

**LLP-ERASMUS  
Intensive Programme**

**Internet advanced promotional tools application for increasing  
awareness of social exclusions movement**

**Social exclusion of immigrants  
in The Netherlands**

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## Introduction

### Introduction of the



### Netherlands

Surface area:	41,528 km <sup>2</sup> (18.41% water)
Total population:	over 16,847,007 (July 2011 est.)
Population density:	403 people per km <sup>2</sup>
Capital city:	Amsterdam
Government:	The Hague
Languages:	Dutch, Frisian (only spoken in Friesland)

The Netherlands is - from a geographic point of view - a small low-lying country in the western of Europe. The constitutional capital city is Amsterdam, but the seat of the government is placed in The Hague. The country has a population of 16,8 million people in 2011 and have a high population density in km<sup>2</sup>. 25% of its surface area of the country is lying beneath sea level were 21% of the population lives and it's bordering the North Sea, between Belgium 450 km (borders) and Germany 577 km.

Amsterdam is known and famous for its "grachtengordel" because the city is built on stilts in the form of canals. Amsterdam has the most nationalities as city in the world and is a recognition of the country's multiculturalism. 80.7% of the people are native Dutch from origin. And 19.3% are immigrants from other countries. Among the largest groups immigrants are from the EU 5%, Indonesian 2,4%, Turkish 2,2%, Surinamese 2%, Morocco 2%, and other 5,6%. (CIA 2008 est.)

For tourists the following landmarks are typical characteristics for the Netherlands; dikes, polders, wooden shoes, windmills, cheese, tulips and the tolerance of (soft) drugs policies.

### *Definition of social exclusion of immigration people*

In the Dutch literature, the definition for social exclusion is often perceived as a situation where certain groups are excluded to participation society. This involves the exclusion of all possible institutional, social, cultural, political ties in the community or the access to social resources generally available for every citizen. (Silver, 1994)

The groups that lead the social exclusion are the elderly, single parents with children, the disabled and immigrants. The study showed when the Dutch economy grew in the late 90's these groups lagged behind the rest of the population. (Engbersen, Vrooman & Snel, 1998)

### *Importance of social exclusion of immigration people in your country*

The aim of the Dutch integration policy is to have everyone in the Netherlands, including newcomers, feel a sense of community with each other and involvement with the Netherlands. The government wants people who settle in the Netherlands to take part in Dutch society regardless of where they come from or what they believe in.

Immigrants who settle in the Netherlands must speak the language and be familiar with Dutch society by norms and values. Municipalities will actively approach them so that they can take a civic integration course that matches their abilities. (the Dutch Government, 2012)

### *historical background of immigration people exclusion in your country*

#### **2007**

In January 2007 the Civic integration Act came into force. The government want that more immigrants must integrate better. Civic integration entails learning Dutch and knowing about Dutch society. The government also wants candidates to take part in society through voluntary work, work placements, etcetera (the Dutch Government, 2012).

## 2010

The immigration law in 2000 was changed in April, 2010 in when the council of ministers in the Netherlands accepted the proposal of minister Hirsch Ballin and State Secretary Albayrak to adopt the directive law as a legislative act of the European Union. This law is for the whole European Union. Declared undesirable foreigners get now a travel ban that applies to the entire Schengen area. Furthermore allowed illegal immigrants who do not leave voluntarily, but later than six months in detention. If there exists a view to deportation, the time period maybe extended by twelve months (the Dutch Government, 2012).

## Conclusion

Integration into Dutch society is much strengthened by the newly adopted law since 2010. Also in the Netherlands it become harder to integrated by compulsory programs like learning Dutch and knowing about the Dutch society what would be test at the end of the program in the form of exams.



## Level and structure of immigration people exclusion

This chapter will provide all the information about the level of immigration people exclusion in The Netherlands, the structure of it and the forecasting of level and structure of immigrants as well.

### Level of immigration people exclusion in The Netherlands after enlargement of European Union in 2004.

*Table - Immigration rates in The Netherlands after enlargement of European Union in 2004*

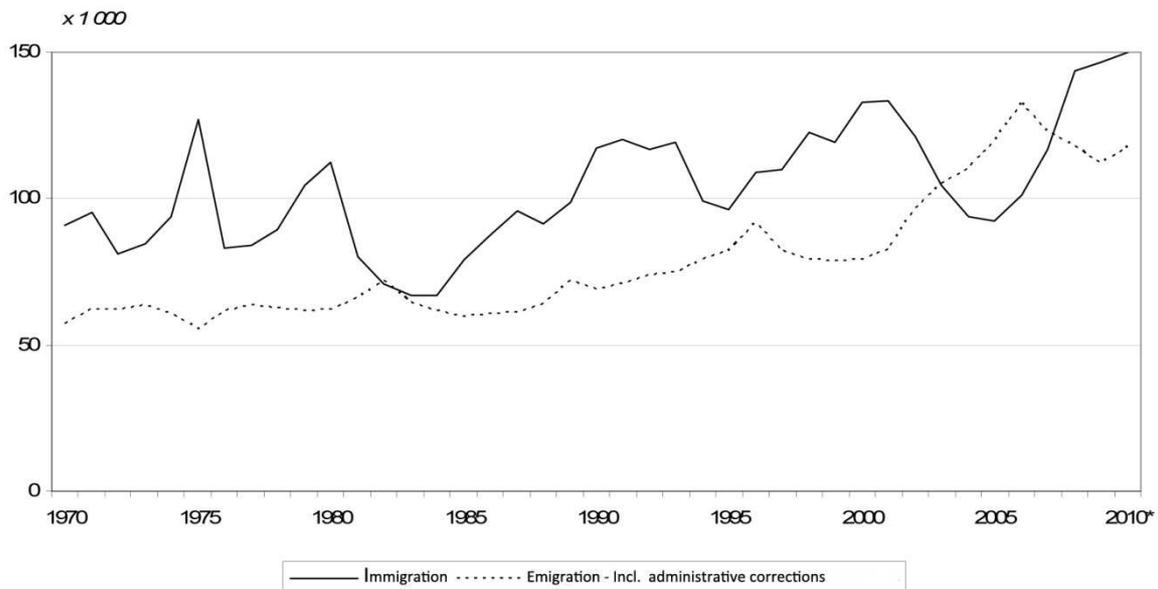
	<b>Immigration X 1 000</b>	<b>Population</b>	<b>% immigration of total population</b>
<b>2004</b>	94,0	16 258 032	0,58 %
<b>2005</b>	92,3	16 305 526	0,57 %
<b>2006</b>	101,2	16 334 210	0,62 %
<b>2007</b>	116,8	16 357 992	0,71 %
<b>2008</b>	143,5	16 405 399	0,87 %
<b>2009</b>	146,4	16 485 787	0,89 %
<b>2010</b>	154,4 <sup>1)</sup>	16 574 989	0,93 %

