UP - Umwelt Plattform Annual Report 2017

Introduction

Based on its learnings from 2016 and thanks to the further financial support of the Umwelt Allianz, the Umwelt Plattform pursued its test phase in 2017. We carried out popUP events in several cities, using varied methods and approaches, and developed our communication and organisational model. Parallel to that, we drafted a longer-term strategy and started to raise funds to be able to continue our activities also in the future with a clear goal: empowering people to act for sustainability.

1) Activities
2) Identity, strategy and business model
3) Communication
4) Organisation
5) Financial report
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UP in 2017

We organised popUP events in big cities including Basel, Lausanne, Geneva, Bern and Zurich as well as smaller ones like Yverdon, Davos and Sainte-Croix.

8 cities

40 events

using various methods and approaches including co-creation, action, political mobilisation, film screening and challenges

together with 75 local organisations and initiatives

In Davos, we enabled the set up of a community garden, a repair café, and two groups promoting biking in the city: Pro Velo Davos and Davos rollt. In Basel, a biking group was also established.
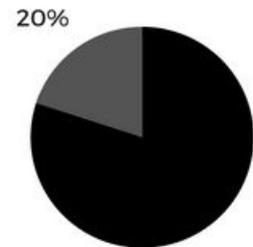
5 new local projects

3 strategic projects
We collaborated with WWF and Greenpeace on strategic projects

1000 participants

20% of whom were not acting before or acting little for sustainabiity

20%

80%

40% more likes on Facebook

950 visitors per month on our website

38% more newsletter subscribers

11 staff members

150 volunteers

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1) Activities
a) popUP events

In 2017, we carried out 40 popUP events in eight bigger and smaller cities of Switzerland: Zurich, Basel, Bern, Geneva, Lausanne, Yverdon, Davos and Sainte Croix. In total, we attracted around 1000 participants. We used varied methods and approaches (co-creation, action, political mobilisation, film screening, challenges) to better understand what our niche and future role should be in the ecosystem of existing organisations and be able to draft a long-term strategy for 2018 onwards.

<u>Our impact</u>

We attracted new people: our popUp events were a powerful means to get people to act for sustainability. We are able to show people how acting for sustainability can be fun, we inspire and provide them with an experience that provides a basis for further actions and choices. in 2017, and based on the surveys we carried out at the end of events, 20% of all participants in our events were not acting or acting little for sustainability before.

<u>Example: Disco Fruit in Yverdon</u>
On August 25th 2017, we organised a Disco Fruit in Yverdon in partnership with Arbolife. 200 people made their own smoothies from food waste and were made aware of the issue in a nice and fun atmosphere. The event took place outside the train station, and therefore attracted lots of people, many of whom would have not joined the event otherwise.

We enabled the setup of sustainability projects: our popUP events were a great physical platform to share and develop concrete ideas for local sustainability projects. In 2017, 5 concrete sustainability projects were launched in the course of a popUP event.

<u>Example: Community Garden in Davos</u>
When local volunteers sat together in April 2017 and brainstormed about next activities, the project idea that jumped out was that of creating a "Stadtgarten". A garden from and for Davoser with veggies, fruit and herbs. Talks with the city soon led to a 3-year lease agreement for one of the parks in the centre of town, on the condition that early June the first plants would be there. Quick mobilisation of people and a crowdfunding campaign led to a successful summer-season, with berries and fine herbs

and many helpers, and at the end of which plans for a second garden were being developed.

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We strengthened the ecosystem of organisations and volunteers: in 2017, we worked with around 75 organisations and initiatives and 150 volunteers supported us in the organisation of events or in the implementation of projects.

b) Strategic Projects

Because of our expertise and experiences, we received several requests for collaboration on a more strategic level, around the topic of "acting for sustainability". We engaged in these for two main reasons: 1) to use our learnings and experiences to the benefit of other organisations (working in the field of sustainability) and thereby 2) learn from them, network and create a revenue stream as part of our mixed business model. In 2017 we worked on these projects:

WWF day [September 2nd 2017]
In September 2017, we were asked to help organise WWF's annual volunteer and employee day in Zollikofen, Bern. The aim of this event was to strengthen the linkages between volunteers and employees at WWF, get to know each other and work on strategic issues within the organisation. In the morning, we moderated a game session challenging participants to think about communication around sustainability. In the afternoon, we moderated two workshop sessions around collaboration and communication.

