year Goals

AIM Teams

Our first year goal was to set up AIM teams, namely **AIM Women Soccer, AIM FC, AIM Hockey and AIM Arts Community**, some of which were already existing. All four teams were set up in early October by the Internal Commissioners in collaboration with the **team captains**. These initiatives have been very successful and it was very impressive to see the enthusiasm present! It also facilitates the **inter-year connections** and the community feeling! The detailed achievements of the teams can be found under the AIM Teams section.

Community Spirit

Our second main year goal is **the strengthening of the community spirit within AIM**. In order to achieve that, we brought special attention to the inclusion of members of all years into the applicable committees. This helped create events that reflect more diverse interests like the Game Borrel, which attracted numerous third-year students, who are usually less active within AIM. Additionally, the creation of the AIM Teams and AIM Arts Community helped tremendously with creating a **stronger inter-year connection**, as students of all years come together to do what they love, making connections with people they would have otherwise never reached out to. Furthermore, our Internal Commissioners hosted a committee appreciation evening, starting off with a scavenger hunt and ending with a Borrel. This was hosted as a thank you and celebration of their efforts made during the first half of this year. Moreover, we enforced the **open-door policy in the Board Room**, which, supported by the existence of the coffee card, took off very well and created a stronger bond between the members and us as the Board. In addition, we tried to maintain and create new links between our members and the PPLE faculty staff by inviting them to our "Welcome Back!" Borrel in January. Lastly, we started doing research on how to set up an alumni network. Therefore, we had meetings with PPLE's Dean and Project Manager, to lay out the mutual benefit of the creation of a **PPLE Alumni Network**, as well as IANA, the alumni association of future planate studies, to get an idea of what will be needed in order to set up such a network. In the second half of our Board Year we aim to draft a detailed plan on how to set up the PPLE alumni network, in order to pave the way for the next AIM Board.

Previous Year Goals

Professionalization

In our Year Plan, we set up two main goals to further professionalize the association. The first one was **finding a new webshop** that would be more efficient, the second one was to **polish our website** and increase the content output on that platform.

In order to find a **webshop** that would cater our needs and **increase the efficiency** of the association, and its members, we allocated 32 euros per month to this. After an extensive search and communication with several platforms, **we were not able to find one** for this amount, therefore we reallocated 600 euros in total. in the hope that we will be able to find one for this amount.

The website has been, as stated in our Year Plan, polished and given a new look that fits with this association year. Furthermore, the domain names of aimpple.com and aimpple.org are now redirected to the .nl domain. This makes the website **more accessible** for everyone.

In addition to what we had lined out, we are currently in the process of **changing our statutes and bylaws** to a more coherent bundle of rules for our association which will make that the rules themselves, and the way the association is run, is aligned once again. Furthermore, at our latest party, the Winter Formal, we let people consent to pictures being taken of them for the first time to **comply with the European GDPR guidelines**.

Expansion of community relations outside of PPLE

In order to enlarge our network and give our members the opportunity to step out of the PPLE bubble, we aimed to **strengthen the existing and build new relationships** with both study associations as well as other organizations.

At the beginning of the year, we organized a collaboration borrel with Kalliope at Amstel54, which was a huge success. We also went to many **CoBo's** to bond with the many of the new boards of the Amsterdam study associations. In January, we went to Utrecht to get to know the first Metris board, of PPE Utrecht. We are planning on inviting them back to Amsterdam and establish a close connection for the future years. In February, we signed the **Green Commitment** of the UvA Green Office, who will coach us in becoming more sustainable.

Not only do people from our friends SES, but also people from newly formed connections of VSPVU and VSAE take place in the Application Committee, Advisory Board and the Treasury Advisory Board. In the upcoming months, we still have a collab party with SES and PPE on the planning, which we are very excited about.

Strengthen AIM Community

We planned to achieve a stronger AIM Community by providing our members with personalized QR codes on membership cards. These QR codes should not only enable our members to make use of their membership discounts with our partners but should also be connected to their webshop profile, making the administrative process of eg. entrance at parties easier. However, it turned out that this was not possible without having found an online webshop we want to work with in the longrun to connect the QR code to. However, there are many cards still left, so it is still possible to get a card if a member wants one. Currently, we are looking into different options that are better suited and more useful for our members.

