

# Annual Report scaling4good

## 2024



Weg mit heilig tue  
Furt mit gschyd tue  
Hundertmal besser giengs allne  
Furt mit aastand u takt  
So hett d liebi platz  
Furt mit taktiere u wölle gwinne  
De loufe betrüeger u diebe i ds lääre  
Das alls isch wi puder, wärtlose  
schmuck  
Eifach u schlicht  
Zfride mit weni  
Das macht frei

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*Frei übersetzt:*

*Weg mit heiligem Getue, weg mit  
klugem Gehabe. Hundertmal besser  
ginge es allen. Weg mit Anstand und  
Takt, damit die Liebe Platz hat. Weg mit  
Taktieren und dem Streben nach  
Gewinn, dann laufen Betrüeger und  
Diebe ins Leere. Das alles ist wie Puder –  
wertloser Schmuck. Einfach und  
schlicht, zufrieden mit wenig – das  
macht frei.*

scaling4good is a community of reflective practitioners dedicated to the flourishing of humanity and the entire ecosystem. Each of us contributes in our own way, day by day, to fostering positive change for the common good. We enjoy sharing our

experience in designing and facilitating participatory processes that help regenerate eco-social systems.

Welcome! We hope you'll find inspiration reading about what happened in 2024.

### ACTIVITIES & PROJECTS

Throughout 2024, s4g completed two projects, continued two others, and initiated two new projects. Two of our projects have now successfully advanced into spin-offs: Sim2sustain and Siedlungsnatur GmbH.

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

This project started in 2019 and has come to an end in 2024. In June the project launched two new products: an indicator system [www.biovalues.siedlungsnatur.ch](http://www.biovalues.siedlungsnatur.ch) and a toolbox for biodiversity in settlement areas [www.toolbox.siedlungsnatur.ch](http://www.toolbox.siedlungsnatur.ch). In October, Katrin Hauser and Manuela di Giulio co-founded the Siedlungsnatur GmbH, a not-for-profit-but-for-impact company.



### Project 2: NBFF (continued)

The National Organic Research Forum (NBFF) serves as the stakeholder platform for Swiss organic agriculture, identifying research needs of organic practitioners and setting priorities for organic research. scaling4good, in partnership with Odonata GmbH, has supported this initiative since 2020.

### Project 3: Future Urban Society Innovation Booster (started)

As part of a successful consortium led by [meso](#), scaling4good successfully applied for a four-year Innovation Booster for Future Urban Societies grant. The Booster launched strongly in 2024, with a focus on Zurich. We activated an ecosystem around 2 challenges and supported 10 projects to scale their innovative approaches and activities from niche applications to mainstream adoption.



For further information visit [the website](#). Katrin Hauser and Nicola Blum (in her role as Prof. at BFH) are part of the core team. Anaïs Sägesser has supported the set-up and activation of the Basel ecosystem, eg. by facilitating a workshop. The project will continue in 2025.

### Project 4: Colab (continued)

scaling4good continues its work as consortium partner of the CoLAB - Committed to Local Climate Action Building Project.

In 2024, scaling4good facilitated collaboration and reflection processes across the consortium and served as an internal consultant on Design Thinking methods, Behavioural Change models and Co-Creation approaches for individual partners.

Majka Baur and Kristin Bauer supported the innovative solutions of the “House of Change”, particularly focusing on the development of digital tools designed to foster sustainable behavioural change among citizens in Aachen, Münster and Mannheim. These tools align lifestyle choices with “climate challenges” and are designed to lower CO<sub>2</sub> footprints while

increasing citizens' positive handprints, assisted by the online tool "[Deal-o-Mat](#)".

### Project 5: Facilitation of Participatory Process Basel

For the Klimafachstelle of the city of Basel, scaling4good conducted an open process with members of climate activist organisation Basel2030 over a period of 9 months, to build trust and gain insight into both tensions and areas for potential collaboration. Lead: Anaïs.