Source: 2011, 'Centraal Bureau voor de Statistiek' (Central Bureau of Statistics, The Netherlands)

As you can see in the table above the number of immigrants keeps increasing, same with the population in The Netherlands. The number of immigrants in The Netherlands is increasing more in ratio than the population is. The rise of immigration people is especially caused by those people who already lived in the European Union (most significantly from Poland).

The figure below shows the immigration and emigration in The Netherlands during a period of 1970 to 2010. The number of immigrants increased enormously while the number of emigrants reduced since 2005. They both are increasing from 2008 till 2010, the immigration people more slowly than before.

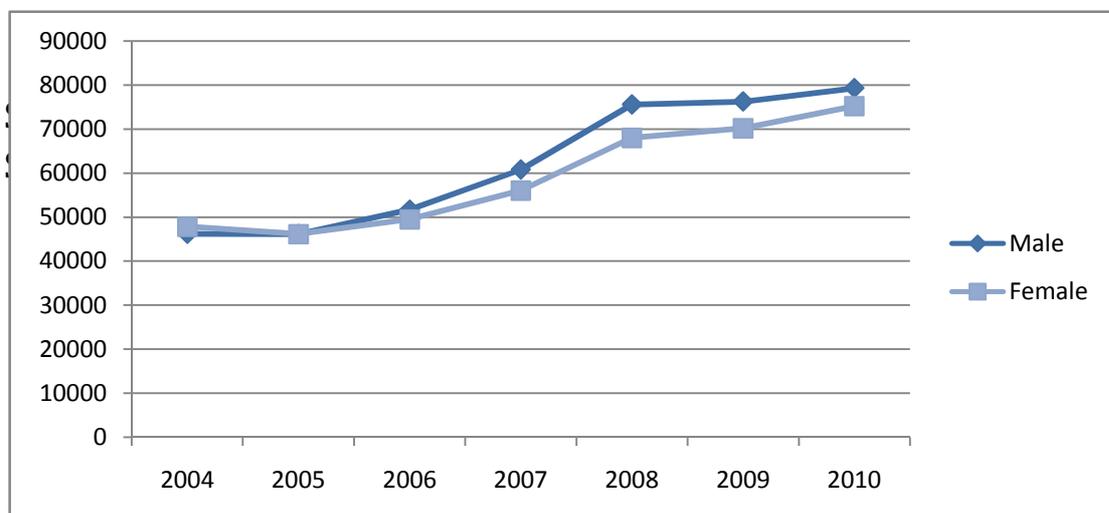
Immigration and Emigration



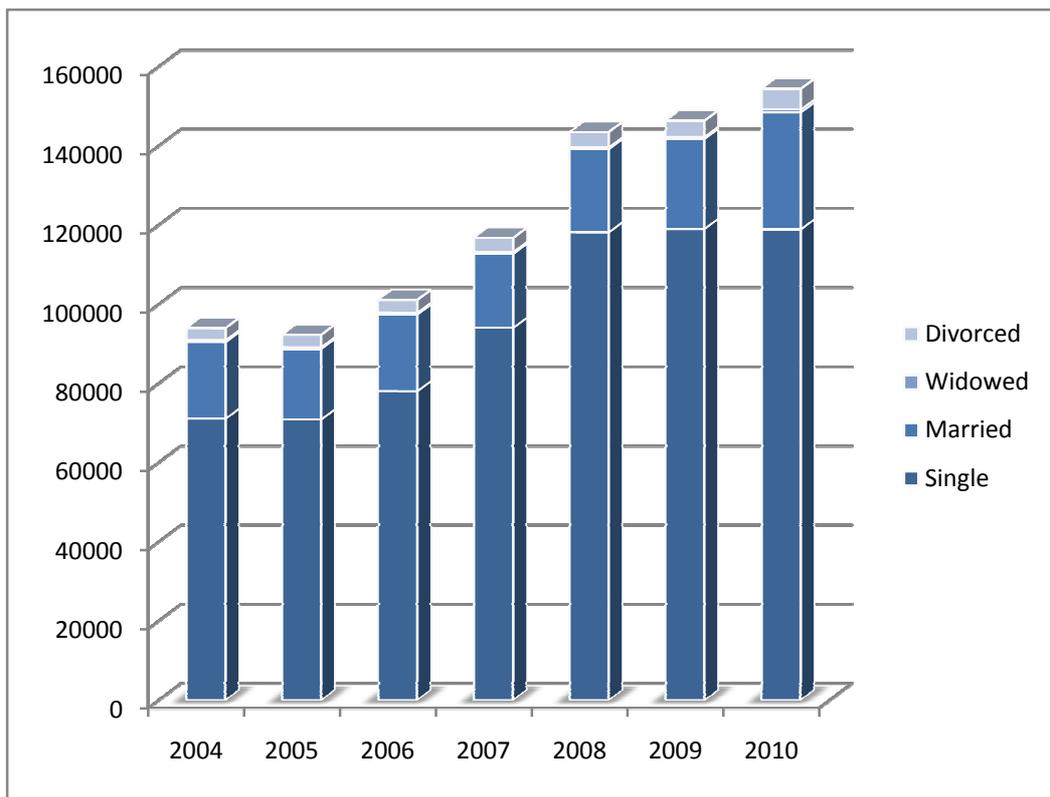
Source: February 2011, 'Centraal Bureau voor de Statistiek' - (Central Bureau of Statistics, The Netherlands)

