

Annual Report 2020

"In the transmission of human culture, people always attempt to replicate, to pass on to the next generation the skills and values of the parents, but the attempt always fails because cultural transmission is geared to learning, not DNA."

Gregory Bateson's quote fits to our general understanding of scaling as well as to a description of our activities during the year 2020. We have learnt from our experiences and continued working on some projects whilst initiating new projects. The core of our projects is to co-create solutions with partners and clients which allow the society to live within the planetary boundaries. This implies projects about promoting biodiversity, establishing a societal discourse about sufficiency, developing new ways of collaboration between farmers and researchers and enhancing qualitative transformation theories with quantitative aspects. On all our projects we realise that we and our clients are forerunners as to how to scale impact with a systemic perspective in mind. We translate and apply theory into action. Through our projects we scale impact directly and plant the seeds for further scaling of impact.

Meanwhile empowerment of our own members is a top priority since we need more changemaker capacity. We want to continue to grow the membership of our association organically as this allows deeper mutual learning and a continued

high quality of our work. Not least, this approach led to a rich and impactful 2020.

ACTIVITIES & PROJECTS

Project 1: Biodiversity in Urban Settlements

The project "Siedlungsnatur gemeinsam gestalten" is in its second year and gained significant momentum as well as the desired insights for the scaling concept. The scaling concept is based upon results from pilot projects with different actor groups along the real estate value chain (housing associations, real estate managers, cantonal and city administrations, general planners). Together with the piloting partners the project develops scalable approaches how to implement biodiversity as a guiding and binding principle through all organizational processes. This is different from actor group to actor group but within each actor group scalable patterns and processes have been identified. For all actor groups empowerment of all affected employees is key as is a thoughtful consideration of existing processes. In addition, giving impulses to the organisations to open their view of what their role and contribution is in overcoming biodiversity and climate crisis helps to develop the paradigm shift. This is part of the transformation theory: working from a weak to a strong social mandate for biodiversity. In 2021 the scaling concept for Switzerland will be developed.

[More](#)

Project 2: Simulated Intervention Analysis for Sustainability (sim2sustain) - continued

In 2020, the model and introductory articles for the book "[Theories of Change](#)" were cleared for publication (non-remunerated contribution). sim2sustain's scaling methodology was further clarified together with the volunteer Jeff Tilson as a contribution to scaling4good's methods toolkit.

In our partner organization sim2sustain AG, three client activities were conducted:

1. Together with Swiss Re Institute, an SDG calculator was developed for the insurance industry, quantifying the beneficial and harmful impacts of underwriting portfolios on indicators related to the 17 SDGs. This calculator will allow insurance companies to define, quantify, track, and benchmark their alignment with the SDGs quantitatively and consistently.
2. Together with scaling4good's biodiversity project and TEP Energy, a pilot study was conducted to quantify the costs and benefits of investments in biodiversity in settlement areas. A prototype was developed which calculates and visualizes costs and benefits of investments in biodiversity in settlement areas including effects on energy, microclimate, health, etc., illustrating how the results support the decision-making process of various actors. Gaps in the literature were identified and methods proposed to close these gaps in a follow-up study.

3. We collaborated with the scaling4good sufficiency project, co-creating economic parts of the systems analysis, and contributing cause-effect chains and a systemic project impact assessment framework.

The activities conducted in sim2sustain AG resulted in a return of CHF 2'500 allocated to the sustainability reserve for charitable activities in line with the mission.

Project 3: Strategy development - sufficiency in the societal discourse

The Mercator Foundation Switzerland has identified sufficiency as a thematic focus and decided to further expand the sufficiency field of action through a new own role and towards a growing network and growing change and impact in society. scaling4good developed therefore a new strategy. For the vision of the foundation - paradigm shift towards a resource-efficient society - a multi-interventions approach has been developed and a system-integrative leadership role for the foundation has been defined. In the systemic approach the levels of change in social practices and social innovation are linked to a change in the framework conditions. Through experimentation, networking and scaling, the possibilities in today's system are maximised and new theory building is promoted in parallel with a view to a future, new systemic interplay between society, politics, economy and ecology. Despite the limitations due to the Covid-19 pandemic co-creation with internal and external actors has been applied: for the development of the vision, the theory of change and finally the strategy. For the system analysis and the



Workshop impression: Developing narratives of a society in which a resource-light life is possible and is experienced as a good life with many degrees of freedom by as many people as possible today and for future generations.

