

Annual Report scaling4good 2016/2017

As scaling4good had a first prolonged business year, this report encompasses the period August 2016-December 2017

Scaling4good is about identifying how to grow, connect, replicate the great ideas, initiatives and projects that pave the way to a better future for humanity on our planet.

Scaling4good was launched as a charitable association in Riehen, Switzerland in August 2016.

It has four main objectives:

- 1) **Share lessons:** The ambition is to provide insights on scaling approaches and tools implemented and to create a community of “scalers”
- 2) **Develop a methodological toolkit:** Scaling encompasses different approaches. We ambition to facilitate the selection of the most suitable methods to scale
- 3) **Education and training:** We develop training tools and programmes to create a community of practice for the “scalers”.
- 4) **Implement:** Learning by doing is essential. We test and develop our approaches through concrete projects.

To achieve these, scaling4good engaged in the following partnerships, projects and events.

ACTIVITIES & PROJECTS

Scaling4good launched an interactive [website](#) featuring its purpose, providing resources, blog posts, information about its own projects and calling for contributions. The website is integrated with google analytics and mailchimp. Furthermore a linkedin group, facebook page and twitter account were set-up to complement the social media presence of scaling4good. Towards the end of 2017 a regular newsletter was launched which currently has 530 subscribers.

In the last year 14 [blog posts](#) on scaling were posted which are an expression of the methodological development happening “behind the scenes”. These methodologies were applied in different events (see further below).

In 2017 four projects were initiated:

Project 1: “Designing for Behaviour Change”

The aim of the project is to ignite a positive transformation of society, by researching the key factors necessary for organisations to successfully empower individuals to change their behaviour in the sustainability

field and make them accessible to key actors. The project is kindly supported by the MAIORES STIFTUNG, Vaduz.



Majka Baur with Interviewees Marilyn & Alexander Maehlmann autumn 2017

Majka Baur initiated and is leading the implementation of the project. She has 6 years of hands-on experience in behaviour change as co-founder of the social business **WeAct**. WeAct engages employees of companies for sustainability through services applying group dynamics, gamification and digital solutions. The rest of the **scaling4good team** jointly supports the project through their experience and expertise. For instance, Diego Hangartner dedicated 30 years to scientific and practical research of the mind and consciousness and Anais Sägesser has in-depth knowledge about entrepreneurship, education and social transformation.

Project 2: Simulated Intervention Analysis for Sustainability

After the progress of the past decades in so many areas, shouldn't it be possible to provide enough food and water to all people on earth, and shouldn't the destruction of our own natural basis of life and all economic activities be history? While very few would oppose the goals of

sustainability per se, why is global progress in the sustainability area that slow? What can we do to change this? Admittedly, it is less than trivial to orchestrate the collective behavior of billions of people, especially as long as some people or groups may gain an advantage over others by acting unsustainably.

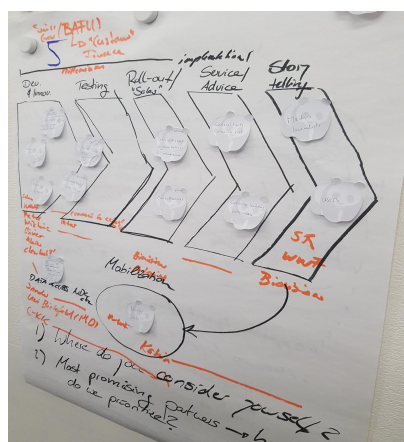
However, several communities have successfully demonstrated that clear norms with understandable impact let them avoid the pitfalls of personal gain at the expense of the sustained business of all, without requiring the rest of the world to follow them. A good example is the traditional Alp farming which has provided a basis for living to the farmers throughout centuries without destroying the fragile alpine pastures.

Why is it so difficult to establish generally accepted norms or rules aimed at sustainability at a larger scale? Are they really as ineffective or prone to side-effects as is often claimed? Or do they possibly just threaten some vested interests of powerful groups as is often claimed, too? Certainly, it is less clear at this scale how individual behavior affects the common resources. Therefore, wouldn't clarity on all consequences of individual actions help to provide a better and more acceptable basis for change? Was William White right after all, suggesting we first and foremost would need better computer models as a response to the financial crisis of 2007/2) which

he has warned against as early as 2003?

