

# Annual Report scaling4good

## 2023



Even a wounded world is feeding us. Even a wounded world holds us, giving us moments of wonder and joy. I choose joy over despair. Not because I have my head in the sand, but because joy is what the earth gives me daily and I must return the gift. *Robin Wall Kimmerer, mother, scientist, decorated professor, and enrolled member of the Citizen Potawatomi Nation*

At scaling4good, we engage in societal transformation. We dedicate ourselves to cultivating visions, knowing that it's a journey requiring trust, time, and inspiration, along with the bravery to forge connections with nature and within ourselves.

Our team at scaling4good collaborates with institutions who share in the pursuit of meaningful change, acknowledging the necessity of adaptation within existing systems. Together with our partners and clients, we are active participants in the transformation we envision.

Please feel invited and inspired to read what happened in 2023.

### ACTIVITIES & PROJECTS

In 2023 two projects were finalised, two new projects were initiated and four projects continued.

#### Spin-off: Biodiversity in Urban Settlements - continued

The project, which started in 2019 and will come to an end in 2024 has provided significant impetus towards a paradigm shift for biodiverse Swiss settlement areas. The core and nature of the project was co-creation: within the project sponsorship as well as in cooperation with the pilots, the project supporters and the new project partners acquired during the course of the project. Scalable approaches for the promotion of biodiversity in the real estate sector and settlement planning were developed and successfully introduced:

- [Indicators Biodiversity & Real Estate](#)
- [Urban nature toolbox](#)
- A base to set up and offer consultancy for companies how to systematically implement biodiversity in the company or administration organization, processes and culture.

The initiated interventions continue to have an impact. In order to scale the impact an Interest group 'Siedlungsnatur' has been founded and is seeking partners and collaborators. One of the partners is the [Swiss Biodiversity Forum](#). IG Siedlungsnatur and the Forum Biodiversity are currently seeking for further funding to adapt the

tools to further user groups and to develop a sustainable business and impact model. Input, achievements, results, impact and findings are described in more detail in the [Impact Report](#)



*Co-project manager Katrin Hauser invites employees of an housing association to continue integrating biodiversity into their work processes and goals and to create more space for biodiversity once the pilot phase is complete. Photo by Manuela Di Giulio*

### Spin-off : Simulated Intervention Analysis for Sustainability (sim2sustain) - continued

Together with our partner sim2sustain AG conducting quantitative analytics and modelling 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.

Alongside our main activities mentioned above, we continued our educational endeavours this year. The focus remained on teaching and employing data analytics related to sustainability, including climate change adaptation, decarbonization, and circular economies.

In 2023, we collaborated with organisations and companies, sharing our growing pool of knowledge and experience in the field of quantitative analytics and modelling for sustainability in impactful initiatives for sustainability with partners.

We collaborated with the “Forum Biodiversität” on quantification topics and with our partner meso on developing their vision, purpose, and offerings. Sharing the known while remaining open to the unknown, we could gain new insights during these activities.

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, we focused together with a working group on extensions of the Insurance SDG Calculator to support the clients to develop their strategies to ameliorate both their performance related to the SDGs and their own business risk and performance, handing them the needed information as concisely and at the same time as detailed as possible. Additionally, this year we completed a prototype of the climate stress test for smaller banks and insurance companies in collaboration with the finance consulting company Zanders. For Hochschule Luzern, we continued the module “Sustainability Analytics” for the MSc in Applied Information and Data Sciences. In this context we supervised the completion of three master’s theses: One of them utilized natural language processing to monitor the reporting requirements stipulated by the counterproposal to the “Konzernverantwortungsinitiative”; the second focused on satellite analytics to

analyse the development and impact of conservation areas and the third developed a data and sensor system for the analysis of output and resource consumption of an indoor farm in comparison to conventional agriculture. We worked together with Francesca Mancini and the students Sydney Oester, Gianna Lengert and Anna Schnarwyler.

The project and company sim2sustain are led by Salomon Billeter, and they work together with several members of scaling4good.