### Structure of immigration people in The Netherlands

In 2010 79.275 where male and 75.157 female. In the figure below the development over the past years is shown. Same with the changes in age and marital state structure during the past years.

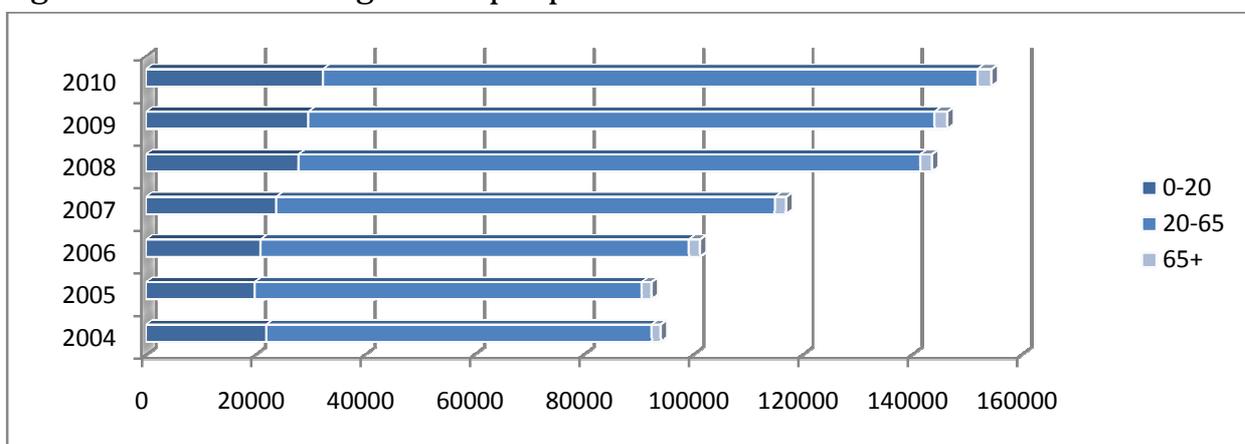


in Katowice



Source: 2012, 'Centraal Bureau voor de Statistieken' - (Central Bureau of Statistics, The Netherlands)

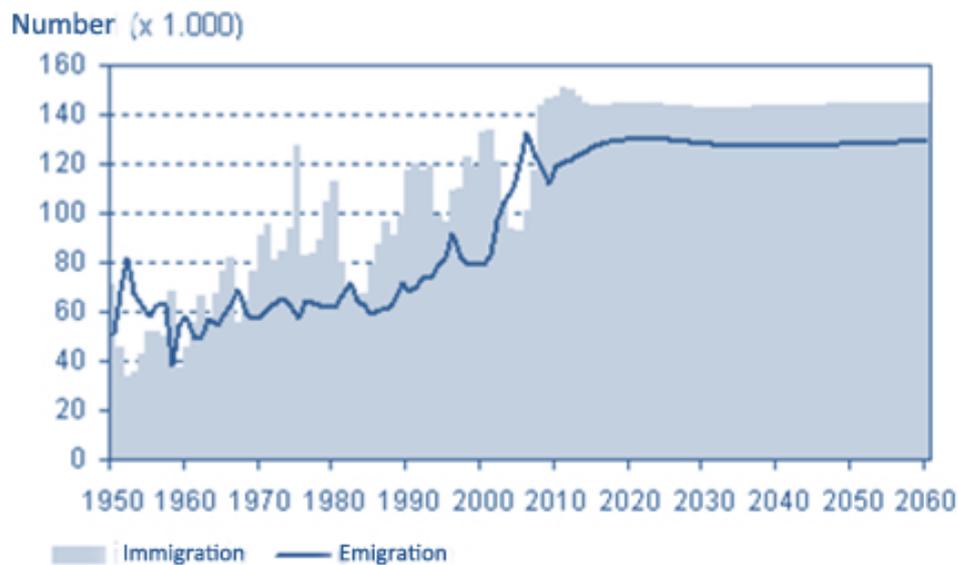
### Age structure of immigration people in The Netherlands



Source: 2012, 'Centraal Bureau voor de Statistieken' - (Central Bureau of Statistics, The Netherlands)

## Forecasting of level and structure of immigration people exclusion in The Netherlands

Forecasting of level of immigration people exclusion in The Netherlands.



