

# Annual Report scaling4good

## 2019

2019 was our “proof-of-concept” year. The year was characterised by testing the scaling4good concepts on own projects and with people outside our association. Our Theory of Change proves both as viable and impactful. And the knowledge and the services we are offering are becoming a more and more formulated need in society and in the market of change makers.

### ACTIVITIES & PROJECTS

In the last year 3 [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 2019 one project was finalised, two new projects were initiated and two projects continued:

#### NEW

*Consulting Mandate for EIT Climate-KIC* on scaling the impact of the “Journey” summer school. Although this mandate was gained through scaling4good due to a potential conflict of interest situations with one of our original co-founders (who is still employed by Climate-KIC) it will now financially not be administered through scaling4good but the process

and the method applied are coming from a scaling4good co-creation approach.

*“Designing settlement nature together”* aims for more, near-natural and networked green spaces in settlement areas and at the same time for an improved quality of life for people. We work in a participatory manner and develop joint solutions with our project and pilot partners. Our applied Theory of Change starts with creating space for intensive exchange and dialogue between the actors involved, leading to interest and the willingness to learn from and with each other and continuously a paradigm shift in the real estate and urban planning value chain. The project is being financed by four Swiss Federal Offices as well as by the pilot partners. [More](#)

*Consulting Mandate for the Swiss Retail Federation* on setting up a member initiative on sustainability. The Swiss Retail federation aims to formulate a binding memorandum of intent in terms of package and food waste reduction, CO2 emission reduction and circular economy. scaling4good developed and facilitated a co-creation workshop among the association members.

## CONTINUED

### *Simulated Intervention Analysis for Sustainability - continued*

In 2019, the project was renamed to sim2sustain. The blue print of the sim2sustain model has been completed and accepted for publication in the Springer sustainable finance series. A pre-print is available at SSRN. The applications and the participative simulation process have been compiled into leaflets and presentations which are available on request.

We have approached five potential client organizations (continuation in 2020): City of Zurich (transition to net-zero carbon emissions), Climate-KIC (Deep Demonstration process), BAFU (economics of environmental interventions), NFP 73 of SNF (impact measurement and formal organizational memory) and Swiss Re (Sustainability client solutions).

The team has grown: Dr. Francesca Mancini, physicist and quantitative financial analyst, and Brunhilde Mauthe, communications expert, have joined the team. A partnership was set up with Lucid Minds (the Netherlands).

The for-purpose partner company sim2sustain AG was incorporated to serve corporate clients. sim2sustain AG will use its excess returns to support the SDGs, especially philanthropic applications of sim2sustain in scaling4good.

*Consulting for the Impact Accelerator Accelerate2030* at the Impact Hub Geneva.

## TRAININGS/ EVENTS

Presentation at the *Urban Future Global Conference* in Oslo "Become a Behaviour Change Designer".

<https://www.urban-future.org/speaker/majka-baur/>

Presentation at the *IKEM Summer Academy* (Institute for climate protection, energy and mobility) in Berlin about "Scaling Impact & Supporting Behaviour Change".

Presentation / Podium Discussion at the annual SME event from the *Zurich regional employment agency (RAV)* on "Scaling Impact and Businesses"

[Presentation / Podium Discussion](#) at the *2nd Day of Insects Switzerland, Aarau*

Training for the Impact Accelerator *Accelerate2030* at the impact Hub Geneva. We developed and provided in house and virtual training for the global impact coordinators.

Presentation on "Scaling Impact versus Scaling Business" at the *Applied University of Rapperswil (HSR)* at the the Workshop on "Young companies and start-ups in the field of nature conservation"

Concept & moderation of a co-creation workshop for the *Swiss Association for Sustainable Management (öbu)* with SwissMem, SwissTextiles, ScienceIndustries and the FOEN on SMART ecological business targets.

## VISIBILITY & THOUGHT LEADERSHIP

<https://map.cooperativesuisse.ch/de/organisations/scaling4good-verein>

Scaling4good has been invited as an expert for scaling at a workshop of the Sophie und Karl Binding Foundation, who is developing an Award for biodiversity in Switzerland.

Scaling4good also contributed to the "Für eine globale nachhaltige Zukunft. Impulspapier und Vernehmlassungsantwort zur künftigen Ausrichtung der internationalen Zusammenarbeit der Schweiz" a [paper](#) coordinated by SDSN.

Article on Co-Founder Dr. Anaïs Sägesser explaining the background of [scaling4good](#).

### Publications

Salomon, Billeter, The Rational Contribution to a Theory of Change (July 31, 2019). Available at SSRN: <https://ssrn.com/abstract=3431082> or <http://dx.doi.org/10.2139/ssrn.3431082>

Salomon, Billeter, Comprehensive Simulation Meta Model for Transition Planning and Decision Analysis With Sustainable Impact (July 10, 2019). Available at SSRN: <https://ssrn.com/abstract=3419447> or <http://dx.doi.org/10.2139/ssrn.3419447>

## REMUNERATION & FINANCIALS

There was no one employed in 2019 although some mandates were

subcontracted. However, expenses approved prior to a workshop or for the essential parts of scaling4good (like maintenance of website) were reimbursed.

Total income in 2019 was 66 930 CHF which does not capture the value provided by the organisation. Payments made were 61 857, thus a surplus of 5072 CHF resulted which we use to further build up the reserves of our organisation, which are now 7 700 CHF

Volunteering hours were not recorded but are estimated to be around 3000 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 bridge between the rational and the emotional basis for sustainable

action, 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.



### ***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.

different needs and cultures and the ability to translate between different languages, values and backgrounds. She supports scaling4goods and the SISAL project through reducing complexity to a maximum without losing its key content. Reaching out for customers and co-creators to explain and understand the need of scaling4good and sim2sustain is her main driver.



### ***Brunhilde Mauthe***

Brunhilde's heart is thriving for the better of the world; this passion she has lived so far by writing on renewable

energies, working for a solar company and for Precious Woods. She offers broad and deep expertise in internal, external/media and marketing communications in critical, new and continuously changing environments. Her Know How she wants to bring into a sustainable organization where she can feel the purpose and sense of her doing. Being multilingual and a fast learner, Brunhilde acts as a translator; as system change towards more sustainability requires fast and deep understanding of