The simulated intervention analysis for sustainability project aims to provide an open source model combining socioeconomic and environmental models including a contagion effect.

This project is lead by Salomon Billeter with the support of Katrin Hauser and the rest of the scaling4good team gets drawn in for specific questions or fields for expertise.



Workshop outcome February 2017

As a kick-off event a transdisciplinary workshop was held in spring 2017 hosted by WWF Switzerland. Present were among many others: Hans Herren from Biovision, Britta Rendlen WWF, Nick Beglinger cleantech21, Björn Müller OPSY - Univ. of St. Gallen, Loa Buchli of the FOEN, Sander van der Hoog of University of Bielefeld, and others... it was followed by different smaller meetings and drafting different case studies as well as planning processes.

Project 3: Book Advances on Scaling

One of the aims of scaling4good is also to build up methodological expertise and to publish a book to

showcase scaling success stories and derive a number of lessons. A series of methodological approaches would also be presented to help disseminate experiences on scaling and increase the community of scalers. The book will have four main parts:

1. Why is scaling important today?
2. Theoretical insights and current approaches
3. Success stories, lessons learnt
4. Methodological insights

This has been discussed with different publishers. However, one of the board members of scaling4good, will now become co-editor of a book on theories of change in the context of SDGs that will appear at Springer publishers. It was therefore decided, that for each key topic of scaling4good one team member should contribute a chapter to that book. As a follow-up we plan a separate book on scaling.

Project 4: New Values and Belief Systems through Personal Transformation

Current discussions around economic changes, environmental degradation, societal well-being, and individual thriving look at these domains in a very compartmentalized manner. Most approaches assume that these areas are independent and can be resolved outside of the larger context of interdependence and human nature.

It is increasingly clear that these challenges cannot be solved with

the current mind-set and values. These questions cannot be answered without including the human mind, inner values, and their expression in the form of actions.

As stated in the WBCSD Vision 2050 as well as in the FOEN paper "Go for impact" there is a need for new values. WBCSD Vision2010: "Strategic planning towards sustainability requires engaging people in profound change. An inner shift in people`s values, aspirations and behaviours guided by their mental models, leads to an outer shift in processes, strategies and practices".

Current neuro-scientific, clinical and contemplative research points towards the fact that – with an appropriate cultivation and mind training – attitudes, mental qualities and behaviours can be changed.

The objective of this project is to bring the discourses of contemplative studies and neurosciences together with sustainability/ climate change /societal transformation research and establish at least one (there may be many) accepted trajectory towards this overarching goal of new values. As an additional goal, the project aims at articulating a Change of Cultural Practice that integrates values and personal preferences.

The project is an initiative of [scaling4good](#) and the *Institute for Mental Balance and Universal Ethics (IMBUE)*, both not-for-profit associations. [Diego Hangartner](#)

together with [Dr. Anaïs Sägesser](#) will be implementing the project.

For this fourth project a funding proposal has been put together in 2017, ready to submit to different potential funders.

PARTNERSHIPS/ EVENTS

Scaling4good entered into a long-term partnership with [STRIDE - unSchool for Entrepreneurial Leadership](#) and is offering a STRIDE Lab on Scaling Impact. As a preparation it held an ExpluZ event co-hosted with STRIDE and Xing on the topic of Scaling Impact.



Scaling4good workshop at Accelerate2030 Oct 2017

Scaling4good also entered into a partnership with [Accelerate2030](#) an initiative co-initiated by the UNDP and the Impact Hub Geneva and spanning across 17 countries to scale the impact of startups addressing the SDGs. Scaling4good delivered a workshop in October 2017 and is also coaching one of the startups throughout the one year process.

The last partnership was made with [Legacy17](#) - concrete projects out of it will yet need to be defined.

Scaling4good held a public [event](#) on Innovation and Scaling for Impact

featuring Johanna Mair and Christian Seelos together with the Impact Hub Zurich 02 May 2017.



Innovation & Scaling for Impact Event Ad May 2017

Furthermore scaling4good applied some of its methodology in moderating a wood round table.

REMUNERATION & FINANCIALS

Most work was conducted as voluntary contribution and was not remunerated. Logo design and website were funded privately by the two co-founders Dr. Daniel Zimmer and Dr. Anaïs Sägesser. - Throughout the entire period of time, only 1 staff was employed during 4 months at 60% in order to focus on the delivery of the Designing for Behaviour Change project. Total turnover in 2017 was 25'000CHF which does not capture the value provided by the organisation. Volunteering hours were not recorded but are estimated to be around 2000 hours.

THE PEOPLE



Dr. Anaïs Sägesser

[Anaïs](#), co-founder of scaling4good, is passionate about engaging with people to work towards an inclusive society. Together with Daniel Zimmer she launched scaling4good to support bringing to scale the myriad of initiatives they have seen and are seeing, and thus respond to the urgency of the issues. She has a special interest in the approaches leading from personal transformation to community engagement and civil action. Anaïs is also Managing Partner at SIMS AG, and co-founder at [STRIDE – unSchool for Entrepreneurial Leadership](#).



Dr. Daniel Zimmer

[Daniel](#), co-founder of scaling4good, is convinced that today's priority is action and that we cannot wait any longer to implement the transitions required. Discourse is key to change the mindset, but action needs to follow. His work on water and climate change at global level has also convinced him of two things: first, that all planetary threats are interdependent and need to be tackled jointly; and second, that a good articulation between global and local issues and actions is key. He is also passionate about mobilizing a large diversity of people in a positive way in order to stimulate their consciousness and willingness to act. Daniel also works with Climate-KIC as its Director of the Sustainable Land Use theme.



Dr. Salomon Billeter

[Salomon](#) is determined to provide as solid a basis for sustainable action as he can,

having seen how small changes can make a large difference to complex dynamic systems. He has spent his professional life developing calculation methods to understand and influence such processes: first biochemical reactions, then charge transfers in microelectronics and recently economic, societal, and judicial processes affecting liability. Having grown up in a beautiful place with enough food and clean water, surrounded by caring people, he has a lot to be grateful for and to return. But how to move from a small scale to a potentially global scale? Encouraged by [William R. White's](#) call for better models, he has used a short sabbatical in 2016 to get the simulation model for sustainability started.



Diego Hangartner

[Diego](#) has dedicated over thirty years to external scientific research and internal meditative exploration of the

mind and consciousness. He started as a pharmacologist specializing in psychopharmacology and addiction, always interested in what constitutes a healthy mind and how to cultivate it. He spent many years at the Institute of Buddhist Dialectics in India, studying,

translating and publishing several Tibetan works, and organizing several large events with His Holiness the Dalai Lama in Europe. Diego was COO of [Mind and Life Institute](#) in the US and co-founder and director of Mind and Life Institute in Europe until 2015. Today, he continues his research and teaching with the Max Planck Institute, ETH (The Swiss Federal Institute of Technology), Zurich University and has founded the "Institute of Mental Balance and Universal Ethics" (IMBUE).



Majka Baur

[Majka](#) is a social entrepreneur who co-founded and led the [WeAct AG](#), an enterprise supporting companies to drive a

change of organizational culture through bottom-up employee engagement. WeAct's solutions are based on unique team challenges powered by a gamified platform and app. Majka is passionate about engaging people to co-create a positive future and believes that every person has the potential to play a critical role in transforming society. She wants to contribute to building a society that sustains itself within the capacity of the natural resources and is designed to improve people's well-being and happiness. Majka's main interest is the design of [programs empowering people](#) to connect with themselves and their environment while becoming active in shaping a bright future for society.



Katrin Hauser

Katrin is driven by her fascination and love for nature and people. For her nature and social structures are both robust and fragile

systems at the same time. She has an exploratory spirit for the inner architecture of systems and is passionate about finding new pathways for sustainable change. To stimulate and empower transformation processes she is combining her private industry and public sector experience whilst applying methods from natural sciences, personal and organisational psychology. Her approach is resource driven and she can look back to successful transformation projects on a societal, organisational and individual level. With scaling4good Katrin aims to contribute and jointly work towards a livable future for the generations to come. Katrin is also working as an independent consultant, project manager and coach.