Coherent vision

In order to build on the plan of the 4th board to smoothen the transition to new boards, we closely worked according to the white papers that have been provided to us by the 5th board. To make sure this transition will be as smooth as ours, we already started writing down important things that are coming up in our white paper drafts. Even though most of the work is yet to come, we are excited and are already preparing for the next board to take over.

Multiple Year Plan



The last goal of the Year Plan was to write a multiple year plan that outlines **long-term goals** for the association, in order to provide the future Boards with a **stable vision**. We used the first months to explore what we deem as important for the association. Now, we have come up with a general structure and are in the **brainstorming phase** about the specific content. The plan will give a current state of affairs of the association, clarifies the most important developments of the past years and describes the general goals for the association. These general goals will be focusing on visibility and professionalization, as well as building a stable foundation for the association.

In the upcoming months, we will **start writing** the plan in close collaboration with delegates from the 4th and the 5th Board. During the Nomination Assembly, after presenting the then finalized multiple year plan, members will be able to propose amendments and vote on its acceptance. The plan should be renewed in the same manner every three years in the future.

Committees

Social Committees

Merchandise

At the very beginning of the year, the Merchandise Committee sent out a survey to the PPLE Community with their first ideas to see what people would like them to develop in the upcoming months and how much they would be willing to pay for each product. Working with a lot of feedback, they did some more **research** to see which products were feasible and established that they would like to focus on foldable and sustainable cups, socks, potentially t-shirts and – due to the high demand last year – on “remaking” the PPLE crewnecks that were loved by so many of our fellow students. They decided to work on the **cups** as their first product and established Stojó, an eco-friendly American brand, as their favorite company. After some printing issues on their side, they could agree on an offer to print cups for AIM PPLE. Finally, in mid-February, they finally released their foldable, sustainable and fashionable Stojó cups. The 50 cups were sold out in less than 24h and are loved by the community! Another big achievement was scoring first place in our half-year Committee Appreciation event. For now, they are very enthusiastic about planning on doing a limited edition of either AIM PPLE socks or t-shirts. Further, they also would still like to produce the **crewnecks** and are currently working on resolving copyright issues. Generally, they are looking forward to the second half of the year, with more AIM Merchandise to come!

Party

During the first half-year, AIM Party has organized **six borrels and two parties**. The year was kicked off with an enticing Beer Pong Borrel where 16 teams fought fiercely for being the AIM Beer Pong Champions of 2019. The following borrel was a collaboration with AIM Sports. The night started with ice skating at Museumplein, followed by people dancing themselves warm again during the borrel. At the beginning of December it was time for the Christmas party, the first fiesta organized by this committee. Everybody got to dance together one last time in 2019 before going on a Christmas break. After coming back from a well-deserved break, it was time for a catch-up. Tutors and other staff were also invited to join, to wish everybody a good new year. At the end of January, the second collaboration took place, with AIM Charity, to create a Pubquiz. The ticket prices were donated to The Maasai Girls Education Fund. After the pubquiz, it was time for the long-awaited Winter Formal. The Winter Formal took place in Westerliefde, an old factory, which gave a nice contrast to the pretty dresses and sophisticated suits that night.

After this very memorable evening, and the block getting busier, AIM Party thought it was time for a quiet, chill activity. That is why at the end of February a game night borrel was hosted at Cafe Fest. The next event planned by the committee is a collaboration with AIM Diversity. The Half-Pride borrel stands in the light of celebrating similarities and differences between PPLE students. Next, for the 1st of April, an easter borrel will be hosted, followed by a collaboration party with SES and KallioPPE. After this, there is a special event organized for connoisseurs, who will join AIM Party to receive a tour of a brewery followed by a beer tasting. In May they will organize their last collaboration with AIM Sports to celebrate what PPLE'ers are especially good at, namely, flunky ball. Last, but not least, the annual **Boat Party will be the closing party** again. We will dance away the stars on a boat because that is the only proper way to end another great AIM year.

AIM Sports

The goal of this year's sports committee was to both **continue the tradition** of some of last year's very popular events as well as bringing in **some new ideas**.

