

Zoöconomic Annual Plan

Zoöp: BUas Climate Positive Organisation project

Year: 2026

Date: April 2026

Set up by: Anna Koens-Waddilove and Yvette Stok



Introduction

At Breda University of Applied Sciences (BUAs), we believe that addressing the climate crisis requires a fundamental shift in how we understand our relationship with the living world. Our ambition to become a Climate Positive Organisation is not simply about reducing our carbon footprint or minimising harm, it's about recognising that we are part of a wider web of life, and that our decisions and actions have consequences beyond the human community.

This realisation led us to embrace the Zoöp model within our Climate Positive Organisation (CPO) project. We recognised that we needed to fundamentally rethink how we make decisions, moving beyond anthropocentric perspectives to consider the needs and thriving of all life on our campus and beyond.

The CPO project is pioneering this approach at BUAs, becoming a Zoöp with the intention that other parts of the organisation will follow. By demonstrating what it means to include non-human life in our decision-making processes, we aim to inspire and enable other parts of BUAs to adopt this transformative way of working.

Our overarching focus for 2026 is building a foundation through awareness, connection, and action. 2026 marks our first full year as a Zoöp, and we approach it as a year of exploration and learning.

The goals mentioned in this year plan are not separate workstreams, they reinforce and enable each other. As our community develops a deeper understanding of the Zoöp approach, they become more open to connecting with the non-human life around them.

Through our partnership with Wouter Engelbart, our Speaker for the Living, we are learning to listen differently, to pay attention to the butterflies, the soil organisms, the trees, and the countless other beings that share our campus.

This annual plan represents our commitment to this journey. We acknowledge that we are at the beginning, and that becoming truly regenerative will take time, experimentation, and the courage to make mistakes and learn from them. But we are committed to this path, knowing that the health and vitality of all life, human and non-human, depends on our willingness to change.

Goals & interventions:

Goal 1: Build collective understanding amongst our community and stakeholders that considering non-human life in our practices and decision-making is integral to our Climate Positive Organisation (CPO) ambition

Responsible: Anna Koens-Waddilove, Yvette Stok and all CPO topic leads

Interventions and indicators:

- Challenge ourselves to include mention of being a Zoöp in our formal and informal communication and events wherever possible. In particular:
 - Include Zoöp, a reference to non-human life or biodiversity at least monthly in our CPO communications (portal articles, presentations, reports)
 - Include Zoöp, biodiversity and non-human life in all CPO events
 - All CPO strategic documents explicitly address connections to Zoöp and non-human life
 - Ask feedback from community members on Zoöp, non-human life and biodiversity in CPO communications, including their increased awareness around this topic.
- Create a glossary for CPO/ Zoöp to ensure intentional and consistent use of language to describe the approach/intended impact of the CPO project
 - Work on the glossary with core team
 - Complete (initial) glossary definitions before the start of the new academic year (and continue to build on this as necessary/appropriate over time)
 - Glossary is implemented by the core team and second circle
 - Communications include glossary terms
 - Feedback sought from stakeholders on clarity and usefulness of glossary terms

Goal 2: Make initial steps in enhancing biodiversity on our campus by encouraging more thriving species and healthier ecosystems.

Responsible: Marit Kamp (topic-lead Biodiversity and outdoor Nature connection) with the support of the CPO core team

- Build on our existing Community Garden by laying the foundations of a 'tiny food forest' on campus. In particular:
 - Soil prepared for food forest and first species planted
- Baseline biodiversity assessment by Blom Ecologie (butterflies, bees, hoverflies, birds, vascular plants, honeybee impact analysis)
 - Field surveys completed by Blom Ecologie
 - Assessment report received with species inventories
- Verify current pesticide use status and implement elimination policy if needed

- Current pesticide use documented
- Pesticide elimination policy adopted (not applicable, because not used)
- Update compost bins for Community Garden
 - New/updated compost bins installed and operational
- Update ecological mowing schedule and implement
 - Revised mowing schedule documented and approved
 - Mowing schedule implemented across designated areas
- Schedule bi-weekly Community Garden drop-in sessions for students/staff/neighbours (March-November)
 - Bi-weekly drop-in sessions scheduled March-November and communicated
 - Attendance tracked for at least one semester
- Develop BUAs icon species list (10-20 species) based on assessment results
 - Icon species list finalized with 10-20 species
 - Species rationale documented based on Blom assessment
- Plant flowering bulbs
 - Additional flowering bulbs planted
- Conduct baseline soil animals survey with community (citizen science)
 - Survey completed with community participation documented
 - Results compared to 2025 baseline data
- Participate in campus events with Gardening Club / Community Garden
 - Gardening Club present at minimum 2 campus events
 - Event participation documented with photos/attendance
- Plant flowering bulbs across campus
 - Flowering bulbs planted in designated locations
 - Number and locations of plantings documented
- Install wildlife infrastructure (bird boxes, hedgehog boxes, bat boxes, wildlife wood piles)
 - Wildlife infrastructure installed based on Blom recommendations
 - Installation locations mapped and documented
- Participate in CropMix citizen science from WUR with our Community Garden
 - Sowing and documenting of CropMix citizen science research

