



European Race and Imagery Foundation – Activity Report 2025

January 7th-9th:

Attending the [Race In the Marketplace \(RIM\) Research Forum](#) in Cape Town, South Africa.

- participating in a plenary session
- chairing a thematic session
- networking

January-June:

Production and write-up of the [10th Sinterklaas Brand & Product Study](#), based on research and fieldwork conducted during the period of Sinterklaas festivities in late November and early December 2024. This special 10th edition of ERIF's longitudinal research of the changing face of the (traditionally) blackfaced character of Zwarte Piet (Sinterklaas' helper) not only reflects on the 10-year trends but also offers accounts of present-day blackface from other parts of Europe, including Spain and Switzerland and contributions by artists and activists from all over the world reflecting on blackface and Zwarte Piet. In this way, we continue the conversation and exploration of what this specific, pernicious form of anti-Black racism means to communities and anti-racist campaigners a decade later. Contributors: das james, Georgina Marcelino, Ashley Melcherts, Arletta Pérez Hernández, James Yuca.

- processing and interpreting data
- writing and editing report
- organising, coordinating and editing contributors's pieces
- setting up and executing social media campaign after publication (July 1st)

August 27th-29th:

Attending the [European Sociological Association \(ESA\) Conference](#) in Prague, Czechia.

- presenting our Sinterklaas research for an international audience (title: *Festive Material Cultures: Consumption & Belonging in the Netherlands*) as part of a session organised by RIM (*Consumer Racial Hierarchies*)
- networking

September-December:

Research and fieldwork for the 11th Sinterklaas Brand & Product Study, to be published by July 1st 2026.

- collecting data online for 11 selected stores and over 600 products
- collecting data in the field throughout the Netherlands by our fieldwork team (plusminus 15 volunteers) in multiple stores and multiple brands.

October 26th:

ERIF Day in Geneva, Switzerland.

- Strategy building and team bonding.
- Setting out a rough calendar for the near and farther future of ERIF as an organisation. Developing ambitions and goals that play to our strength as an organisation and those of our individual team members.

November 21st-22nd:

Attending the symposium: [*Tenacious Tropes: Colonial Narratives in Visual Advertising*](#), organized by the Kunstbibliothek in Berlin, Germany (Bel Kerkhoff-Parnell).

- presenting our Sinterklaas research for an international audience (title: *Locating Zwarte Piet: A timeline of blackface scavengery*)
- networking

November 27th:

[*Pakhuis de Zwijger*](#) event on the 10th Sinterklaas report with multiple of its contributors (Ashley Melcherts, das James, James Yuca).

- presentation on results and findings of 10 years of the study
- coordination of organisation with Pakhuis de Zwijger
- coordination of contributors' entries

November-December:

Inclusion in [*Nederland Wordt Beter \(NWB\) exposition: Nederland, word beter!*](#)

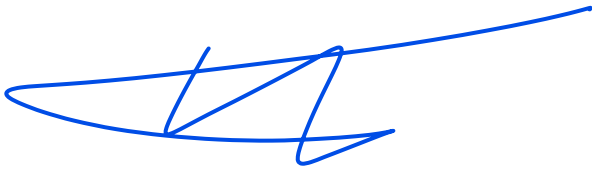
- preparing data of specific parts of our 10 year Sinterklaas research to exhibited

Continuing throughout the year:

Updating and renewing our [website](#) and management of social media.

- reorganizing existing content
- updating look and feel
- adding new content, both on our site and our social media.
- producing newsletters

Signed by treasurer Martijn Kerkmeijer, 10-4-2026:

A handwritten signature in blue ink, consisting of a series of loops and a long horizontal stroke extending to the right.

Balans per 31-12-2024						
Activa	2024	2025	balans per 31-12-2025			
<i>vlottende activa</i>			activa		passiva	
Liquide middelen	€ 2.017,04	€ 1.439,92	vaste activa	0,00	kapitaal	906,95
debiteuren			vlottende activa:		lang vv	0,00
Totaal van vlottende activa	€ 2.017,04	€ 1.439,92	liquide middelen	1.439,92	kort vv	532,97
<i>Vaste activa</i>			debiteuren	0,00		
Netto vaste activa						
<i>Overige activa</i>			totaal	1.439,92		1.439,92
Totaal van overige activa						
Totaal van activa	€ 2.017,04	€ 1.439,92				
Passiva	2024	2025				
<i>Lopende verplichtingen</i>						
vlottende passiva: bankkosten	€ 37,60	€ 46,60				
crediteuren	€ 364,95	€ 486,37				
Totaal van lopende verplichtingen	€ 402,55	€ 532,97				
<i>Langetermijnverplichtingen</i>	€ -	€ -				
Totaal van langetermijnverplichtingen	€ -	€ -				
<i>Eigen vermogen</i>						
Kapitaal	€ 1.614,49	€ 906,95				
Totaal van eigen vermogen	€ 1.614,49	€ 906,95				
Totaal van passiva	€ 2.017,04	€ 1.439,92				
Saldo	€ -					

Paraaf BKP:



Paraaf MK:



Staat van baten en lasten / overview of benefits and costs 2025	
Baten/benefits	
geen	€ -
totaal baten	€ -
lasten/costs	
algemene kosten	€ 369,12
conferentie Praag	€ 208,00
totaal lasten	€ 577,12
Bruto resultaat	€ -577,12
Belastingen	€ -
Netto resultaat	€ -577,12

Toelichting op de balans 2025

De liquide middelen bestaan uit het banksaldo (€ 1.399,92) plus het paypal-saldo (€ 40,-) op 31-12-2025. Vlootende passiva zijn de bankkosten voor Q4 2025 (€ 46,60) en de crediteuren bestaan uit de volgende personen: voor deelname aan een event bij Pakhuis de Zwijger: A. Melcherts à 100,-, D. James à € 157,90, B. Kerkhoff-Parnell à €130,- en H.B. Kerkmeijer voor voorgeschooten kosten voor Gsuite à € 98,47.

Toelichting op de staat van baten en lasten 2025

Baten/benefits	
geen	€ -
totaal baten	€ -
lasten/costs	
algemene kosten	€ 369,12
conferentie Praag	€ 208,00
totaal lasten	€ 577,12
Bruto resultaat	€ -577,12
Belastingen	€ -
Netto resultaat	€ -577,12

50 ENAR; 211,40 bankkosten; 98,47 website; 9,25 KvK uittreksel
inschrijfgeld deelname Praag

Paraaf BKP:



Paraaf MK:



Gezien en getekend / seen and signed:

Voorzitter / Chair (Bryel Kerkhoff-Parnell)

Datum/date: 30-6-2026



Penningmeester / treasurer (Martijn Kerkmeijer)

Datum/date: 30-6-2026



Paraaf BKP:



Paraaf MK:

