



# Annual Report scaling4good

## 2018

As a growing association scaling4good in 2018 revised and documented its core values, guiding principles, vision and mission.

### s4g core values

**Flourishing** We try to shape an environment where all living beings unfold their potential of a purposeful and joyful existence without harming or limiting others or other systems.

**Equity** We believe that all human beings fundamentally have equal rights and are of equal value.

**Responsibility** We believe that humans are stewards of nature and hold a responsibility to take care of it. We all treat ourselves, others and nature with humility, respect and kindness.

**Higher Purpose** We believe that our purpose lies in jointly and collaboratively contributing to the greater good of all beings.

### s4g Guiding Principles

**Be the change** We all aspire to live our values both as individuals as well as on a team level and reflect on them.

**Collaboration** We address current challenges and develop our activities in synergy with other relevant actors.

**Impact** We put societal impact on top of our hierarchy and will always choose societal impact over individual monetary profit.

**Scaling** We are conscious that creating beneficial impact to society requires active scaling effort of transformative activities and is very rather different than merely innovation.

**Learning** We learn and share learnings both for the deepening and boundary-crossing of knowledge which is key to societal transformation.

**System thinking** We know that things are complex and interdependent. This does not stop us from focusing on specific issues, but we keep the context in mind when designing our activities.

### s4g vision

Our vision is a collaborative and equitable world where humanity can flourish long-term.

### s4g mission

Our mission is to connect, support and accelerate current initiatives that drive the flourishing of humanity within the planetary boundaries and support them both methodologically as well as practically in their efforts to scale impact.

## 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 2018 one project was finalised, one new project was initiated and one project continued:

### Project 1: “Designing for Behaviour Change” - finalised

The Designing for Behaviour Change project aims at unleashing social and environmental impact by supporting Changemakers, like you, to learn about behavioural science, discover key ingredients of initiatives that successfully supported people to change themselves and their behaviours, and apply these insights to the design of your solutions. The project was kindly supported by the MAIORES STIFTUNG, Vaduz.

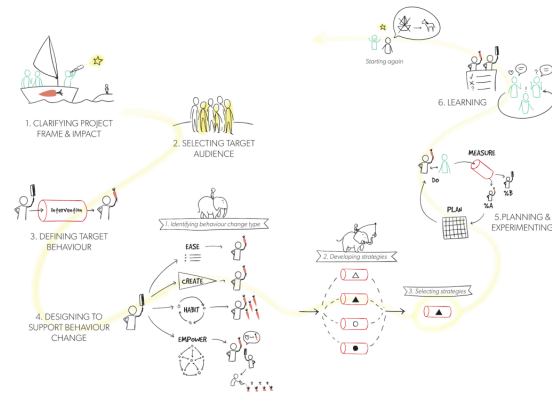


Illustration from our free eBook

Under the leadership of [Majka Baur](#) the FREE eBook “A Changemaker’s Guide to Designing for Behaviour Change” was developed. The Guide contains essential knowledge from the field of behavioural sciences, step-by-step guidance for the lean design of solutions, tips and worksheets for exercises.

The guide focuses on the key factors required to successfully support the change of behaviours of individuals and large groups based on their desire to change, it does not focus on political incentives or financial instruments, education and social transformation.

### Project 2: Simulated Intervention Analysis for Sustainability - continued

Despite an immense progress in science and technology and an unimaginable amount of knowledge, humanity is destroying its own basis of living. At the same time, a large number of people cannot even satisfy their most basic needs. An important part of this problem arises from decisions and investments mainly following partial interests instead of integrating and balancing societal

benefits, environmental regeneration and economic wealth. Decisions from which society as a whole can benefit are often not taken as it is difficult to evaluate the impact of different strategies consistently. Those good decisions can be taken if it is possible to estimate and communicate among different stakeholders the impact of different decisions.

The vision of the sustainable impact through simulation and action leverage (SISAL) project is an economy and a society where decisions and transition strategies of societal relevance will be reached through transparent collaboration based on facts, stated goals, and declared values. Decisions, interventions, transition strategies, and investments reflect the urgency we are facing, respect the planetary boundaries and contribute to the United Nations' Sustainable Development Goals (SDGs).

To reach this, the project develops an approach and simulation model as a missing piece in the puzzle. It allows to develop solutions which generate social benefits, environmental regeneration and attractive risk-adjusted financial returns or prosperity in a well-balanced and consistent way, enabling decision makers to anticipate the future impact of today's decisions and to evaluate different interests and aspirations in respect to declared objectives of various stakeholders. It generates results which will be comparable both quantitatively and

qualitatively. Based on these results, a comprehensible communication of decisions and their impact on different groups of society and business can be given.

The SISAL project aims at providing an open source model combining socioeconomic and environmental models including a contagion effect. This model is unique owing to its ability to overcome system boundaries, its ability to detect potential problems inherent in any computational model, and its architecture which enables consistency across applications without the need for costly upfront development.