### SPIN-OFFS

#### Simulated Intervention Analysis for Sustainability (sim2sustain)

sim2sustain AG conducts quantitative analytics and modelling for clients, and connects qualitative and personal aspects with quantitative and subject-matter aspects of large-scale transformations towards systemic sustainability.

The company *sim2sustain* is led by Salomon Billeter, and it works together with several members of scaling4good.

#### SiedlungsNatur GmbH



a not-for-profit-but-for-impact company..

Scaling4good's second spin off in 2024 -originates in Project 1 - Biodiversity in Urban Settlements, Katrin Hauser and Manuela di Giulio co-founded *SiedlungsNatur GmbH*,

### MODERATION / FACILITATION

For the Berne's Office of Environment and Natural Hazards, Anaïs co-designed and co-facilitated the Annual "Perspektiven Wald" event which focused on the theme of transformation.

**Future Day 2024 Heuberge** built on the foundations of the Heuberge Ecological Forum 2024, strengthening collaboration with local representatives and marking the beginning of broader community engagement toward a sustainable vision—economically, socially, and ecologically. Katrin Hauser developed the concept and facilitated the day, which brought together 120 participants, including residents, municipal leaders, and local landowners, to co-create a shared vision for the region.



### VISIBILITY & THOUGHT LEADERSHIP

No **newsletter** was sent In 2024, due to limited resources. 8 new people subscribed to the newsletter, and the free eBook "A Changemaker's Guide to Design for Behaviour Change" was downloaded 33 times.

[A blog by Majka was published](#) in which she shares her lessons learnt.

## Conferences

In 2024, scaling4good presented at the following conferences:

Reallabor-konferenz Dresden "Konferenz "Reallabore – ExperimentierRäume für den Weg in eine nachhaltige Gesellschaft", April 2024:

Anaïs presented two papers associated with scaling4good and based on her collaboration with partners of "Stimmenlabor Basel 2023" and a living lab.

ITLC conference in Siena:

[How to Provide Safe \(Enough\) Spaces for Transformative Learning to Support Courageous and Decolonial Practices towards Climate Justice](#), co-authored by Ruth Förster, Anaïs Sägeser, Mandy Singer-Brodowski, Skyller Walkes. The authors received the Jack Mezirow Living Theory Award for the best conference paper for this work.

ISIRC conference in Bern, September 2024: Together with Nicola Blum (BFH), Anaïs Sägeser presented the extended abstract "Towards a systemic ecosystem perspective on the mainstreaming of innovative eco-social practices", co-authored by Björn Müller and Pascal Dey. Based on this abstract, the authors developed various research packages for submission for funding in 2025.

RSD13 Conference (online, October 2024) paper presentations:

[Anaïs Sägeser](#) & Naveen Shamsudhin Decolonial Embodied Transformative Learning  
Luea Ritter, Marco Gyger and [Anaïs Sägeser](#) on the inquiry into pre-requisites for co-creating a culture of care and kinship.

## Publications

[Förster, R. & Sägeser, A. \(2024\). Connecting to self and to nature. In J. Ristić Trajković & J. Bentz \(Eds.\), Creative methods toolkit for imagining, designing and teaching regenerative futures \(pp. 163-166\). FCSH, Nova University Lisbon.](#)

[Sägeser, Anaïs / Gyger, Marco / Ritter, Luea \(2024\): Co-holding and co-navigating collective liminal spaces for transformative learning outside educational contexts. In: Fabbri, Loretta et al. \(Eds.\), Getting Transformation into Good Trouble: Making new spaces of possibility with community and in practice. Proceedings of the XV Biennial International Transformative Learning Conference. S. 664-671.](#)

[Förster, Ruth, Sägeser, Anaïs, Singer-Brodowski, Mandy & Walkes, Skyller \(2024\): \[How to provide safe \\(enough\\) spaces for transformative learning to support courageous and decolonial practices towards climate justice\]\(#\). In: Fabbri, Loretta et al. \(Hrsg.\), Getting Transformation into Good Trouble: Making new spaces of possibility with community and in practice. Proceedings of the XV Biennial International Transformative Learning Conference, S. 664-671.](#)