‘According to the forecast the number of immigration people will increase in the first couple of years with a descending afterwards. The number of immigration people will be around 144.000 a year but the forecast is very uncertain. For 2014, the immigration is estimated at approximately 145.000 with a prediction interval of 67% (between 120.000 and 170.000). CBS expects the situation in 2060 to be the same as in 2014.’

However, according to another source (RijksinstituutvoorVolksgezondheid en Milieu, Ministerie van Volksgezondheid, Welzijn en Sport) suggests a decline in the number of immigrants in the coming years.

Most of the immigrants are expected to be in their mid-20’s and mid-30’s (potential working population) and come from Asia and the European Union. The number of labour migrants will remain high, especially from the EU- countries. CBS expects 55.000 immigrants from the EU the coming years. Because the rest of the EU is also ageing, this number will drop to 45.000 in 2035. Therefore, the number of labour migrants workers from

Asia will increase from 20.000 in short term to 28.000 for the longer term (Nicolaas H, Duin C van, Verschuren S, Wobma E. Bevolkings prognose 2010-2060: veronderstellingen over immigratie. Den Haag/Heerlen: CBS, 2011a.)

## **1. Causes and consequences of immigration people exclusion**

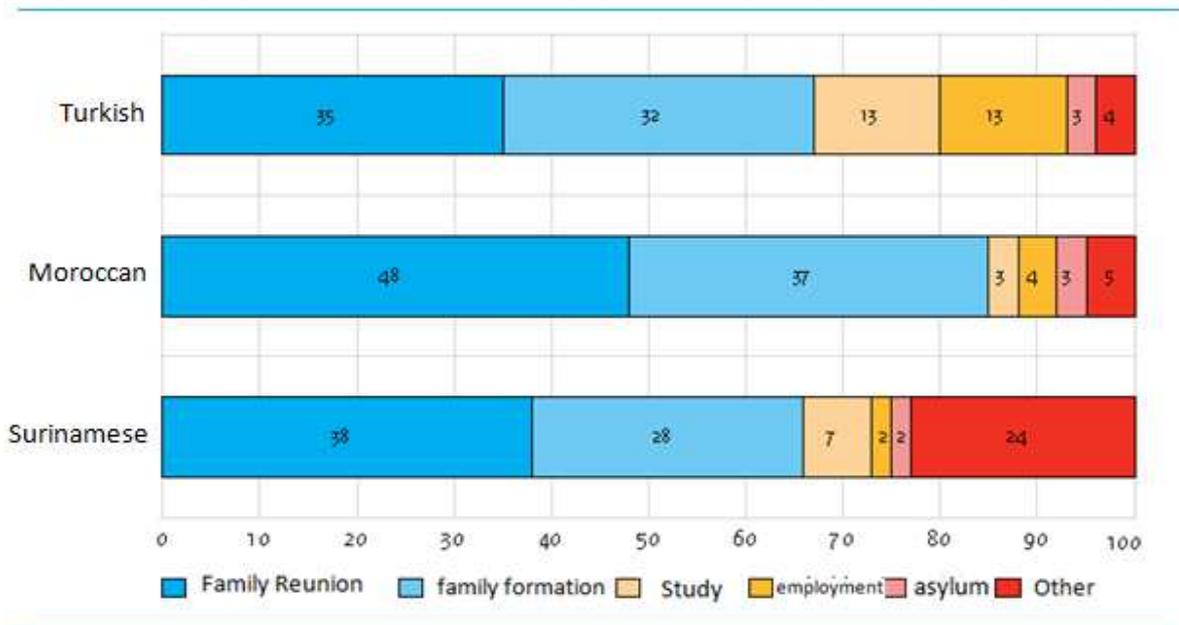
### **Causes of immigration to Holland**

At the moment The Netherlands are very popular by the people that want to emigrate to another country. The people are coming from a whole range of different countries with all sorts of reasons and are asking for asylum.

On the first of January 2011, there were 16.7 million people living in The Netherlands. This is around 80.000 people more than in the year before. Approximately 20% of these immigrants were ethnic minorities. Looking at the number of immigrants in 2010 it is clear that 154.000 migrants came to The Netherlands. Almost half of these people were born in a western country and a third in a non-western country. Looking at all the different nationalities, the Polish group of immigrants was the largest one. As of 2007, more migrants are yearly coming from Poland than from Turkey, Morocco, Suriname and the Netherlands Antilles together. The number of Polish immigrants in 2010 was 15.000 against 13.000 immigrants from the four biggest non-western countries. Comparing these facts to the reasons of European immigrants there is quite a difference between these two groups. The European immigrants are coming most of the time for work or family and educational motives.

But why are all these people leaving their countries to live in The Netherlands? The reasons are quite different from each other. The most important reasons of migration for people from the non-western countries is family reunion (27%), asylum (21%), study (17%), family formation (15%) and employment (12%). Most of the non-western immigrants are coming from China, India and Turkey.

The reasons for leaving their country could be very different looking at the sort of country where the people live. The reasons for somebody that is emigrating from China are most of the time very different from the reasons for somebody that is living in for example Iraq. These people from countries like Iraq and Somalia are most of the time coming to ask for asylum. Different from this are the reasons for people from Morocco, Turkey and Suriname are family reasons. The following table shows the migration motif of Turkish, Moroccan and Suriname migrants in 2009.