### Project support 3: NBFF - continued

The National Organic Research Forum (NBFF) is the stakeholder platform for Swiss organic agriculture. It takes up the research needs of organic practitioners and sets priorities for organic research. scaling4good together with our partner Odonata GmbH supports the project since 2020 with co-creation between researchers and farmers as well as with conceptual design and facilitation of the annual conference. The 2023 theme was 'Is organic fit for climate change?'. As a preparation for the annual conference a 'Barn Talk' among 20 key players has been organised in September. The event took place at an Cooperative vegetable farm. It started with a walk through the fields, edible gardens and watering systems. The evening continued with a moderated talk among the guests and ended with a fulminant vegan buffet and barbeque.



Visiting the watering system on the Aebletenhof in Meilen [www.mingga.ch](http://www.mingga.ch). Photo by Katrin Hauser



Leander Dalbert with his Hazelburgers from <https://hazelburger.ch/>. Photo by Katrin Hauser

Besides the content results, trust building among actors of the value chain 'Food and Agriculture' was an aim and an outcome'. The results of the Annual Conference can be found [here](#) and in this [video](#).

#### Project 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 funding priority Urban nature, with which the CMS aims to promote biodiversity in the settlement area of Basel. In 2023 we held a 1 day workshop "Stadtatelier" with almost 90 participants to work on 8 projects and support their co-development and scaling impact. The event has been documented [here](#).



3-D Modelling. Photo by Katrin Hauser



Anaïs Sägesser and Katrin Hauser invite the participants of the Stadtatelier to jointly build a timeline. Photo by Kathrin Schulthess

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

#### Project 5: Innovation Booster Future Urban Society - new

In a collaborative project consortium with [meso](#) (leading House), the Bern University of Applied Sciences, dezentrum and Stiftung Risiko Dialog, scaling4good got granted funding for a max. 4 years Innosuisse Innovation Booster. This is a funding vehicle by Innosuisse to support early-stage ideas. The *Future Urban Society Innovation Booster* will focus on mainstreaming social, urban innovation for net-zero living and start 2024 in the city of Zurich. The following years other Swiss cities will follow. The Kickoff took place at Fideris at the Coworking Space from our partner Odonata GmbH on November 10th.



Mirko Fischli from dezentrum and Björn Müller from meso. Photo by Katrin Hauser

For further information go to [the website](#). Katrin Hauser represent scaling4good in the project consortia, Nicola Blum is involved but on behalf of BFH and Anaïs Sägesser supports from time to time conceptually as well as for co-facilitations and serves as anchor for activities in the city of Basel.

**Project 6: Campus4Biodiversity - finalised** 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 ideas on campus. This SDSN supported project was finalised in 2023. The project gained greater attention and took part at the [Conference Teaching and Learning for Change: Sustainability in Higher Education](#).



*Outdoor Breakout Session about Working Together with Nature - Campus4Biodiversity and Tiny Food Forest Approach. Photo by Barbora Starovicova.*

Co-project lead: Katrin Hauser, participation Anaïs

[More](#)

### Project 7: Sufficiency Lab - finalised

Sufficiency continued to be an important topic for scaling4good. The Impact Lab was finalised and a [whitepaper](#) published on the scaling4good website. Co-lead: Anaïs & Ruth

### Project 8: Colab - new

Scaling4good became a consortium partner of the CoLAB - Committed to Local Climate Action Building Project. The project has been initiated by the city of Mannheim, Aachen and Münster and is financed by the European Climate, Infrastructure and Environment Executive Agency (CINEA) within the Horizon 2020 Framework Programm supporting cities to accelerate the transition to net zero emissions by

20230 with the 'NetZeroCities' fund. The project takes place from June 2023 till May 2025. Scaling4good contributes through its strategic orientation within complex systems in transition and multi stakeholder collaborations, expertise in process facilitation, behaviour change and citizen participation. The project is lead by Majka and implemented together with Kristin, who will be joining in 2024.

## MODERATION / FACILITATION

Addressing the topic of zero waste in food and gastronomy, s4g with Anaïs facilitated two workshops in Basel, Switzerland.



For the Amt für Umwelt & Naturgefahren, Bern, Switzerland s4g with Anaïs supported the preparation of their Annual event ["Perspektiven Wald"](#) with the topic of New Work (Der Wald als Arbeitgeber - was verändert sich?) and co-facilitated the event.