Co-Lab for Nature, WWF [November 2017- July 2018]
Co-Lab for Nature was a pilot project from WWF Switzerland that started in November and run for 6 months. The purpose was to tackle important questions that WWF is facing currently and in the future with its employees as well as with externals. UP was asked to join for new perspectives, inputs and network from the field of sustainability. 6 co-working days were planned with iteration phases to test and prototype. UP were in the group of national collaboration that aimed to foster innovation, new approaches, skills and collaboration within WWF as well as in the collaboration with the outside.

Greenpeace campaign work [approx. September/October 2017- January 2018]
Greenpeace was elaborating new campaign ideas to replace their Jugendsolar project that had been running for around 20 years. Based on a survey, key interests of Greenpeace's community were identified with other Greenpeace members to then work out two proposals. One revolved on reducing plastic in the take-away system of Swiss canteens and the other was about a community project similar to Buen Vivir/Transition towns.

2) Identity, Strategy & Business Model

A new phase started in May 2017 when UP decided to focus on a long-term strategy and new people with varied experiences arrived in the team. The goal was two-fold: 1) to define UP's identity in order to enhance its impact and 2) to transform from an (Umwelt Allianz) project into an organisation in its own right.

a) Identity, strategy

From May 2017 until November 2017, we defined UP's identity. Starting from the core concept of popUP events, we improved it, defined our mission as well as our target group, and decided to set a thematic and geographical focus in order to have a clear identity and strategy.

<u>Core concept:</u> based on the core concept of popUP events (short innovative events where people and organisations get together, act and co-create for sustainability), we developed two types of popUP events which complement each other and are to be combined in a series:
- Fun & action: people act for sustainability, become aware in a fun way and learn how to change their lifestyles
- Co-creation: people develop solutions and project ideas to help shape a more sustainable society.

<u>Target group:</u> we noticed that very few organisations were targeting the people who are not acting for sustainability right now, or only slightly doing so. However, if we really want to make a change, we would need to focus on this part of the population. We thus decided to make them our main target group, within a local context.

<u>Thematic focus:</u> we decided to focus on the aspect of sufficiency within the topic of sustainability. The reasons are two-fold: First, we believe there is a big potential to change the common discourse around that topic. Second, we are convinced that it provides a good way to tackle Switzerland's overconsumption issue.

<u>Geographical focus</u>: our learnings from the past two years, and especially our experience in Davos, showed that there is a big potential in going to smaller cities where not a lot is going on in terms of sustainability. We therefore decided to focus more on those middle-sized cities, while keeping our activities in some bigger cities for network, inspiration and innovation.

b) Business Model

Because we want our popUP events to be free-of-charge for all participants, we developed a mixed business model to cover our needs:
- 60-70% from foundations, state / canton / towns to fund our work in the cities
- 30-40% from organisations + companies for strategic projects. Here is our offer for them:
    - we either engage and inspire employees through (a series of) fun and tickling popUP events
    - We work on a specific sustainability challenge and enable new ways of thinking within an organisation

We started to raise funds in November 2017 for our 1-year project in Zurich, Basel and Davos, focusing on small, local foundations and institutions.

3) Communication

Pursuing what we had started in 2016, all our communication activities were based on one core idea: we need inspiration not desperation! We therefore communicated in a funny, casual and sweet way, avoiding aggressivity, or naming and blaming campaign.

a) Website

In order to follow UP's strategy development, we needed to update our website three times in 2017 and we will likely have to update it again in 2018. In 2017, there were on average 950 people visiting the website each month, with the number rising from September onwards. We also translated the website in English and French.

b) Newsletter

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In Spring 2017, we created a new German and French newsletter template with Mailchimp. The idea was to put more pictures, less text and focus on promoting our events and spreading selected good news to our followers. From January 2017 until December 2017, the number of subscribers to our newsletter rose from 330 to 534, an increase of 38%.

c) Social Media

In 2017, we have been present online on Facebook and Twitter. On Facebook, we went from 792 page likes on January 2017 to 1306 likes at the end of December, an increase of almost 40%. Facebook is our main social platform, we have been very active on it, trying to post once a day. We used it mainly for two things: promoting our events (event page, posts, etc.) and spreading good news and easy tips and tricks to inspire our followers. Twitter only helped us to promote our events so far, though we don't have a big outreach. We will have to decide whether it makes sense to keep Twitter or if further social media are better to promote our activities.

