

# Annual Report scaling4good 2022



Our ability to reach unity in diversity will be the beauty and the test of our civilization.

~ Mahatma Gandhi

2022 proved to be one of scaling4good's most active and diverse years. Our expertise in societal transformation was sought after, leading to multiple engagements. The variety of mandates allowed us to identify successful patterns of inspiring change and transformation. We can more and more build on them, and share our insights and learnings. Collaborating with each other and our partners has become increasingly natural, strengthening our collective impact. The quality of our work was widely recognized in Switzerland, as evidenced by the fact that we receive inquiries without actively soliciting them.

However, 2022 was also a year where the overstepping of planetary boundaries continued and the social foundations globally were also shaken. In our weekly calls, we engaged in discussions about the practical implications of democracy amidst ongoing social change. We

constantly posed critical questions, seeking ways to inspire this transformative shift. While we understand the importance of fostering dialogue, some of us struggle with the need for patience. Our scientific understanding of the urgent nature of climate change and biodiversity issues reinforces our belief that progress is too slow and at the same time we know that in order to shift things, we need to slow down and not act out in haste.

Please feel invited and inspired to read what we achieved in 2022.

## PROJECTS & MANDATES

In 2022 we continued with 3 projects and 2 mandates. We also initiated 2 new projects for which we received funding and acquired 2 new mandates.

### Project 1: Biodiversity in Urban Settlements - continued

All our pilots have successfully completed phase 1, which involved actor and process analysis, as well as the development of an integral biodiversity promotion concept. Those pilots that already had properties have implemented initial measures to promote biodiversity and movement in their open spaces.

Most pilots have started internal scaling, which includes activities such as quality and impact management. Additionally, initial discussions have taken place to prepare for scaling, and the first steps towards consolidation have been initiated. A detailed stakeholder analysis was conducted and used as a foundation for the toolbox, nationwide scaling efforts, and further project activities.



A prototype of actor-specific settlement nature toolkits was created and reviewed with the advisory group. The structure and content of all actor-oriented toolkits are currently being revised. Concept drafts for scaling and transformation theory were developed and discussed with the advisory group, as well as external experts. A learning-for-impact session has been conducted by scaling4good.

In collaboration with the company SENN, we have developed the "Indicators Biodiversity & Real Estate" for integrating biodiversity promotion in building projects. The system underwent review by experts from various disciplines, and it was featured and [published by the architecture journal Hochparterre](#). Scaling activities for the

nationwide implementation of the indicator system are currently underway.

In 2022, we had the opportunity to present our approach for a paradigm shift in the real estate industry at multiple events, which can be found on our [website under the News section](#). Furthermore, a communication [film](#) was produced to support our outreach efforts."

Katrin Hauser 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

Together with our partner sim2sustain AG conducting quantitative analytics and modeling for clients, the project in scaling4good kept connecting qualitative and personal aspects with quantitative and subject-matter aspects of large-scale transformations towards systemic sustainability.

Together with our partner meso, we connected theoretical with empirical approaches to systemic sustainability. We concluded the proposal of the "Living Model", a hybrid between a "Living Lab" and its digital twin for sustainable economic systems employing experimentation and simulation. This proposal is currently under review.

In 2022, we extended our activities to education and educational research projects at two Swiss Universities of Applied Sciences. The focus of these educational activities was on teaching and employing data analytics related to sustainability,

including climate change adaptation, decarbonization, and circular economies.

The reinforcement of the connections between scaling4good's methodology and sim2sustain's participative simulation process is an ongoing task because both keep evolving.

In our partner organization sim2sustain AG, our main focus together with a working group was on the extension and customization of the Insurance SDG Calculator for the use by mutual and cooperative insurers worldwide, reflecting their commitment towards their members and affinity groups. This extension included the launch to selected mutuals and cooperatives. We also kept developing the climate stress test model concept with the finance consulting company Zanders for smaller banks and insurance companies. For Hochschule Luzern, we developed and conducted the module "Sustainability Analytics" for the MSc in Applied Information and Data Sciences. Together with businessresponsibility.ch, we advised a master student utilizing natural language processing to monitor the reporting requirements stipulated by the counterproposal of the "Konzernverantwortungsinitiative". We worked together with Francesca Mancini, David Bürgisser, and the two students Sydney Oester and Julius Voelcker.