Source: 2009 'Centraal Bureau voor de Statistiek' (Central Bureau of Statistics, The Netherlands)

From all these western country migrants some of them are going back to their home country or are traveling further to another country. In 2010 the number of emigration was 121.000 people and 9000 of them were born in Turkey, Morocco, Suriname and the Antillean.

But why do all these people choose The Netherlands instead of moving to another country? These reasons are for every migrant different. For the group skilled migrants the reasons to choose for The Netherlands is because of the numbers of work opportunities and because of the

expectations to get a good career. Important values for the skilled migrants are the labour market, the reward, the reputation of the higher education and the knowledge infrastructure. The Netherlands has quite a good status on these values and is the third most attractive country according to rate of attractiveness for skilled migrants after the United States and Switzerland. For other immigrants this is because they are having family here or they know that a lot of people from their country moved successfully to The Netherlands. In the end The Netherlands is a very safe, free, rich and prosperous country.

### **Consequences of immigration**

Immigration could bring a lot of new situations, problems and much more. In order to make sure that the society of all sort of nationalities could live together, the Dutch government developed a clear society policy. The fact that new people are entering the country has got consequences for these people as well for the local society, for the country and for Europe.

### **Immigration people**

For People that are allowed to live in The Netherlands there are some strict rules regarding to what they need to do and accept. The main important things that an new inhabitant needs to do is participation, personal responsibility and encounter. In short this means:

- Immigrants and their descendants need to participate and contribute to the Dutch society ; this requires in particular the participation in employment and education.
- During the realizing part of this participation they want the people to handle with their individual responsibility.
- The participation isn't limited to only separated segments of the society.

The Netherlands created these rules in order to create a good immigration society. The Dutch government is also working a lot on these steps in order to create a better society and they are at the moment busy with subjects

like effective integration, good education and particular directed to the Dutch language and improving the economic participation.

In short the immigration people need to do some things to integrate in the Dutch society in order to make sure that the Dutch society stays one society and that it won't become a society of all small groups.

### **Local society**

Consequences for the Local society is for example that the labor market for these people is not getting a better position. Because of the fact that the immigrants need to work are they going to apply for the same jobs as the local society and is the change of getting a job becoming smaller and smaller. The Dutch law is also telling that the companies that are having more than 35 employees in there company are required to give an yearly report about the employees and their origin.

### **The Netherlands**

At the moment are the welfare gains of the immigration in The Netherlands is limited. The rate of employment by the non-western immigrants is comparing to the Dutch immigrants quite low. The situation of the western people is much better because most of them have got a better education level than the non-western people. The second generation of non-western immigrants has made progress, this because of the fact that their level of education is much higher than the first generation.

It depends on the person if the immigration is positive or negative for the Netherlands and for the Dutch economy. But because of the fact that there are more immigrants, the labor market will get bigger and that is good for the Dutch economic situation. Some people are saying that the diversity of people in a country can be quite positive because when there are more different people, the shared knowledge will become bigger and this will increase the rate of productivity in the country.

## Europe

The term migration in Europe has changed quite a lot over last couple of years. In the years that the asylum emerged was the time that unwanted illegal migration and “abuse” of the asylum regulation the biggest problem was. There was no space for immigrants because of the bad economic situation. But since the economic growth in the end of the 90ties and the worries about the ageing in Europe the whole situation about the immigrants changed. Because of this, the European commission thinks that the policy needs to be changed.

## 2. Government role in preventing homeless people exclusion

### Actions taken by the government

Since 2011 immigration has been going stricter against asylum and migration rules. So actions are become harder against immigrants

Literally cited from government in the Netherlands:

- Only partners who are married to or in a registered partnership with someone resident in the Netherlands and their minor children will be able to enter the country for the purposes of family formation or reunification. The government’s aim to prevent people entering into relationships purely to obtain a residence permit. Couples who are legally prevented from marrying abroad, for example homosexuals, are excepted from this rule and may marry in the Netherlands using a special marriage visa.
- A waiting period of one year will be introduced for those wishing to bring a partner over to join them. The aim is to establish that the partner already in the Netherlands is sufficiently integrated.
- People will need to wait five years, instead of three, before they are eligible for a permit for continued residence independent of a partner. The aim is to prevent sham marriages. In addition, the minimum time before an application can be made for social assistance benefits has been extended by two years.

“The reason why the government tightening up the rules of family migration is to ensure that people who come to the Netherlands for a prolonged period, or to settle permanently, have good prospects of integrating properly and participating in the Dutch society.” (The government of the Netherlands 2012)

### **Law against discrimination**

Article 1 of the constitution is clear about discrimination: it is forbidden. Literally, the law says:

“All persons in the Netherlands shall be treated equally in equal circumstances. Discrimination because of religion, belief, political opinion, race, gender or any other grounds whatsoever shall not be permitted.” (Meldpunt Discriminatie 2012)

## Institutions and their actions

Migrant Integration Policy Index shows that The Netherlands are in the top 5 with help for immigration people in the EU. They have a lot of organizations, below we focus on two of them.

### OranjeFonds – National Foundation

Source: <http://www.oranjefonds.nl/oranjefonds/>



OranjeFonds is a National Foundation the largest national foundation focusing on the social environment in The Netherlands. The OranjeFonds wants society to feel involved in what is going on. By supporting people to meet each other and find a right place in society. Social cohesion is and participation is very important to the foundation.