[Sägeser, A., Mader, C., & Wilhelm, S. \(2024, April 11\). Unterschiedliche Bedeutungsperspektiven und Barrieren für transformatives Lernen im Reallabor \[Conference presentation\]. In: Reallabore – ExperimentierRäume für den Weg in eine nachhaltige Gesellschaft, Dresden, Germany.](#)

[Blum, N. U., Müller, B., Sägeser, A., & Dey, P. \(2024, September 2–4\). Towards a systemic ecosystem perspective on the mainstreaming of innovative eco-social](#)

practices. 16th International Social Innovation Research Conference (ISIRC), Bern, Switzerland.

Sägesser, A., Graul, A., Föhn, M., & Henke, S. (2024, April 11). Transformatives Lernen für Klimagerechtigkeit [Conference presentation]. Reallabor Nachhaltigkeit Conference, Dresden, Germany.

Fischer, M., Donati, G., van den Brandeler, F., Bolliger, J., Bach, P., Pakizer, K., Sägesser, A. & Ritter, L. (2024). Workshop für Stakeholder zu vernetzter ökologischer Infrastruktur. Aqua & Gas, 104(4), 58–60.

Donati, G., Van den Brandeler, F., Sägesser, A., Ritter, L., Fischer, M. & Bolliger, J. (2024). Dialog über ökologische Infrastruktur – Herausforderungen und Perspektiven. N+L Inside, 1/24

## 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 2024, scaling4good supported the Biodiversitätsinitiative which sought to change the Swiss constitution to embed the protection of biodiversity.

## Representations

Several of our members serve on various Boards and Advisory Boards, deepening the interconnection between scaling4good and other organisations. This fosters collaboration and co-creation across like minded organisations.

**td-net** - Scientific Advisory Board to the Swiss Academies for Transdisciplinarity - Anaïs Sägesser, member of the Advisory Board

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

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

**ZHDK- reSource**, Applied University of Arts in Zurich - Anaïs Sägesser, member of the Board for Sustainability

**Baselwandel**, network of actors dedicated to change in Basel - Anaïs Sägesser, member of the Board until June 2024.

**Legacy17**, Association for transformative Learning - Anaïs Sägesser and Katrin Hauser, members

**Basler Kantonalbank** - Nicola Blum, member of the Advisory Board for Sustainability

**Saguf**: Swiss Academic Society for the Environment: saguf - Ruth Förster, member of the Board & Chair of the Working Group Education for Sustainable Development

**AR+:** Action research plus - Ruth Förster, active member

**Baubioswiss:** Professional association for healthy and sustainable building and life - Katrin Hauser, member of the Board.

## Internal

**Assembly meeting** - 13rd June 24, 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** in June, in Fideris in the Swiss mountains with Salomon, Majka, Anaïs, Ruth, Kristin, Nicola, and Katrin attending.

**Financial accounting** Anaïs has again taken on the responsibility for the finance. The annual 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 2024 was 71,455.70CHF which does not capture the value provided by the organisation.

Volunteering hours were more than 400 in 2024.

The surplus of 2024 was 301.35 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 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 is a leader, because everyone can influence the environment they want to live in. And with that power 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 and team coaching, as well as the facilitation of group change processes.

### **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.

### **Kristin Bauer**



Driven by the conviction that sustainable system change is only feasible with a shift from our dominant narratives, [Kristin](#)

aims to challenge human-nature relationships and the growth paradigm with design. To this end, she creates future scenarios by producing [miniature models](#) and audiobooks, writing and illustrating corporate transformation manuals, and engaging stakeholders in biodiversity role-playing.

Kristin researches and practices at the intersection of design, futures and transformation research and specializes in research-through-design methods, passionately exploring how design can catalyse transformation processes. She first worked with scaling4good in 2019, developing the “[Zukunftsböxli](#)”, a biodiversity simulation game designed to spark discussions about [the co-benefits of biodiversity in urban green spaces](#). She currently works as a “Creative Engagement Manager” at Museum für Naturkunde, Berlin.