The project and company sim2sustain are led by Salomon Billeter, and they work together with several members of scalin4good.

### Mandate 3: NBFF - continued

The NBFF (National Forum for Biological Research) is a joint venture of people from Bio Suisse, Agroscope and FiBL. In 2021 we

started accompanying the NBFF and have been invited to continue our work in 2022.

The NBFF discussion platform was actively used this year, focusing on climate protection in animal husbandry.



Alongside the three sponsoring organizations, including the Research Institute of Organic Agriculture FiBL, Bio Suisse, and Agroscope, participants from practical farming, advisory services, and the industry were present. Prior to the conference, dedicated participants met on three occasions to discuss research and practical agriculture needs, with the results presented at the event.

The conference encouraged interaction, providing workshops for participants to exchange views on the climate impact of livestock. The synthesis of these discussions was then presented to the plenary, fostering active participation throughout the day's activities.

The NBFF conference served as a valuable platform for stakeholders in the organic sector to exchange ideas. It was recognized that research, extension services, and practical farming must collaborate to address the challenges of livestock farming and climate change.

While ethical aspects are crucial in food production, sustainable consumption is also essential. The plenary emphasized the need

for proactive climate action in agriculture and encouraged dialogue.

To shape the future, it is important to promote cooperation between research and practice. Agroscope's and FiBL's decentralized experimental stations and numerous cooperative projects exemplify the implementation of "research for and with practice."

### [Film about the day](#)

Katrin Hauser from scaling4good leads the concepts and facilitation within the NBFF. [More](#)

### **Mandate 4: Stadtnatur Christoph Merian Stiftung Basel - continued**

Together with our partner Odonata GmbH we continued to 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. In 2022 we organised expert roundtable sessions to gain a more local understanding about barriers and levers and to collect the needs of the local actors.

In October a 1 day workshop "[Stadtatelier biodiverses Basel](#)" was held with almost 90 participants to create community, joint drive and some ideas about where to co-work on ideas.



A [film](#) about the "Stadtatelier" has been produced by MissionB and the CMS decided to run a second "Stadtatelier" in 2023.

The project is being led by Katrin Hauser and supported by Anais Sägesser.

### **Project 5: initiative für systemische Innovation - meso - continued**

In 2022, meso has grown and incorporated as a charitable association in Switzerland. The current members and contributors come from STRIDE, Demos Helsinki, Expedition Zukunft, TransCap Initiative, Dezentrum, schaefer|hansen, and scaling4good. The incorporation was accompanied by an outreach campaign over various channels including the launch of the website.

The role of an initiative for systemic innovation was further clarified, and a wider proposal was elaborated. On request, meso provided consultancy and facilitation to organizations engaged in systemic experimentation and innovation.

At the end of 2022, three pillars of activity were identified to navigate between: Systemic service provider, systemic experimentator, and lobby for systemic transformation, supported by educational

activities by its members and contributions, and going forward, also by the organization itself.

From scaling4good, Salomon Billeter and Ariane Tanner were involved. Anaïs Säggerer supported through the extensive review and testing of the Social Innovation Playbook which continued from the previous year.

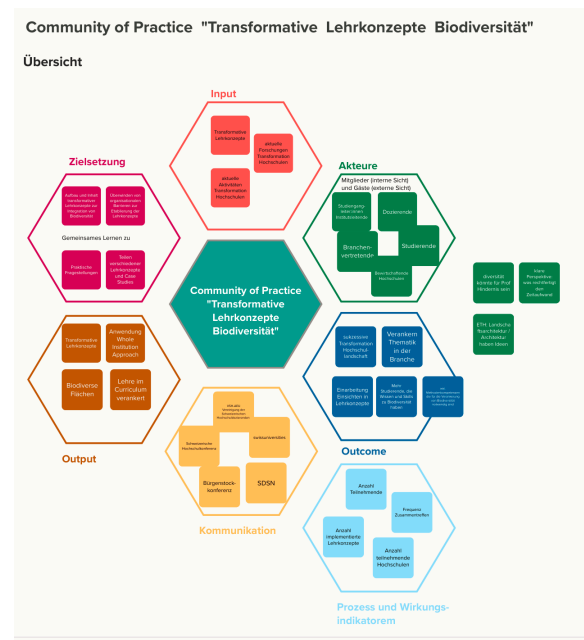
For further information go to: <https://www.meso.partners/>

### Project 6: Campus4Biodiversity - continued

The project target has been reached: Biodiversity has been incorporated into the BFH AHB and Construction curriculum. Throughout this process, a learning retrospective was conducted with the lecturers, and interviews and feedback from the students on their term papers were gathered. This valuable input helped identify areas for improvement and informed the revision of the teaching concept.