Project 4: Developing competences of the Zero Waste Switzerland Association

The Mercator Foundation Switzerland saw that the Zero Waste Switzerland Association is supporting its strategic focus of promoting sufficiency, but that its impact strategy, model to deliver services and organisational structure was not clear enough in order to support them. The foundation gave the mandate to scaling4good to support Zero Waste Switzerland to develop internal competences and skills required to develop a clear theory of change, service and financial model, organisational structure and scaling pathway. Through a series of customized workshops scaling4good supported the team of the association to identify vicious cycles of its organisational model and develop an impact growth strategy. As the association is based in the Romandie with this project scaling4good increased its presence in the french speaking part of Switzerland.

Project 5: Scaling Impact of EIT Climate-KIC Journey

In 2020 scaling4good finalized the mandate for EIT Climate-KIC on developing a strategy to scale the impact of the international summer school “the Journey”. The implementation of the project has been slowed down because of an internal reorganisation of the client, a change of responsibilities and the break-out of Covid pandemic. The Pandemic led to critical reflections on scaling the impact of the program in order to go beyond doing “more of the same” and develop strategies for resilient, decentralized and formats coupling local impact with international learning.

Project 6: SDSN Proposal submitted May 2020 - rejected

scaling4good submitted a proposal on how to engage interested members of the Swiss Sustainable Development Solution Network (SDSN) (and potentially external organizations, as well) in order to co-create a collective impact vision that not only advances the objectives of the participants’ individual initiatives, but, more importantly, scales the impact of SDSN-Switzerland as a whole.

Kiara Kheola and Laura Arata set up the proposal with support from Katrin Hauser and Anaïs Sägesser.

Project 7: NBFF Workshop

Biosuisse, Agroscope and FIBL form together NBFF. For the NBFF steering committee scaling4good prepared and facilitated a workshop in december to define the key question and process to facilitate a collaborative journey in 2021 for

addressing some of the important questions in regards to organic agriculture in Switzerland.

Project 8: Biodiversity in Agriculture (non-remunerated contribution) - After the successful initiation of the project Biodiversity in Urban Settlements scaling4good is actively thinking about a collective impact initiative for scaling biodiversity in agriculture. For this purpose an initial 3 hours workshop was held 08 December 2020 with four important actors from that field. - Follow-up actions and a potential project development will follow in 2021.

TRAININGS/ EVENTS

A new format "Case Clinic" was developed in which a member (free of charge) or external party (service offering) gets peer coaching from our community within a defined meeting frame of max. 2 hours. The following 3 case clinics were held:

Case Clinic on scaling for öbu - May 2020 (remunerated)

Case clinic (non-remunerated contribution):
Das Plastikexperiment - March 2020

Case Clinic (non-remunerated contribution):
scaling the journey - March 2020

The team exchanged a lot to further the scaling4good methodology and brought this a step further to be tested with the training to be delivered by Katrin Hauser, Anais Sägesser, Daniel Zimmer in collaboration with STRIDE scheduled for March 2021.

VISIBILITY & THOUGHT LEADERSHIP

SDSN stand and event February 2020 (non-remunerated contribution)
<https://www.sdsn.ch/assembly2020>
scaling4good is member at SDSN Switzerland. At the general assembly scaling4good contributed with a market stand.



Market Stand with "question-leaves" about collective impact.

Diego Hangartner, Kiara Kheola, Brunhilde Mauthe and Katrin Hauser have hosted the stand. We got into interactive exchange with the visitors and inspired them to become more interactive among each other.

Ecos conference (non-remunerated contribution)

scaling4good contributed to the [eco.ch](https://www.eco.ch) online congress "Vielfalt statt Verschwendung. Nachhaltige Lehren aus der Corona-Krise" of August 25, 2020. During the corona crisis it became again most obvious that non-sustainable usage of natural resources results in devastating

effects for human health, the economy and society. The eco.ch-congress aimed at strengthening these insights.

Katrin Hauser could perfectly contribute to this issue: She offered a talk on "Siedlungsnatur gemeinsam gestalten" which has been attended by almost 30 people. During the following deep-dive sessions some 20 people discussed questions of "How to support and scale-up biodiversity" in Switzerland. These deep-dive sessions were co-facilitated by a new member of scaling4good, Ariane Tanner.