In November, they initiated the sporty year with the annual Ice Skating Borrel at Ice Amsterdam. Despite the typical Amsterdam weather, the event was a huge success with a very large turn-up. The next event was (similarly to last year) the Skiing Trip to Winterberg. Even the lack of snow did not limit the motivation of our small group and many of the beginners spent the entire weekend skiing (and partying). In February, for the first time in the history of AIM, the Sports Committee hosted an internal PPLE foosball tournament in the common room. It proved to be a great success with all levels of skill represented.

For the upcoming months, there are still two events left. In May, the committee is planning a flunkyball tournament in cooperation with the Party Committee. This event is planned to take place in Ooster- or Vondelpark and will be combined with an informal picnic and an official borrel afterwards. As the last event of the year, the Sports Committee is planning a cycling trip to Zandvoort in June. This trip will also include a picnic and, depending on the weather, a chill day out at the seaside with some swimming, beach volleyball etc.

Third Year Weekend

The Third Year Weekend is rapidly approaching and we could not be more excited for what is to come. The top-secret location is being prepared, the kegs are being delivered and the playlists are being tailored for the best send off PPLE has ever seen! Tickets sold like hotcakes and excited whispers can already be heard from the common room. The weekend is in less than a month and the committee is hard at work putting the final touches on what promises to be **the final celebration this year group deserves!**

Yearbook

The Yearbook Committee is working hard on preparing the Yearbook for the PPLE Class of 2020. They have started their communication with the students about a month ago. Right now, they are **well on their way** with collecting pictures and responses to the 'Most-Likely-To' quiz. They have created a clear time and promotion schedule for the upcoming months, including different deadlines for the different types of input (such as pictures, yearbook quotes, and messages from the PPLE staff). To boost the input of pictures, they have decided to put up some flyers and give short promotion talks in their lectures.

Furthermore, they have good contact with the printing company. They are now working on deciding all the specifics, such as the total number of pages and the final deadline, after which final payment agreements can be made. Something else they are currently occupied with is the design of the Yearbook, which is obviously very important because they want to create **the most beautiful Yearbook!**

Study Committees

Academic

The Academic Committee started off with ambitious plans for the upcoming year, roughly divided into two sections. First, to provide ways for PPLE students to engage with current, global topics, which is why the committee launched the Medium account and the Academic Newsletter. Second, to host interactive and thought provoking events, like movie nights, a day trip to the ICC/ICJ and a panel discussion. In trying to encourage students to practice their academic writing, and to provide a platform where they could publish their own ideas outside of the curriculum, the committee launched the AIM PPLE Medium account early November. However, they soon realized that the overall engagement was low, despite multiple rounds of advertising. They have decided to keep further advertising on the low.

In December, they watched 'An Inconvenient Sequel: Truth to Power', as part of the (Academic) Movie Night after which they had an engaging discussion into a variety of climate-related topics. Unfortunately, the turn up to the event was less than expected but the discussion was very interesting and dynamic! December was also the month of the first issue of the AIM Academic Newsletter, providing students with interesting topics.

As for the events that they have planned for the second half of the academic year, they have the ICC/ICJ day trip coming up in collaboration with TDP, planned for the 1st of April. In addition to this trip, they'll arrange for a talk about the activities of the ICJ. Their final events for the year will consist of a movie night in collaboration with the diversity committee and a panel discussion, mid-May.

Charity

The purpose of the AIM Charity Committee is to **encourage PPLE students to take part in making the world a better place**, by organizing regular events that would stimulate their philanthropy and place it at the core of their university experience. The committee's first event took place in November, in which they organized a successful clothes drive, where students brought old clothes and were able to exchange them. The rest of the clothes went to a charity for people in need in Amsterdam, 'De Regenboog Groep'.

Next, in December, the committee had fun setting up a Christmas Bake Sale in the Common Room, with a wide range of cakes, with vegan and gluten-free options. The money they gathered was donated to 'Het Gehandicapte Kind', an organization that helps handicapped children in The Netherlands.

Lastly, in January, the committee had the pleasure to collaborate with the Party committee and organise a Pubquiz Borrel with questions of various categories (countries, quotes, music, memes, etc.). The money collected from the ticket sale was transferred to the Maasai Girls Education Fund association, that works for the education of young girls in Maasai tribes in Kenya, Tanzania etc. and fight against the practice of Female Genital Mutilation. The committee's future projects include a workshop to make signs for the Women's Rights March in March and a possible collaboration with Charity committee from 'Metis', the study association of PPE Utrecht.