To ensure a comprehensive evaluation, the students' work was assessed by a diverse jury, and the insights gained from this experience were taken into account in refining the teaching concept. Additionally, we established a community of practice involving BFH staff and lecturers from other universities. This collaborative platform facilitated the exchange of experiences, which was highly appreciated by all participants. It provided valuable insights on how to better integrate the topic of biodiversity in their respective environments and curricula, fostering creativity and effectiveness.

Moreover, Katrin Hauser presented the initial successes of the project at the BFH's Sustainability Day, specifically focusing on the theme of Thriving Spaces. The presentation emphasized the qualities of being a pioneer for Thriving Spaces, creating a connection between the project's achievements and the broader context. The ongoing collaboration between scaling4good and BFH has proven to be mutually beneficial, with both parties reaping the rewards of this partnership..



Co-project lead: Katrin Hauser, supported by Anaïs Säggerer

[More](#)

### Project 6: Sufficiency Impact Lab - new

Together with the Impact Hub Bern, dr.ruth förster beratung + training and Fabian Leuthold from Fachstelle UND we received funding from ARE to co-develop and run a Sufficiency Impact Lab. As the funding acquired was insufficient to finance the lab as originally planned, two co-creation workshops with key stakeholders were held

to see where we could scale impact if we were to collaborate. Potentially a new proposal will be submitted to foundations in 2023. Different concrete actions and collaborations emerged directly out of this. Co-lead: Anaïs

#### Mandate 6: Wyss Symposium - new

Together with Impact Hub Bern we had the mandate for the design and delivery of the Wyss Symposium Hackathon and panel moderations. For this mandate we were able to draw in people as moderators from our community. Co-lead Katrin & Anaïs, contribution, Regina, Majka and people from our network. [More](#)

#### Mandate 7: Living Lab

We successfully submitted a proposal for a living lab upon invitation and got the contract. At the kick-off workshop it was communicated that one of the key stakeholders will leave the organisation and that the start needs to be postponed until a successor has been found.



Lead Katrin, contribution Anaïs.

## TRAININGS/ EVENTS

Learning4transformation: for the Urban Settlements project a learning session was designed and held.

## VISIBILITY & THOUGHT LEADERSHIP

In 2022 no **newsletter** was sent, due to limited resources. 22 new people subscribed to the newsletter, due to a website update we do not have the count for the downloads of the eBook "A Changemaker's Guide to Design for Behaviour Change". Nonetheless we have been invited to several events to present projects with focus on scaling and social transformation.

## Partnerships / Memberships

### Memberships

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

### Partnerships / Co-deliveries

[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](#), [collaboratio helvetica](#), [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.

**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 - Anaïs Sägger, Member

**ZHDK- reSource**, applied university of arts in Zurich, Board for Sustainability - Anaïs Sägger, Member

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

**Legacy17**, Association for transformative Learning, Governing Board - Katrin Hauser, Member

## Internal

**Methodology** - Draft of "A Map for Navigating within Societal Transformation", followed by extensive review sessions. Publication planned in 2023.

**Assembly meeting** - 26 June online with the participation of Katrin Hauser (meeting chair), Anaïs Sägger, Daniel Zimmer, Salomon Billeter, Regina Vogel, Ariane Tanner. - Detailed minutes are available.

**Writing retreat** Katrin & Anaïs met for a writing retreat to detail the draft of the methodology in summer.

**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.

## REMUNERATION & FINANCIALS

Most work was conducted as a voluntary contribution and was not remunerated. There was no one employed by scaling4good in 2022. However, several members subcontracted work through their respective organisations. Total turnover in 2022 was 23'614 CHF which does not capture the value provided by the organisation. The main reason why there was a dip in turnover is that we introduced the possibility that mandates conducted by our active members can also run under the brand of scaling4good independent of actual financial flows. Volunteering hours were more than 500 in 2022. 2022 closed with a loss of 2,180CHF.

## 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.

### **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.