4) Organisation

a) Association

UP was founded on April 22nd 2016 in Basel. In May 2017 the statutes were changed to outline the goal of fostering civic engagement in the area of sustainability and supporting initiatives in the field. This allowed us to apply for tax exemption in Basel-Stadt. Since July 12th 2017, UP is a tax-exempt association. Starting end of June, UPs employees were no longer part of WWF but hired by the association, supported by the trust fund Inventura based in Schenkon, LU. The Umwelt Allianz further supported financially the association until the end of the year.

b) Structure and communication

Organisational structure
In 2017, we worked on an organisational structure that enables us to find the right balance between national and local work and defines clear decision-making processes. The main question here is how to give enough space to the volunteers and local event management while making sure this is matching UPs national strategy and vision. We are still working on this process.

Internal communication
As we are all spread over Switzerland (Basel, Bern, Davos, Zurich...) without an office, we found innovative ways to collaborate. To ensure clarity in collaboration and teamwork, we used online tools including Google Drive/Calendar and Slack. We organised regular meetings with the team members and worked on a series of guidelines to provide the employees with a solid framework and make sure there is a knowledge transfer when people leave the organisation.

c) Sustainability at UP

As our organisation revolves around sustainability, we clearly pay attention to being sustainable ourselves as well. We are young and still learning to also do this well, but here are some key features which reflect our current status:
5) **We reduce travel to the minimum.** We are a national organisation, with team members however working on UP being based in different Swiss cities. We tend to work from home or public places and interact through working apps and regular

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Skype calls. Once in a while we meet in person to keep the team-connection, and for organisational purposes, mainly fundraising.

6) **We are sparse with resources.** We have very little own resources. Most of the resources we have are related to the events. We aim for the resources we do use to be either durable, reusable or second-hand.

7) **We value flexibility and individual needs.** Office hours or managerial checks don't make our vision happen. We are convinced that every team member is giving their best and by deciding on overall goals and todo's together, and provide feedback on progress and ideas from individuals, we ensure that we are implementing our strategy and step-by-step are reaching our vision.

5) Financial report

Schlussbilanz per 31.12.2017

100	Kassa	115.80	199	Kred. Soz.Versicherung	-587.80
101	Bank	45'255.88	200	Kreditoren	0.00
110	Debitoren	0.00	201	Kreditor Estelle	0.00
130	Transitorische Aktive	633.00	202	Kreditor Jonas	0.00
			203	Kreditor Jess	0.00
			204	Kreditor Irina	0.00
			205	Kreditor Manon	0.00
			206	Kreditor Martina	0.00
			207	Kreditor Nicole	0.00
			208	Kreditor Roman	0.00
			209	Kreditor Ruth	0.00
			210	Kreditor Bianca	0.00
			211	Kreditor Myriam	0.00
			212	Kreditor Marie	0.00
			230	Transitorische Passive	26'044.80
			240	Fond zukünftige Projekte	26'268.03
	Verlust	5'720.35			
	Bilanzsumme	**51'725.03**		**Bilanzsumme**	**51'725.03**

Erfolgsrechnung vom 1.1.2017 bis zum 31.12.2017

540	Lohn Umweltallianz	78'000.00	340	DL Erträge	2'615.55
541	Lohnaufwand UP	63'500.00	360	Weitere Erträge DL (Spenden Event)	3'236.25
570	Soz. Versicherungsaufwand	5'592.40	370	Stiftungsgelder	0.00
580	Spesen Reisen	5'010.70	380	Subventionsgelder (Organisationen)	166'000.00
581	Spesen andere	1'109.13			
590	Verpflegung Event	637.65			
600	Raum	2'372.45			
650	Material Event	612.05			
651	Adminkosten	251.85			
660	Spende Zusammenarbeit	1'462.20			
661	Gutschrift Fonds zukünftige Projekte	17'578.98			
680	Support (coaching, admin)	1'135.00			
690	IT	230.70			
691	Werbung	37.94			
700	Bankspesen	41.10			
				Verlust	5'720.35
		177'572.15			**177'572.15**

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6) Annexes

a) List of past events

25.01 **Get UP Lausanne: UP Campus GO!** (changemaker meeting)

04.02 **Get UP Genève: Atelier culinaire de saison avec une paysanne vaudoise** (action)

14.02 **Get UP Davos: Kino - STEPS und Skisachentausch** (action)

26.02 **Get UP Basel: Foodwaste-Event** (awareness+action)

02.03 **Get UP Basel - Mehr Velofahrende in Basel** (co-creation)

04.03 **Get UP Davos - Kino Tomorrow** (awareness)

