

Annual Report scaling4good

2021



We must draw our standards from the natural world. We must honor with the humility of the wise the bounds of that natural world and the mystery which lies beyond them, admitting that there is something in the order of being which evidently exceeds all our competence. *Václav Havel*

scaling4good is working in the field of social transformation and we are well aware of the fact, that we only can narrow our vision. But it is this process of narrowing a vision, which is so important. Allowing ourselves to develop visions is part of our work. A work, which needs trust, time, inspiration and the courage to connect to nature and to ourselves. Connecting this vision to the real world, the systems we are living in and in between, is part of our work too. In scaling4good a team is growing, which turns out to be an inspiring and moving resource for others. People and institutions who have visions or feel their visions, but who clearly see, that change is needed. Together with our partners and clients we are we are part of the change we long for.

Please feel invited and inspired to read what happened in 2021.

ACTIVITIES & PROJECTS

In 2021 1 project was finalised, 5 new projects were initiated and two projects continued.

Project 1: Biodiversity in Urban Settlements

The project which was started in 2019 and the vision of the project is a paradigm shift in the real estate and construction sector as well as for city planning.

This paradigm shift needs several interventions which have been described in a theory of transformation and this theory of transformation has been reviewed by the project's advisory group and other actors of the ecosystem, with whom a trusted alliance has been established. The theory of transformation has been developed based upon the experiences and insights with six pilot partners. In order to trigger, inspire and support a paradigm shift, a common understanding of the problems and the desired new future is essential. Through the participative approach of the team, both within the pilots and for the development of the scaling concept, the change already started. The project team builds and gains trust through their need-oriented approach. By the end of 2021, the team sees two pathways, which are equally essential: one is to approach the key actor groups (such as real estate developers,

housing associations, real estate managers, facility managers, communities and cantonal real estate departments) and invite them to implement impactful new processes and practices in their organisations. For each actor group specific toolboxes have been developed. Besides this more service oriented approach the team sees a need and necessity to create a platform, where competence, mutual learning and business networking can take place. This idea needs further clarification as well as a broader understanding, why such a platform approach might be a successful intervention for the paradigm shift in connection with all other interventions which are happening. In 2022 the deepening of relationships needs to be continued as well as creating a common understanding in the different sectors, that and how a paradigm shift is possible. Katrin Hauser from scaling4good is co-project lead and several members of scaling4good have been involved in the development of the theory of transformation.

[More](#)

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

In 2021, the focus of the project was on bringing model-based simulation and engagement (sim2sustain model and participative simulation process) and scaling methodologies together as well as connecting theoretical and empirical approaches to systemic sustainability. This process is ongoing and is closely related to our [theory of change](#) (Theories of Change, Springer, pp. ix-xii).

We have updated the participative simulation process and reinforced the

connections between scaling4good's scaling methodology and sim2sustain's participative simulation process). In the context of Meso (see Project 5), we drafted the "Living Model", a digital twin between experiments of sustainable economic systems and simulations thereof. We are still in the process of breaking it down into manageable pieces of experimentation and simulation.

In our partner organization sim2sustain AG, our main focus was on bringing the Insurance SDG Calculator to maturity together with our client Swiss Re Institute. This work absorbed by far the largest part of our capacity and was conducted with Francesca Mancini and three students involved in data research and structuring. Together with the finance consultancy Zanders, we have drafted a climate stress test model for banking and insurance, focusing on smaller local players.

Project 3: NBFF Zukunftswerkstatt

The NBFF (National Forum for Biological Research) is a joint venture of people from Bio Suisse, Agroscope and FiBL. For the year 2021 they decided to experience new forms of collaboration and engaged scaling4good as facilitator and curator of the «Zukunftswerkstatt» (Workshop for the future).

For the members and invited guests the process started on March 10 with a Kick-off event during which working groups formed within various topics from production and distribution to regulation and climate and society. The overarching question was «What if half of agricultural production was organic in 2035?» The participants met afterwards three more times in a self-organized manner to discuss at depth

what it would take to reach that goal and which obstacles needed to be overcome. It was helpful that people along the entire value chain were invited to all the working groups. That allowed for a systemic view, close exchange between practitioners and researchers. On December 9 the final event took place and the working groups presented their results and recommendations for action. Key topics were soil restoration and transfer of knowledge, the latter with concrete project plans as regular stable visits by researchers or pilot projects with a local and regional scope. Increased communication and enthusiasm for the topic of organic farming was also desired - something that this Future Workshop itself already strongly conveyed.

scaling4good had the project lead with Katrin Hauser as main responsible and Ariane Tanner as co-project leader and responsible for communication. They designed the two events and accompanied the working groups. For detailed information about the whole process of the «Zukunftswerkstatt» see <https://www.bioaktuell.ch/aktuell/nbff/zukunftswerkstatt.html>

Project 4: Stadtnatur Christoph Merian Stiftung Basel

Together with our partner Odonata GmbH we support the Christoph Merian Stiftung CMS with the development of their new funding priority Urban nature, with which the CMS aims to promote biodiversity in the settlement area of Basel. The foundation wants to identify opportunities for the promotion of biodiverse habitats in settlement areas, create the conditions for their development, and implement practical enhancement measures. Their wish was, to set up a participative process both for the

strategy development and the initiation of the new program. In 2021 we supported them with the strategy development, which included a thorough systems analysis and the concept design for a collective impact initiative. The strategy has been presented and discussed with other program managers from the CMS, who should ideally consider the objectives of the Urban Nature Strategy as well. And external experts have been invited for critical feedback. The resonance was very positive and was integrated in the next steps. These are roundtables with experts from Basel in order to gain a more local understanding about barriers and levers and to collect the needs of the local actors. The project is being led by Katrin Hauser and in the scaling4good weekly calls, open issues are being discussed.

