

Policy plan (beleidsplan)

Entity: Stichting The Doodle Time Institute

Document: Beleidsplan / policy plan – version 6.0

Covering: financial years 2026–2028

Statutory seat and registered address: Amsterdam, the Netherlands (Dutch registered office in setup)

International operational hub: Zurich, Switzerland

Purpose: prepared in support of the Foundation's application for ANBI status (algemeen nut beogende instelling).

01. Introduction and purpose of this plan

Time is the one resource we all share equally, and understand least. Everyone gets the same twenty-four hours, yet almost no one feels they have enough. We have more tools to save time than any generation in history – and less sense of agency over how we spend it.

Stichting The Doodle Time Institute (»the Foundation«, »TDTI«) exists to change that. We are an independent, non-profit research and education body dedicated to improving public understanding of how people, organisations and institutions allocate their time, attention and work – and how those patterns shape wellbeing, health, learning, social participation and the resilience of society as a whole.

This policy plan sets out what the Foundation aims to achieve, how it will work, how it raises and spends its funds, and how it is governed. It is written to give the Belastingdienst, our partners and the general public a clear and honest picture of the public benefit we pursue. It covers the coming financial year and looks ahead across a three-year horizon, and it will be reviewed by the Management Board at least annually.

02. Mission and the societal need

Our mission. To build and freely share the knowledge that helps people and institutions make better-informed choices about how they use their time, in ways that benefit society as a whole.

The problem we address. Across knowledge economies, the quality of how people spend their time is deteriorating even as the quantity of productivity tools grows. Reported burnout among knowledge workers is high; a large share of working hours goes to low-value coordination rather than meaningful work; and among the young, more connection has not meant less loneliness. Yet there is no established science of time allocation – no equivalent of the way economics built a shared understanding of money. Individuals, employers, educators and policymakers are all making consequential decisions about time without a common, evidence-based foundation to draw on. That gap is a public problem, and closing it is a public good.

Why this serves the general interest. Better public understanding of time use touches education (why learners disengage and drop out), public health and wellbeing (stress, burnout, the erosion of rest), social participation (how people find time for family, community and civic life) and societal resilience (how institutions cope under uncertainty). The Foundation does not sell a product or serve any single company or group. It generates independent knowledge and makes it openly available, so that anyone – a school, a hospital, a public body, a family, a researcher – can benefit. This is the essence of algemeen nut: the beneficiary is the public, not a private interest.

»It's time to rethink one of our most important resources: time itself.«

– Stefan Moritz, Dean

03. Objectives

As set out in the Foundation's articles of association, the objectives of the Foundation are:

- Serving the public interest by promoting education, scientific research, public wellbeing and – where relevant – public health, focusing on improving public understanding of how individuals, organisations and institutions allocate time, attention and work, and how these patterns affect wellbeing, health, education, social participation and societal resilience;
- Developing and sharing independent knowledge that helps people and institutions make better-informed choices about time use in ways that benefit society as a whole; and
- Carrying out all further activities connected with, or conducive to, the above.

The Foundation does not aim to make a profit. Any surplus in a given year is retained solely to fund the Foundation's own objectives and is not distributed to founders, board members, staff or any other private party. The Foundation's activities and expenditures are exclusively or almost exclusively (at least 90%) directed toward serving the public interest (het algemeen nut).

04. What we do – our activities

The Foundation pursues its objectives through three connected lines of work. Each is designed so that the resulting knowledge reaches the public, not a closed group.

4.1 Independent research

We initiate, support and publish independent research into how time, attention and work are allocated, and what makes time feel well spent or wasted. Research is conducted with, and reviewed by, academic and professional partners so that findings meet a credible standard of rigour and are not shaped by any commercial interest. Current and planned work includes studies on why visible busyness is rewarded over meaningful work, on how uncertainty drives unproductive decision making, and on what learners and workers actually need from how their time is structured.

4.2 Freely accessible education and public knowledge resources

We develop educational materials, frameworks and toolkits and make them freely accessible to the public – to educators, students, leaders, public institutions and civil-society organisations. These include open frameworks for understanding time quality, practical guides, and an annual synthesis of what is known about how society uses its time. The emphasis is on open access: materials are published so that anyone can use them without payment or membership.

4.3 Public education, awareness and evidence for institutions

We translate research into public education and awareness – through publications, talks, articles and a public website – and we provide evidence-based information to public institutions, educational bodies, researchers and civil-society organisations that want to improve how they treat time. Where we run applied pilots or experiments, their purpose is to generate openly shared proof points, not proprietary advantage.

4.4 Illustrative programme for the coming period

To make the above concrete, the Foundation's programme in the current period includes: an annual »State of Time« public report synthesising evidence on how societies use their time; open-access research collaborations with universities on time, wellbeing and learning; freely published whitepapers and frameworks; and residencies inviting researchers, educators and makers to develop and share new public knowledge about time. Specific projects will vary year to year; the constant is that outputs are made openly available for public benefit.

05. Independence, and the founding sponsor

The Foundation was established fully independently by its Dean, Stefan Moritz, with the support of a founding sponsor, Doodle AG, which shares the Foundation's interest in a better public understanding of time. The founding sponsor supports the Foundation as a genuine Environmental, Social, and Governance (ESG) initiative and societal contribution, not as a commercial or marketing endeavour. This support takes the form of starting capital, the secondment of team members, and making available – on an anonymised, aggregated basis – behavioural data on how people coordinate and schedule time, which is a valuable resource for independent research that does not otherwise exist at this scale.

Academic independence, public domain IP and the public-benefit safeguard.