Debate

During the first academic half-year, the Debate committee organized two projects. In total, this year will consist of **four independent events within PPLE and one collaboration with Vrije Universiteit**. The committee first discussed the general direction they wanted to take during their events, which were mainly related to the general feeling of comfort that they would like to offer to their fellow PPLE students. Debating can often turn out to be a competition, but the Debate Committee aims at making it a **fruitful** one, as well as **inspiring** others towards being more collaborative to one another.

The committee's first event, held late November, followed an introductory approach, yet it did not put much emphasis on theory. Two types of debates were explained, namely Town Hall and Moderated. It seemed as the participants were drawn to less theory and more practicability. This will be taken into account for future events. It was also a chance for their committee to note down the general wishes of potential participants of future events. The committee also joined the PPE VU for their annual Debate Cup. This joint event included preparing a team of three PPLE debaters to participate in two rounds of Oxford debates, early December. The PPLE team won from study associations of PPE Utrecht and PPE VU.

The committee's second event was held at the end of February, being a debate under the guise of a game, during which the participants had to protect a set of values that are not necessarily their own. The committee had a lot of fun during that event and is looking forward to it and the others that are to come, meaning a Masterclass in April and a final debate evening in June.

The committee are pleased with how their mindset has evolved through AIM and are thrilled to see how the committee will evolve under the AIM guidance during the next half of the mandate.

Diversity

The Diversity Committee has worked collaboratively and efficiently to organise and carry out its plans. First, through the development of the **P(eo)PLE Instagram campaign** which highlights the various kinds of diversity around the world that are represented within the PPLE and AIM communities. Multiple times a month, the group selects questions and candidates to interview and photograph. This is one of the goals the committee set for themselves for the coming year and one scheme they've received positive feedback about. As the committee continues to do this, they have gotten better at the routine involved; deciding who they will interview and making sure they are prepared for the posts.

The first event the committee held was the rose sale for Valentine's day. This was an opportunity to advocate for a more **universal understanding** of love (separate from a purely romantic form). They communicated their message through the Facebook event and with the P(eo)PLE post from the day before (featuring Thomas, a committee member). The rose sale was equally as successful on- and offline as it was in the Common Room on Friday, despite the difficulty to find roses. This also received positive feedback.

Moving forward, with more events to plan, the committee is very excited. The upcoming (Half-) Pride borrel on March 11th is already underway. The committee met with the Party committee to decide on a location as well as design the advertising, plan activities, and decide on the theme. The next event, in April, is the fashion show and they have already begun brainstorming for this event as well. Despite recent difficulties, the committee continues to work well together and is **excited** for the rest of the year.

DamMUN

The DamMUN committee worked on **providing workshops and putting MUN delegations together**. In three workshops, students were introduced to skills and procedures that will give them a head-start towards participating in MUN-conferences in the future. They even got a taste of what that would be like, in the third workshop, by simulating the Economic and Social Council, together with the lovely people from MUNDUNSA, and passing a resolution on distributing the economic effects of climate change.

For each workshop, ten to fifteen PPLE students made time to attend, forming a motivated and fast-learning group, that was a pleasure to teach. Pairing them up in joint delegations with MUNDUNSA students made for an even more **productive learning experience**, as well as giving a taste of the MUN social life. All in all, the DamMUN committee looks back with satisfaction, and forward in anticipation. The foundation has been laid for an exciting year, in which the **AIM delegation**, trained here, will attend several conferences. With the delegates' permission, they yield the floor to them.

At KallioPPE's Model United Nations conference, six PPLE delegates got to shine in their first full-scale MUN. While discussing global deforestation in the Economic and Social Council, the delegates easily managed to keep up with a high-level debate, touching on age-old geopolitical dilemmas: 'Economic development or sustainability? International action or national sovereignty?'

All the while, delegates learned the ins and outs of Harvard-style MUN formalities, as well as the inside jokes that keep everyone going, leaving them **well-prepared**, and visibly excited, for conferences to come.