A first use case workshop was held with stakeholders, experts, and potential clients in the field of investments for energy efficient real estate, and a workshop in the field of financially, societally and environmentally outperforming financial investments is planned.

Currently, the project is building up the team (currently all working as volunteers), assembling use case consortia, and it is continuing the base activities in the areas of sharpening the approaches, the simulation model, and the business model. It also started raising funds to scale up their started work. The aim is to establish two use case consortia or use case client applications, and to establish a start-up by the end of 2019.

This project is co-led by Salomon Billeter and Katrin Hauser. Other members of

scaling4good get drawn in on need and for feedback.

### Project 3: Scaling Biodiversity - new

The extinction of species is progressing faster than ecosystems can adapt. The loss of biodiversity is alarming and reaching an irreversible damage. In Switzerland one third of all species is threatened and almost half of the habitats are at risk. Sealing of areas through settlement and construction are highly responsible for this situation – a practice which continues.

The objective of the project is to improve biodiversity and life quality in Swiss settlements by increasing the amount, quality and connection of natural areas. Investing and planning for more biodiversity will be the the new norm.

To reach this goal we bring stakeholders into action. With our approach we will establish a new way of collaboration among different actors along the context of planning, construction and maintenance of buildings. We will engage all actors, which are important for the system change we aim at.

Through a co-creation process easy and scalable instruments for collaboration and action will be made available as well as an easy to use decision support toolkit on the different planning levels. This project is fully in line with the Swiss

Action Plan for Biodiversity and strongly contributes to the national target setting.

scaling4good contributes it's expertise and experience on how to scale good approaches and ultimately accelerate a system change. Through this project, we offer all actors experiences which will result in new insights. Over time and within this group of collaborators a new mindset can develop, which will eventually lead to a change of behaviour and as critical mass is being reached, we hope we can reach the tipping point to a system change: acceptance of a new societal norm.

scaling4good (under the leadership of Katrin Hauser) is one of the 3 leading project partners along with Natur Wissen Umwelt GmbH and Forum Biodiversity.

The project started in August 2018 and is already supported by several governmental institutions and municipalities, housing associations, scientific institutions and private companies.

[More](#)

### TRAININGS/ EVENTS

scaling4good together with [STRIDE - unSchool for Collaborative Leadership](#) and Social Innovation offered a STRIDE Lab on Scaling Impact 04/05 October which was attended by .

scaling4good continued its 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 was part of the coaching team for the ventures, member of the advisory group and delivered a training format for the ventures about scaling impact, which is one of 5 programme pillars.

## REMUNERATION & FINANCIALS

Most work was conducted as voluntary contribution and was not remunerated. There was no one employed in 2018. However, expenses approved prior to a workshop or for the essential parts of scaling4good (like maintenance of website) were reimbursed. Total income in 2018 was 1'097CHF which does not capture the value provided by the organisation. Volunteering hours were not recorded but are estimated to be around 4000 hours.

## THE PEOPLE



### **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.



### **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 a solid basis for sustainable action, having seen how small

changes can make a large difference to complex dynamic systems. He has spent his professional life pioneering and 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. Salomon is also teaching at FHNW, a university of applied sciences, and a consultant at Swiss Re where he previously has built up a modeling team and approach.



### **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.



### **Regina Vogel**

[Regina](#) is passionate about collectively co-creating systems that work for us instead of focusing on fixing systems that don't. Her work as an

[independent leadership coach and facilitator](#) is based on the core belief that personal and societal transformation go hand in hand. Everyone who is aware of their power to create the world they want to live in is a leader. And with that comes the responsibility to contribute to a world that is livable for all, including future generations and those in the southern hemisphere. It is her mission to spread that awareness and support leaders through individual coaching, group work facilitation and positive action based on tribe creation. To that end, Regina is currently working to bring [SheEO](#) to Switzerland.



### **Anne Murray**

Anne is dedicated to leveling the playing field for the next generation of women leaders. After moving to Basel she started

Act II of her career in Communications. She especially enjoys engagement projects and turn around opportunities. She is curious about the possibility of solving intractable problems by tapping into the diversity of thought, perspective and experiences of minority voices. One of her favorite pastimes is collaborating with young women to devise new ways to overcome hidden obstacles. She is excited to bring new resources to creative entrepreneurial women in Switzerland through [SheEO](#).



### **Karen Wendt**

Karen is the editor of the Sustainable Finance Series with Springer Science and Business Media, a series dealing with new concepts in

Economy, Leadership, Investment, Finance, Strategy, Management, Exponential Tech, and Behavior. Karen is also a serial entrepreneur. Her mission is to merge economy and business with purpose and passion to implement the Sustainable Development Goals (#SDGs) using Choice Architecture and applying Theories of Change. She combines investment, strategy, ideation and mediation knowledge with network and movement building skills. She pioneered in the creation of the Equator Principles, the Gold Standard in investment banking for achieving human rights in business, de-risking assets from extra-financial risks and crafting a more integral approach towards decision making, opportunity recognition and positive impact creation.