The Foundation operates at arm's length from its founding sponsor and from any other funder. It sets its own research agenda, reaches its own conclusions and publishes them openly, regardless of whether they are favourable to any sponsor. All Intellectual Property (IP) generated by the Foundation will be placed in the public domain or shared under open licenses.

Support from the founding sponsor does not give it, or any other donor, veto rights or control over the Foundation's assets, its governance, or its findings. While seconded staff from Doodle AG will naturally have visibility into the research process, they receive no exclusive early access privileges, nor does the sponsor receive any preferential commercial access to research findings. Any data used for research is anonymised and aggregated and is used solely to produce knowledge that is shared simultaneously and openly for public benefit. The Foundation strictly does not promote Doodle's products, nor does it carry out work for the private or commercial benefit of the founding sponsor or of any other party.

o6. How the Foundation raises funds

The Foundation is funded through non-commercial, public-benefit-oriented income. Its intended sources of income are:

- **Donations and gifts** from individuals, philanthropic foundations and mission-aligned organisations who wish to support independent knowledge about time;
- **Grants and subsidies** from research funders, foundations and public bodies for specific research and education projects;
- **Contributions from the founding sponsor** in the form of funding, secondments, and anonymised data, provided without veto rights or control over the Foundation's work; and
- **Gifts, bequests and legacies**, which the Foundation may accept (with the benefit of inventory) in support of its objectives.

The Foundation intends to qualify as an ANBI so that donors can benefit from the associated tax deductibility, which is a normal and important condition for attracting philanthropic support. Fundraising is conducted transparently and the costs of raising funds are kept in reasonable proportion to what is spent on the Foundation's objectives.

07. How the Foundation manages and spends its funds

7.1 Spending on the objective

The Foundation spends its funds on its objectives: independent research, the development of freely accessible educational materials and public knowledge resources, public education and awareness, and the reasonable operating costs required to carry out this work. At least 90% of our expenditure and operational time – consistent with the strict ANBI requirement that an institution serve the general benefit almost exclusively (nagenoeg geheel) – is directed strictly to the public-benefit purpose. Fundraising and management costs are kept in reasonable proportion to spending on the objective.

7.2 Asset management and the asset-lock

The Foundation manages its assets prudently and only to serve its objectives. In line with the requirements for an ANBI: no natural or legal person may dispose of the assets of the Foundation as if they were their own; no member of the Management Board or other policymaker has a majority say over the Foundation's assets; and decisions on the use of funds are taken by the Management Board collectively under the governance rules in the articles of association.

7.3 Reserves

The Foundation does not aim to accumulate capital. It holds no more reserves than are reasonably necessary for the continuity of its work and the responsible delivery of its research and education commitments (the spending requirement / bestedingscriterium). Where funds are reserved for a specific multi-year project, the purpose and expected timing of that spending are recorded and explained in the annual accounts.

7.4 Dissolution

On any dissolution of the Foundation, a positive liquidation surplus will be spent for the benefit of an ANBI – or a comparable foreign public-benefit institution – pursuing an objective similar to that of the Foundation, as provided in the articles of association. No surplus can flow to founders, board members or other private parties.

o8. Governance and the people involved

The Foundation is governed by a Management Board of three members, appointed under the articles of association. The Board meets at least twice a year, keeps proper financial records, and confirms annual accounts within six months of each financial year-end. The Foundation may also draw on an Advisory Board and committees for specialist input; these advise but do not control the Foundation's assets.

Integrity and conflicts of interest. The Foundation and the people directly involved in it act with integrity, as required for an ANBI. Board members disclose and stand aside from any conflict of interest. Decisions affected by a potential conflict are taken strictly by non-conflicted Board members without the conflicted member being present.

Founding Management Board. The first Management Board comprises Christian Fielitz (Chair), Stefan Moritz (General Board Member), and John van Tuyll (Secretary and Treasurer). The Foundation's work is supported by a cross-disciplinary advisory group spanning organisational behaviour, cognitive and neuroscience, data science, data visualisation and learning technology, reflecting the deliberately interdisciplinary nature of the Foundation's mission.

o9. Remuneration policy

Members of the Management Board receive zero remuneration for their work as Board members. Board members are entitled solely to reimbursement of reasonable out-of-pocket expenses actually incurred in the performance of their duties, upon presentation of proper documentation.

The Management Board reserves the right to appoint an Executive Director for day-to-day operational management in the future. Any future compensation for executive management will adhere strictly to established non-profit sector standards (Regeling beloning directeuren van goededoelenorganisaties) and will be fully disclosed in the annual accounts and on the public website.

The Foundation does not distribute any part of its funds or profits to founders, board members or other private parties.

10. Transparency and publication

The Foundation will publish the information required of an ANBI on its public website (www.doodletimeinstitute.org), including its name and registration details, its objective, this policy plan, the composition of its Management Board, its remuneration policy, a report of its activities and a financial summary. This transparency is both an ANBI obligation and a natural expression of the Foundation's mission: knowledge about time is meant to be shared, not held.

Identifying details

- **Name:** Stichting The Doodle Time Institute
- **Statutory seat and registered address:** Amsterdam, the Netherlands (Dutch registered office in setup)
- **International operational hub:** Zurich, Switzerland
- **RSIN / Chamber of Commerce (KvK) number:** to be added on registration
- **Financial year:** the calendar year (with an extended first financial year as provided in the articles)
- **Contact email:** contact@doodletimeinstitute.org
- **Website:** <https://doodletime.institute/>

August 2026

This policy plan is adopted by the Management Board of Stichting The Doodle Time Institute and will be reviewed at least annually.