Travel

It's safe to say that AIM Travel has been through a lot this year, but it's honestly been a blast. The committee started off the year by preparing the itinerary for the Bruges **Hitch-Hiking Trip**, where they learned about what makes the participants excited and, more importantly, learned how important communication and organization are. The committee also established detailed budgets for the long trip and short trip. **The Spring Break Trip to Italy** took a lot of organization. The participants will discover the beautiful cities of Rome and Naples. After facing some challenges, the committee has successfully booked all flights and hostels! Amongst the activities planned, the committee arranged visits to museums, the Dutch Embassy and a Dutch representative, Zeger Polhuijs, from Sant'Egidio - a Jesuit organization working within the topic of migration. The committee also received the grant from the Amsterdam University Fund for this trip, congratulations! The short trip is currently being revised, but they are working quickly and efficiently to plan the destination, hostels, and transportation (and hopefully have a more environmentally conscious trip in terms of transport!). Once they have planned the basis of the **short trip**, the committee will focus on the details and logistics of organizing Italy, and will start on finding a better destination for the November Hitch-Hiking Trip. Additionally, the committee is keeping track of the important points to include in their White Papers when the time comes to write them.

Overall, they've seen the value of marketing and how much word of mouth really counts, so the committee will definitely work on hyping people up on future trips and making their marketing more creative. The committee is also excited to welcome their new Marketing Officer, Guoda, and are working on ways to comfortably integrate her into their **close-knit and super fun committee organization!**

Teams



Arts Community

The AIM Arts Community was founded in September 2019. A range of different people with **different talents** have joined the group. The group's talents were first showcased at a **living room concert** in December, where they had everything from a choir performance to a cello-led Feliz Navidad. After the Winter break, plans had already been made for the first **Common Room Concert** on the 7th of February. Highlighted by an encapsulating and mildly spicy, bluesy, performance from Vojta 'Hendrix' Broz and a cheerful 'Put Your Records On' from the AIM Arts Choir, the concert was a **great success!** The AIM Arts Community is looking forward to an opportunity to strut its stuff at the AIM Performance night this April and is always looking for new members with interests in/ideas about arty things.

Football Club

AIM FC wanted to continue the success story of the in 2015 founded club in **attracting more and more players** from the PPLE student body and to put the team to the test by playing against students from other UvA and VU programs. Both goals have been achieved and have exceeded the expectations and goals set at the beginning of the year. The player count rose from twenty in September to 32 by the end of February, with more players expecting to join when the weather improves. Nearly doubling the number of players created an environment in which students from all years were able to get to know each other and form a comradeship which was further strengthened when **the first official game** against European Studies was played in the second week of January, which was convincingly won. In the near future, more games are currently being organized with the goal of building a foundation for an Amsterdam student football league. Furthermore, with students from Delft and Maastricht reaching out, initial plans of competing outside the bounds of Amsterdam are currently being discussed. Overall, this year has proven to be the most successful year of the football club to date and AIM FC is well on its way to future success.

Hockey

The mighty AIM Indoor Hockey Team is once again **topping tables and smashing any opposition**, this time in our brand new AIM sponsored outfits. Complete with a custom design, numbers, and names, we are killing all three halves as well as the fashion game. We hope to finish this year by achieving what we couldn't last year, the USC premiership and so far we look to be in good stead to achieve that. Unfortunately at the end of this season, a number of the team's veterans will be moving on so we are always looking for new, excited hockey players who want to be part of **the best hockey team** AIM has to offer.

Women's Soccer

In September the WV-HEDW/AIM Women's Soccer Team was set up to get **girls from all years in PPLE** to play sports outside and have fun together. Many have joined and at this point there is a solid team of twenty PPLE girls, practicing every Monday night and playing a competitive game almost every Sunday, either in Amsterdam or around. The team started off as rather inexperienced and needed some time to become familiar with the game. However, ever since September there has been a lot of improvement every week, both individually and as a team. They also achieved their main goal, which is having lots of fun. The team is at the very bottom of both their league and Dutch women's amateur soccer in general and proud to be. Three goals have been scored and the team has received 182 goals against! VICE Sports has visited one game to get a taste of what the team is like and to see how losing or winning is not at all more important than having a nice game of soccer together. They wrote a really nice article about the team and captured the character of the team very accurately. Also, every now and then people have come to watch a game which was really nice for support, keep it up! In the coming months, they expect to improve much more and have lots of more fun while joining Kelderklasse tournaments, doing team bonding activities, hopefully scoring some more goals and maybe even **winning a game**.