06.03 **Get UP Lausanne: soiré de recrutement** (changemaker meeting)

16.03 **Get UP Basel: Filmvorführung "The Yes Men are revolting"** (awareness)

17.03 **Get UP ZH: Film Freightened (NNFF'17)** (awareness+action)

23.03 **Get UP Bern: Filmvorführung "Qu'est-ce qu'on attend?"** (awareness)

26.03 **Get UP St-Croix: Trading Paradis&Jeu de la monnaie** (awareness/action)

30.03 **Get UP Genève: Atelier bombes à graines** (action)

06.04 **Get UP Zurich: Verzicht oder Wachstum?** (awareness/political mobilisation)

19.04 **Get UP Davos: Energy Apéro** (political mobilisation)

25.04 **Get UP Basel: Bring- und Hol-Party** (awareness/action)

25.04 **Get UP Zürich: Energiestrategie Leserbriefaktion** (political mobilisation)

25.04 **Get UP Genève: Urbanisme durable** (challenge - terrasse sans frontières)

26.04 **Get UP Lausanne: Disco Soupe** (action)

27.04 **Get UP Basel: The True Cost** (awareness)

29.04 **Get UP Genève: Troc + Projection la belle Verte** (action/awareness)

30.04 **Get UP Genève : Troc d'habits et brunch dominical** (action)

04.05 **Get UP, Listen UP - Happening Ecoute Active** (undefined)

13.05 **Get UP and Encourage eco-festival** (outreach/awareness/action)

23.05 **Get UP Lausanne : Projection "Tout s'accélère"** (awareness)

01.06 **Get UP Genève: Concours pour le développement durable** (undefined)

08.06 **Get UP Yverdon - Tout s'accélère** (awareness)

9-11.06 **Get UP Imp!act au festival de la Terre** (changemaker meeting)

10.06 **Get UP Basel - Welchen Wandel wünschst du dir?** (changemaker meeting)

30.06 **Get UP Davos: Klimawandel Community Workshop** (co-creation)

05.07 **Get UP: Züri West Nachhaltig (Rundgang)** (awareness/action)

12.08 **Get UP Sainte-Croix: Ateliers Challenges** (outreach/awareness/action)

25.08 **Get UP Yverdon - Disco Fruit** (action)

17.09 **Get UP Yverdon La Friperie - AlternatYv** (action)

17.09 **Get UP Yverdon World Café économie circulaire - AlternatYv** (co-creation)

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25.09 [**Get UP & BOOST Sustainability in Basel**](#) (co-creation)

08.10 [**Get UP goes Walk-in Closet Zürich**](#) (action)

26.10 [**BOOST Sustainability Lab - Let's Ideate!**](#) (co-creation)

01.11 [**Get UP Basel Kleidertausch**](#) (action)

02.11 [**Get UP & BOOST Sustainability in Basel**](#) (co-creation)

07.11 [**Get UP Basel: Pub-Quiz**](#) (action)

25.11 [**Internationaler Chouf-Nüt-Tag**](#) (outreach)

09.12 [**Get UP Basel Besichtigung Kehrichtverbrennungsanlage**](#) (action)

14.12 [**GetUP Davos ReparierBar Snow-special**](#) (action)

17.12 [**Get UP Zürich: Repair Café Spezial**](#) (awareness+action)

29.12 [**Get UP Basel Taizé-Workshop**](#) (outreach)

b) List of board and team members

Board members
During the general assembly of May 1st 2017, Ruth Thommen, Camille Schuele and Martina Weber resigned from the board. Newly elected were Meret Vischer (treasurer), Alexandra Gavilano (president) and Manon Pétermann (substitute).

Newly admitted in the association as members were Jonas Küng, Estelle Guex, Irina Studhalter, Manon Petermann, Roman Ambühl.

See overview of **collaborators and official members of the association** based on last general assembly.
- Ruth Thommen [member + collaborator]
- Jonas Küng [member + collaborator until October, afterwards volunteer]
- Irina Studhalter [member + collaborator until July]
- Marie Seidel [collaborator starting May]
- Nicole Keller [collaborator starting May]
- Myriam Ait-Yahia [collaborator from May-August]
- Manon Pétermann [member + collaborator until June]
- Martina Weber [member + collaborator until June, volunteer until August]
- Roman Ambühl [member + collaborator until February, volunteer until April]
- Jess Chhit [collaborator from January to February]
- Estelle Guex [member + collaborator until November, volunteer in December]

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