Goal 3: Improve the sense of ecological belonging amongst campus stakeholders

Responsible: Marit Kamp (topic-lead Biodiversity and Outdoor Nature connection) and Esther Coremans (Indoor Nature Connection) with the support of the CPO core team

Interventions and indicators:

- Develop and conduct first outdoor nature connection survey using validated instruments
 - Survey instrument selected/developed using validated methodology
 - Baseline survey conducted with documented response rate
- Organise events around the Community Garden
 - Minimum of 2 events organised throughout the year

- Event attendance and participant feedback documented
- Continue with regular Community Garden sessions (bi-weekly drop-ins for students/staff/neighbours between March-November)
 - Bi-weekly drop-in sessions maintained consistently between March-November
 - Annual participation numbers tracked and reported
- Enhance indoor greenery
 - Additional plants installed in indoor spaces
 - Number and locations of new plantings documented
- 'Campus Botanicals' art exhibition on display
 - Exhibition installed and open to campus community

Goal 4: Increase the positive ecological impact of procured food & beverages on campus

Responsible: Lieke Vorstenbosch (topic-lead Procurement) with the support of CPO core team

Interventions and indicators:

- Encourage current suppliers to source more of their produce through local producers who enhance biodiversity and work regeneratively
 - Overview of local producers in our current suppliers' supply chains
 - Have conversations/meetings with current suppliers about local sourcing
 - Barriers identified by suppliers (cost, logistics, availability, certification)
- Explore how we can support new partnerships with local, sustainable sources/producers (who enhance biodiversity and work regeneratively)
 - Identify and map local, biodiversity-enhancing producers
 - Plan meetings/site visits with potential local suppliers
 - Pilot projects or trials with local producers initiated
 - Stakeholder feedback on feasibility, costs, and benefits of local sourcing
 - Lessons learned from exploration phase informing procurement decisions
- Write a tender for new supplier of food & beverage that includes more than human life
 - Tender document completed with explicit biodiversity/non-human life criteria

Goal 5: Installation of large-scale operational campus equipment seeks to minimise ecological harm, and enhance conditions for all life on campus wherever possible.

Responsible: Harry Seijkens with the support of CPO core team

Interventions and indicators:

- New contract for maintenance of our e-installations with specifications that enhance conditions for all life on campus

- New maintenance contract signed
- Contract terms include ecological requirements/specifications
- Tender and implementation for our Air Treatment Handling Units with specifications that enhance conditions for all life on campus
 - Tender process completed and contractor selected
 - New Air Treatment Handling Units installed and operational according to agreed ecological requirements/specifications

Planning

The CPO project operates with a comprehensive project plan that outlines the start and end dates for each initiative. This project plan serves as our operational roadmap and ensures that all interventions are scheduled realistically throughout the year, taking into account:

- Seasonal considerations (e.g., planting seasons, biodiversity monitoring periods)
- Academic calendar milestones
- Resource availability and team capacity
- Dependencies between different interventions

The project plan is managed by the CPO core team and regularly updated to reflect progress and any necessary adjustments. This allows us to maintain oversight of all activities while ensuring interventions are distributed feasibly across the annual cycle.

Measuring progress

Measuring and communicating our progress is essential to the success of our CPO project and Zoöp journey. We have established multiple approaches to track, document, and share our developments throughout 2026 and beyond:

Quantitative monitoring through dashboards

The CPO project uses dashboards to track quantitative progress across all our goals and interventions. These dashboards provide insights into measurable indicators such as our carbon footprint or the number of species identified on campus. The dashboards enable the core team and stakeholders to monitor progress systematically and identify where additional attention or resources may be needed.

Qualitative documentation through stories and visuals

Beyond numbers, we recognise the importance of capturing the lived experience of our Zoöp journey. This is something we can communicate and try to create awareness and involve our BUAs community. We document activities, interventions, and changes through:

- **Photography:** Visual documentation of different stages of interventions (e.g., soil preparation, planting, blooming, etc) makes progress visible and tangible for our community and for Zoöp
- **Stories and narratives:** We collect stories from students, staff, neighbours, and other stakeholders about their experiences with the Community Garden, biodiversity initiatives, and shifting awareness of non-human life on campus
- **Event documentation:** Participation in campus events, Community Garden drop-in sessions, and workshops are documented through photos and participant feedback

This combination of quantitative and qualitative monitoring allows us to track both the measurable outcomes of our interventions and the less tangible but equally important shifts in relationships, awareness, and sense of ecological belonging within our community.

Seasonal updates

We will provide seasonal updates to Zoöp throughout 2026, drawing from both our dashboard data and our qualitative documentation. This must be in line with actions formulated in the project plan. These updates will reflect on progress, what we've accomplished, what we've learned, challenges encountered, any adaptations made throughout the year and how relationships between human and non-human life on our campus are evolving.