You can find the findings of scaling4good's panel in a "Positionspapier" here:

<http://www.eco.ch/onlinekongress-sessions/>

In 2020 one **newsletter** was sent to 838 subscribers and the eBook "A Changemaker's Guide to Design for Behaviour Change" has been downloaded 90 times.

Internal

Update website's design and content - A larger redesign of the content, navigation and style of the scaling4good website has been implemented in order to clearly communicate the ideas and activities of scaling4good to different audiences. Majka Baur has led the process, all active members contributed to parts of the contents.

Assembly meeting - 15th June online with the participation of Katrin Hauser, Salomon Billeter, Majka Bauer, Anaïs Sägesser, Brunhilde Mauthe, Mena Grossmann, Daniel Zimmer. - Detailed minutes are available. Majka was elected as a member of the board, Daniel & Katrin were re-elected (Anaïs is the 4th board member).

Team retreat in Küblis - 22nd-23rd September a two days team retreat on the methodology, mission of scaling4good and website with co-working took place in Küblis with the participation of Katrin Hauser, Majka Baur, Salomon Billeter, Jeff Tilson and partially online Ariane Tanner.

Financial accounting - As the association is growing, external support has been sought. We are happy to be supported by Stierli Treuhand.

REMUNERATION & FINANCIALS

Most work was conducted as a voluntary contribution and was not remunerated. There was no one employed in 2020. However, several members subcontracted work through their respective organisations. Total turnover in 2020 was 169'856 CHF which does not capture the value provided by the organisation.

Volunteering hours were more than 800 in 2020.

The surplus of 2020 was 12'000CHF. This surplus was only possible due to the volunteering hours of our members. We are delighted to finally be able to build some reserves.

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 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.

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 systems change towards more sustainability requires fast and deep understanding of 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.



Kiara Kehola

Kiara Kealoha is committed to innovating and delivering solutions that advance local, national, and international goals for sustainable development. A 2011 graduate of Kamehameha Schools Kapalama, Kiara obtained her BA in History and Science (Secondary field in Environmental Science and Public Policy) from Harvard University and went on to receive an MSc in Environment, Politics, and Development from SOAS, University of London. Her passion for sustainable development, cross-sector negotiations, and local-global power dynamics was first stimulated during her time with Hawaii Green Growth, a UN designated Local2030 Hub that develops local solutions to global sustainability challenges, building on island culture and values, as well as indigenous knowledge. Her professional career in sustainability has taken her across the globe, and she is now based in Zürich, Switzerland. However, she remains passionate about fostering connections across Island Earth, spreading the messages of malama honua and aloha aina around the world.

Mena Grossmann



With backgrounds in international relations and environmental sustainability, Mena is fascinated by the transition to inclusive societies that ensure the wellbeing of all, whilst at the same time respecting planetary boundaries.

This passion, combined with her love for adventure, led her to Chilean Patagonia, where she coordinated participatory processes in rural development and conservation in the Research Centre for Patagonian Ecosystems (CIEP), and supported the development of an educative, agroecological pilot farm. In her endeavours, Mena strives to promote inclusiveness and “out of the box” thinking as essential components in the development of socially accepted and sustainable solutions.

Ariane Tanner



What matters for people? How do they realize possibilities for designing? These questions become most urgent as the drastic consequences of global warming force people everywhere on the planet to rethink their every-day lives, work, social relations, nutrition, mobility, and environment.

Ariane Tanner has always been interested in knowing «how people live their lives». As a historian, writer, and art performer she possesses a grand variety of skills to reveal and research, to mediate and to narrate, and to get involved in cooperative working settings. Interviews, workshops, lectures, excursions, performances, and blogs are among her ways of communicating and engaging with people. Ariane Tanner's aim is the creative commensuration of science, action, and representation.



Jeff Tilson

Jeff wants more of his personal time and skills to go towards a better society. Professionally, he

has spent nearly thirty years in the corporate world at the nexus of clients, technology, and change, and he increasingly looks to apply relevant experience to social impact. Jeff sees society as a complex adaptive system composed of other complex adaptive systems including, foundationally, people. Positive change emerges only indirectly from complex systems, but we can influence how these systems, including people, change. Jeff has formally studied business economics, applied information technology, and ethical leadership. He has worked in the US and Switzerland as a market analyst, a management consultant, and in various capacities as a corporate director.