#### Mission

The foundation improves community involvement by supporting people to meet or find their place in society focusing on social cohesion and – participation.

Social cohesion is important to prevents a feeling of loneliness and isolation of the society.

OranjeFonds wants to encourage all residents/citizens in The Netherlands to participate so people feel the power of working together.

#### Scale of work

OranjeFonds is a National Foundation the largest national foundation focusing on the social environment in The Netherlands. They spend 32 million euro a year to reach their objectives. 26 million euro of this amount are direct financial contributions in almost 5000 social initiatives/activities

in The Netherlands and the Caribbean as a colony of The Netherlands. Besides direct financial contributions, OranjeFonds also shares their knowledge and experience during projects.

### Actions

The core business of OranjeFonds provides financial support to social organizations or private/public organizations people who wants to start or expand their social activities. The foundation is a consultant and partner with the vision to create social cohesion. The programmes are very diverse. Below we list some of them.

- Art programmes
- Man 2.0 – Men that are isolated in the society get a financial contribution and support to improve participation and emancipation.
- ‘Appeltjes van Oranje’ are about different green/sustainable initiatives.
- Sport activity
- Language courses

### **Internationale Organisatie voor Migratie – International Organization for Migration**



IOM, founded in 1951, has grown into a global, independent organization. IOM works with national and international partners in 132 countries and seventeen offices in over 100 .They believe that the humane migration is good for both migrants and society. The Projects help and provide humanitarian assistance for migrants in need, e.g. refugees. IOM identifies the link

between economic, social and cultural developments.

### Scale of work

IOM operates worldwide, to give an idea of the scale of work we list some facts about the overall growth in the organization.

- Membership increased from 67 States in 1998 to 132 States in 2011 and continues to grow.
- Total Expenditure increased from US\$ 242.2 million in 1998 to US\$ 1.4 billion in 2010.
- Field locations increased from 119 in 1998 to more than 400 at present.
- Active project increased from 686 in 1998 to more than 2,900 at present.
- Operational staff increased from approximately 1,100 in 1998 to more than 7,300 at present almost entirely in the field.

### Actions

IOM started their activities in The Netherlands in 1990. They support migrants who wish to return to their country voluntarily and help with the reintegration. IOM also organize the arrival of invited refugees who come to The Netherlands to reunite with their relatives. Another activity IOM organizes is temporary transmissions of highly qualified migrants to countries of their origin to share their knowledge and experience with local organizations.

The main actions of IOM is to:

- Advice migrants about their return to the country of origin.
- Support and guidance their return.
- Assistance in reintegration
- Share knowledge and experience of migrants for development of their country of origin.

- All the preparations for the arrival of invited refugees and family members who are already in the Netherlands

IOM helps both migrants that are leaving The Netherlands and the immigration people that come to The Netherlands (only if they are invited). Some of their activities are irrelevant for the project in Katowice.

### **3. Other activities against immigration people exclusion**

#### **Special Actions**

The government is working hard to improve the society and to give all the people the same changes on the market and in the country. At the moment is the government busy with some different activities on the integration of this group of people. Some examples of activities against people exclusion are:

#### Equal Opportunities migrant children

Some of the children from migrants are not able to do the same things as other children because of the money that they don't have. The government wants to offer these children some help in order to let them grow up happy. The program is organised by knowledge centre called "ZonMw" and it contains three head activities:

- Help by parenting support for parents with teenagers
- Help to prevent psychosocial problems by young children and teenage mothers.
- Help for migrant parents by the upbringing and development of their children.

In 2007, Holland was appointed to be one of the best countries regarding the immigration policy. The subjects where The Netherlands was quite successful in was fighting against unemployment by migrants, equal access to all sorts of education forms and helping the immigrants with their language delays. But on the working rights part, The Netherlands contained the worst rights of all the participating countries during this research.

## International Organization of Migration

The organization called “International Organization of Migration” is in The Netherlands very busy with providing help for the immigrants. What they exactly do is: “IOM approaches the linkages between migration and development from the perspective that international migration, if properly managed, can contribute to the growth and prosperity of countries of origin and destination, as well as benefit migrants themselves. IOM, therefore, aims to harness the development potential of migration for the benefit of individual migrants and societies.”

At the moment the IOM is busy with all sorts of projects like for example projects in Sudan and Afghanistan to make the situation better for those people, but they also give help to the immigrants that have permission to come to The Netherlands. In The Netherlands they are helping these people to better integrate in the society and to get used to the culture.

## Charities

Other good examples of projects are some from charities in The Netherlands that are active for the immigrants. The project “you are not alone” is organized by a group of charities and some organizations that are doing research about immigration. The project helps immigrant girls that are having problems for example at school or at home.

What they want to achieve is that the topic of committing suicide will become a subject that the girls can talk about and that they are going to get help when they are having these thoughts. Another important goal for the organization is that the girls can see their problems and when they are fixed that they can help others with these problems.

## The Orange Foundation

This foundation is doing a lot for the Dutch society in order to make it more one society and to give help to prevent all sorts of social exclusion. A good example of and really effective program of this organization is the program “The power of sport”. This is a program that is available for local organizations that want to bring the local society together. By organizing clinics and other sport events, the organizations are getting the different people together.

## European Union

For a few years now Dutch organizations, that want to start a project to help the immigrants in The Netherlands, can ask for subsidy from the European Union. The Dutch government is encouraging this in order to get more active projects for the immigrants in the Netherlands. This fund is created especially for subjects like immigration, refugees and returning back. The European Union started this project in order to split the responsibility of immigration through all the countries.