*Audience was invited to interact right from the start. Photo: Screenshot from video by Amt für Umwelt & Naturgefahren (Film production Lewin Ledermann).*

In 2023 the Basel based organisation Basel2030 launched the Stimmenlabor, an event series where unlikely dialogue partners get to listen to each other. Anaïs co-designed and facilitated the first event where the Gewerbeverband Basel and activists of Basel2030 met.



*Intense discussions and deep listening at the first Stimmenlabor Basel co-organised by Gewerbeverband and Basel2030. Photo: Stimmenlabor*

## TRAININGS/ EVENTS/ INPUTS

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

For the Klimafachstelle Kanton Basel Stadt s4g with Anaïs designed and facilitated an expert input on theories of transformation and participation attended by 15 people.

For the Basel-based [go-simple](#) project, s4g with Anaïs held an input session on “Genügsamkeit & gelingendes Leben” - sufficiency and a good life (see also the whitepaper [here](#)).

For [CAS Women Leading Digital HWZ](#) Katrin Hauser held a lecture about Impact Management.

## VISIBILITY & THOUGHT LEADERSHIP

In 2023 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.

As a representative of scaling4good and ‘Siedlungsnatur gemeinsam gestalten’, Katrin Hauser was invited to take part at [the Klosters Forum](#).

## 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](#), [SCNAT Forum Biodiversität](#), [One Planet Lab](#), [collaboratio helvetica](#), [PUSCH](#), [difference lab](#), [SDSN Switzerland](#), [learningplanet](#), [WorldEthicForum](#), [meso](#)

### Support

In 2023 scaling4good was a supporter to the WorldEthicForum, particularly its event with [Vandana Shiva](#).

### 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.

**td-net** - Scientific advisory board to the Swiss Academies for transdisciplinarity - Anaïs Sägesser, Member

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

**RCE-Zurich**, the regional centre of expertise for the UNESCO Education for Sustainable Development (esp. transformative learning), Board - Anaïs Sägesser

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

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

**Legacy17**, Association for transformative Learning, Members Katrin Hauser, Anaïs Sägesser

**Basler Kantonalbank**, Advisory Board for sustainability - Nicola Blum

**Baubioswiss**, Governing Board Member Katrin Hauser

## Internal

**Methodology** - Review sessions etc.

**Assembly meeting** - 13rd June hybrid with the participation of Katrin Hauser, Salomon Billeter, Majka Bauer, Anaïs Sägesser, Ariane Tanner, Regina Vogel, Daniel Zimmer, Diego Hangartner, Nicola Blum. - Detailed minutes are available.

**Team retreat** no team retreat took place in 2023. 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. Several members subcontracted work through their respective organisations. Total turnover in 2023 was 27,995.50 CHF which does not capture the value provided by the organisation.

Volunteering hours were more than 450 in 2023.

The surplus of 2023 was 4,558CHF. This surplus was only possible due to the volunteering hours of our members. We are delighted to continue 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,  
Pharm.D.**

[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.



**Dr. 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.



### **Dr. 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.

### **Dr. Ruth Förster**



For Ruth "feeling connected" to oneself, others, nature is crucial for being able to co-operate and integrate different ways of knowing for sustainable change.

She is passionate about supporting

individuals, groups and organizations to (re-) connect. In her work she combines systemic counselling and transformative learning approaches with creative body-centered, as well as nature-based ones. At the same time she brings in her strong analytical skills as a PHD environmental engineer (ETH Zurich) and former life cycle assessment analyst. Providing safe enough spaces for change experiments is one of her foci. She builds on more than 20 years expertise as trainer, facilitator and developer for unconventional, transformative and transdisciplinary learning settings and as coach, e.g. in collaborative leadership (ETH Zurich, Swissnex San Francisco, STRIDE). She is a long-term board member of the Swiss Academic Society for Environmental Research and Ecology (saguf) and leads its working group Education for Sustainable Development. scaling4good allows her to join energies in a team of like-minded, purpose driven change makers.

### **Dr. Nicola Blum**



Nicola is on a quest to understand the world and its systemic interconnectedness. Passionate about complex systems and system change in the context of

sustainable development, she currently teaches and researches at the Bern University of Applied Sciences. As pure knowing is effectless without doing, she invests herself in transdisciplinary, participatory processes that prototype new ways of doing, producing, consuming and living meaningful and sustainable lives.