Project 5: initiative für systemische Innovation - meso

Initiative for systemic innovation: meso

How can we drive transformative change impactful? How can we reach collective capacity to act towards a sustainable future? Meso aims at creating the room for so-called strategic experiments that are actant-driven, inclusive, innovative and promising for the whole society in a living environment. In doing so the initiative provides the missing link between top-down goals (as the global 1.5 degrees or «2000 watt society» in Zurich) and bottom-up activities of various change makers.

People from Stride, DemosHelsinki, TransCap initiative, Expedition Zukunft, Dezentrum, schaefer hansen and scaling4good form the founding core team,

financed by mercator Stiftung Schweiz during a first phase in 2022. scaling4good contributes various know-how with collective impact initiatives, transformative learning, communication and experimenting.

For further information go to: <https://www.meso.partners/>

Project 6: Campus4Biodiversity

A proposal on scaling campus4biodiversity (following a whole institution approach by Arjen Wals) aiming to scale a pilot project done by [Bern University of Applied Sciences BFH](#) where students were not only taught about biodiversity in their curricula but also got to implement on campus, was successfully submitted to SDSN Switzerland for funding. It will start in January 2022 in partnership with BFH. Co-project lead: Katrin Hauser

[More](#)

Project 7: Sufficiency Lab

Together with the Impact Hub Bern a proposal was developed for the co-creation of a [Sufficiency Lab](#). Partial funding was granted by the Federal Office for Spatial Development. The project will be launched in 2022.

TRAININGS/ EVENTS

The STRIDE Lab on Scaling Impact co-facilitated by Katrin Hauser, Daniel Zimmer and Anaïs Säggerer took place with 9 participants 16/17 March 2021. In preparation for this lab, the scaling4good team intensely discussed and further developed its methodology to include also

Several scaling4good members participated and contributed in peer learning sessions of the [ONLINE](#)

[TRANSFORMATIVE LEARNING project](#) of our partner Legacy17.

VISIBILITY & THOUGHT LEADERSHIP

In 2021 no [newsletter](#) was sent, due to limited resources. 8 new people subscribed to the newsletter, the free eBook "A Changemaker's Guide to Design for Behaviour Change" has been downloaded 33 times.

Partnerships / Memberships

Memberships

[SDSN](#), [One Planet Lab Switzerland](#)

Partnerships

[Legacy17](#), [Odonata GmbH](#), [sim2sustain](#), [University of Applied Sciences Bern](#), [SIMS AG](#), [Impact Hub Bern](#), [Natur Umwelt Wissen GmbH](#), [STRIDE](#), [SCNAT Forum Biodiversität](#), [One Planet Lab](#), [PUSCH](#), [difference lab](#), [SDSN Switzerland](#), [learningplanet](#)

Representations

Several of our members are members of different boards or Advisory Boards, this adds to interweaving the work of scaling4good with the one of other organisations in the spirit of co-creation and collaboration (alphabetical order).

Baselwandel, network of actors dedicated to change in Basel, Board - Anaïs Säggerer, Member

Legacy17, Association for transformative Learning, Governing Board - Katrin Hauser, Anaïs Säggerer member

One Planet Lab - is a knowledge ,
networking and project platform for a
resource-efficient future, Advisory
Board - Katrin Hauser, Member

RCE-Zurich, the regional centre of expertise
for the UNESCO Education for Sustainable
Development (esp. Transformative
learning), Board - Anais Sägesser, Member

ZHDK- reSource, applied university of arts
in Zurich, Board for Sustainability - Anais
Sägesser, Member

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 - 14th June online with the participation of Katrin Hauser, Salomon Billeter, Majka Bauer, Anaïs Sägger, Ariane Tanner, Regina Vogel, Daniel Zimmer. - Detailed minutes are available.

Team retreat - due to the Covid19 situation unfortunately no team retreat took place in 2021.

Financial accounting Anaïs has again taken on the responsibility for Financials and the yearly final accounts and tax declaration were prepared by Stierli Treuhand who continues to work for our association at a preferential rate. We are very grateful for this important support.

Changes in the scaling4good Board Majka Baur who has been a much valued member of Scaling4good since 2017 decided to step back from the Board as the focus in her activities has shifted over the years. We are happy for the clarity she gained and she will continue to be part of the association.

REMUNERATION & FINANCIALS

Most work was conducted as a voluntary contribution and was not remunerated. There was 1 person, Ariane Tanner employed in 2021 for her work on the NBFF project. However, several members

subcontracted work through their respective organisations.

Total turnover in 2021 was 131,213 CHF which does not capture the value provided by the organisation.

Volunteering hours were more than 500 in 2021.

The surplus of 2021 was 2,510 CHF. 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 Sägger

[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.

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.

Lisa Lambert



I am passionate about the transition towards inclusive and sustainable cities. I’m a project manager and producer, and have worked on the intersection of arts, sustainability, urbanism and societal challenges. I believe in the power of co-creation and bottom-up approaches to install a sense of ownership and responsibility within communities to create lasting systemic change. I’m interested in linking societal and climate related challenges, and using each other as leverage, for a holistic approach to create a just society and healthy planet.

My skills & interested: #co-creation #project management #sustainability

About me: #European citizen #nature #yoga