The subsidy is only given to organizations that are non-profit, examples of a possible organizations are: government organizations, education organizations, social partners and international organizations. There are three different funds where the organizations could ask for subsidy:

- European Refugee Fund
- European Integration Fund
- European Return Fund

## Project "VoorUit"

This project is created by the FreeUniversity of Amsterdam and a company named W&S Transition- and Interim management. The project connects the Dutch students with the immigrants by offering the students a place to live. In order to get this apartment, the students need to help the immigrants in the problem districts in Amsterdam. The students are helping the immigrants by giving the children some support with their homework, giving Dutch lessons and organizing nice activities. This project gives help to the immigrants and the students are learning a lot as well.

This project is active for a few years now and is very effective. Because of the help that they can offer, the children are getting better involved by school and the rest of the family is also getting help by for example learning the Dutch language. Because of the fact that the students are organizing activities in the area, the situation in the district is getting better and the local society and the immigrants are together in this undertaking.

The students are being very well supported by their school teachers and they often assess their activities. Next to the personal contact, the students are also reporting their activities in order to develop the project for in the future.

#### 4. Characteristic of Orange Fonds



The Orange Fund (*Orange Fonds in Dutch*) is a non-profit organization as gift by the Dutch citizens for Prince Willem-Alexander and Princess Máxima for their marriage in 2002. The OranjeFonds supports social cohesion and social integration projects such as small-scale community initiatives, mentoring projects for young people, and language programs. To bring the people more and better together in the society.

- Orange Fund
- Adres: Maliebaan 18, 3581 CP Utrecht
- Number of employees: 46 employees
- Services offered:

The Orange Fund supports projects in the field of social cohesion and social participation. For example: small- scale neighborhood initiatives, mentoring projects for young people and language programs. Besides the traditional support for many projects to the Orange Fund.

Orange Fund want:

- Development and innovation in our field as possible
- Executive work going to help or at a higher level
- Meet shortfalls in supply of activities and organizations

Orange Fund service:

In our Neighborhood Cohesion initiatives, the Orange Fund seek ways of bringing

together people in communities and neighborhoods'. Our Active Citizenship program

is focused on voluntary work in the broadest sense, and our Diversity theme looks at

how we can capitalize on the differences between people.

- Age of the Organization: 10 years (since 2002)
- URL: <http://www.oranjefonds.nl/oranjefonds/>  
(English): <http://www.oranjefonds.nl/oranjefonds/English/>
- Website age: 10 year since December 2002
- Website management: The website is built by ICATT interactive media an communication company in Amsterdam. The company is specialized in different assignmentsfor government,education, charities, universities, trade associations and commercial entities.
- Social media: OranjeFonds uses Facebook, Twitter and YouTube. Social media is used well especially Facebook isn't. Twitter and YouTube are better organized and are operated well in the organization.
- Company present and sales via online and offline channels:

### **Online channels:**

You can donate online a monthly amount on the website of Orange Fund.

Another amount is also possible for donation online.

Orange Fund is partner with some organization like the Nationale Postcode Loterij, De lotto and other cooperate donators that collect money for charity for the Orange Fund.

### **Offline channels:**

You can donate by giving a VVV gift voucher and sending to their post address.

Donating is possible with a SMS gift by sending a one text message to give the organization  
€ 2,50.

#### - Other relevant information:

Princess Máxima and Prince Willem-Alexander are closely involved in these projects. They annually, in May, support the projects that bring people together. Also, they give awards called 'de Appeltjes van Oranje' (the apples of Orange') this are awarded by the Orange Fund to three special, innovative or successfully projects in the field of social welfare and social cohesion in Palace Noordeinde in The Hague.

### Market analysis

- Potential customers: citizens in the Netherlands around the age of 30+
- Current competitors

#### **Current competitors:**

Humanitas:

Humanitas is for people who are here on their own.. They find support in one of our more than 600 projects ranging from buddy contacts with integration to break through loneliness. And educational support to grieving. That approach works. Annually, our more than 11,000 volunteers to 40,000 participants the confidence back that they need to own something to change their situation.

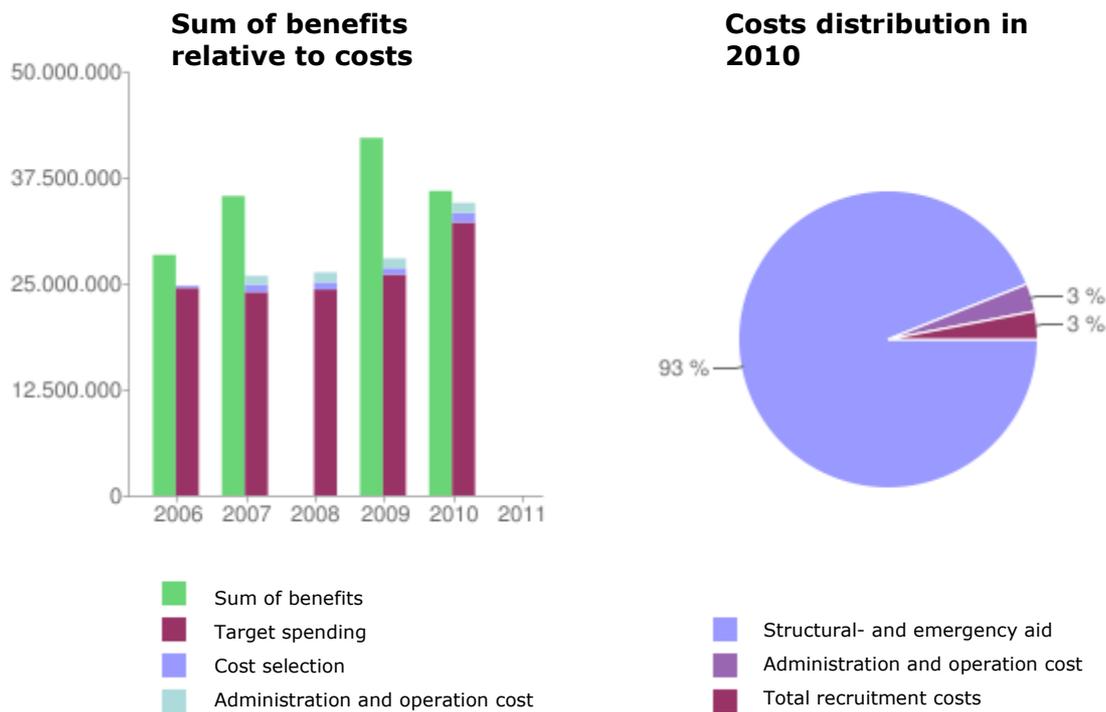
**RestovanHarte:**

Offer guests, volunteers and interns opportunities to work. RestovanHarte is a professional non-profit organization and low overhead. RestoVanHarte provides local residents with different backgrounds a warm and dynamic platform for making new contacts. 1,5 million Dutch eats lonely their dinner. RestovanHarte break the social isolation in the district and neighborhood combines strength. Regularly move around professionals, such as the police officer, social works and minister to inform and to work jointly on the livability of the neighborhood.

After all, the Orange fund is the largest foundation on social area in the Netherlands.

And their revenue is stable since their origin in 2002.

- Projected and historical online spending:



Source: 2012: Centraal Bureau FondsenWerving – '(Central Office Foundation of Recruitment)' – The Netherlands

- Market position / specialties
- Unique selling points of the services offered
  - Provides financial support and supervision to projects that people can submit.
  - Gives support to develop programs for the applicant.
  - Present themselves as driver and facilitator to social establishment.
- Seasonality of their services
  - Not seasonal, service is all year long

#### Current marketing

- Website uses
  - Websites tells about the mission of the Orange Fund en their recent projects.
  - The possibility to make an online donation.
  - Online requests for projects are submitted
  - Subscribe to their online newsletter
- Website strengths and weaknesses

#### Strengths:

- Websites tell about the mission of the Orange Fund and their recent projects.
- The possibility to make an online donation.
- Online requests for projects are submitted
- Projects are clustered in different forms.
- Online annual report with statistics

#### Weaknesses:

- Social media falls away on the background.
- View of the people who use the orange fund.
- More information about Prince and princess and their charity work for the orange fund.

- Website visibility

Orange Fund (OranjeFonds as keyword search) has a good page rank in the Netherlands Google and the English Google page. It's has page rank 1 with more options than about the foundation. So we think that they use Google Adwords well.

- Other online advertising and offline promotion of the URL offline promotion loterij + tv maxima interview etc.

### Online advertising

Adwords, YouTube channel

Example:

Maxima visits a winning project:

<http://www.youtube.com/watch?v=-9LaKCQjgTE>

Offline promotion:

Magazines, Newspaper with local projects of orange fund.

Douwe Egberts promotes also the neighborhood of the orange fund.

## Conclusions

In this report we have done a lot of research about how the topic social exclusion according to immigrants in The Netherlands is organized. At the moment, the rate of immigration in The Netherlands is quite high and the variety of origin is very big as well. Over the last couple of years, the activities against social exclusion have grown a lot and more and more non-profit organizations have been expanding activities and other actions to prevent social exclusion by the immigrants in The Netherlands

All in all, we think that at the moment The Netherlands are not paying enough attention to some specific things which could improve the rate of preventing social exclusion by the immigrants that are coming to The Netherlands. The topics on which the Netherlands should focus on are as follows:

***- Stimulate more projects among immigrants and natives to improve the collaboration.***

Discrimination between immigrants and natives exists in the Netherlands. We think that collaboration of projects among these groups is the solution to bring immigrants closer to us. The government and charities like the OranjeFonds could help, to give more financial support to these projects to improve collaboration. Immigrants could learn the language and better integrate in our country. Also respect and helpfulness could be grown if we give immigrants a place in our country.

***- Raising awareness among students about social exclusion by immigrants***

At the moment only the government informs the local people using offline methods. We think that the students don't know much about immigrants and don't get in what kind of position these people are, why they are here and how hard it could be. To create more respect and to prevent social exclusion by the young immigrants, we think that it is very important to raise awareness about this issue.. The Netherlands could use social media and other online tools .

***- Encourage more residents to volunteer and help and encourage immigrants to integrate and become part of the society.***

It can be very hard for immigrants to try to fit in and feel part of the society by encouraging Dutch people, especially young ones as they are the future, to help immigrants fit in with the basic things as encouraging them to join a sport club. The government could give the volunteers a small gift as a free membership at the same football club for example. It will stimulate other locals to become a volunteer (and join these one-to-one projects) and it helps immigrants to integrate and find Dutch friends, facilitating integration. The Netherlands represents a multi-cultural country and the best way to focus on the benefits is when cultures meet in a positive way.



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