



# **GreenUp / Association**

## **Umwelt Plattform**

### Annual Report 2024



*The Climate Hub Davos - from Pilot Project (2024) to International Highlight (2025)*

# Organisation 2024

The association GreenUp is legally called **Umwelt Plattform**.

GreenUp is the brand name we deploy.

Website: [www.green-up.ch](http://www.green-up.ch)

UID: CHE-484.763.548

Governing Board: Renée LaPlante, Victor Vogt, Caroline Putman-Cramer, Maijastiina Rouhiainen-Neunhäuserer, Romain Leroy-Castillo

Statutes: Umwelt Plattform was created in April 2016. See here our [Statutes](#).

Revisor: Patrick Stöckli, Inventura AG

Paid staff: 5 persons, total FTE of ca 230%

Members: ca 20.

Volunteers and Facilitators: ca 50

# Activities 2024

Find below a brief summary of all the activities we have carried out this year.

1. **The Climate Hub Davos** took place for the first time, alongside the annual meeting of the World Economic Forum. It is an open space where organizations share and exchange ideas about climate and nature-based solutions. With around 1,500 visitors inside and on the square, and around 25 partners, a new institute was born!



2. **Thirty workshops were** organised across the country in 2024, 75% of which were for our partner WWF, but eight were organized for our own clients. Focusing on food, biodiversity, and circularity, these workshops enabled participants from large and small companies to be positively encouraged through practical experiences and exercises.



3. **GoSimple:** Our project aimed at empowering households and individuals to lead conscious, resource-efficient lives. In 2024, the focus was on more conferences and community activities. A dozen conferences led by a wide variety of experts were organized, as well as exciting workshops, including one on fermentation.



4. **GreenShare:** What began as a project around the World Economic Forum to prevent waste has grown into an annual project in Davos. Citizens can obtain items in good condition for reuse in exchange for a donation.

5. **Community projects:** In Ticino and Graubünden, we help people improve their daily lives in simple and positive ways. In Ticino, we regularly organize clothing swap events, while in Graubünden, we offer workshops on nature and aromatherapy and collaborate with the city of Davos to find organic waste management solutions for individuals.



# Balance Sheet 2024

| ASSETS                            | 31.12.2024       | %           |
|-----------------------------------|------------------|-------------|
| Liquidity                         | 77'424.27        | 80%         |
| Receivables                       | 870.07           | 1%          |
| Inventories and unbilled services | 10'000.00        | 10%         |
| Prepaid expenses                  | 2'985.78         | 3%          |
| Amounts not yet received          | 5'952.34         | 6%          |
| <b>CURRENT ASSETS</b>             | <b>97'232.46</b> | <b>100%</b> |
| Mobile tangible assets            | 108.09           | 0%          |
| <b>FIXED ASSETS</b>               | <b>108.09</b>    | <b>0%</b>   |
| <b>TOTAL ASSETS</b>               | <b>97'340.55</b> | <b>100%</b> |

| LIABILITIES                            | 31.12.2024       | %           |
|----------------------------------------|------------------|-------------|
| Trade accounts payable                 | 7'568.42         | 8%          |
| Other short-term liabilities           | 7'102.31         | 7%          |
| Accrued expenses and deferred income   | 1'724.11         | 2%          |
| Income received for the following year | 72'500.00        | 74%         |
| <b>SHORT-TERM LIABILITIES</b>          | <b>88'894.84</b> | <b>91%</b>  |
| Fund for future needs                  | 7'765.32         | 8%          |
| Association assets                     | 0.00             | 0%          |
| Profit                                 | 680.39           | 1%          |
| <b>TOTAL ORGANISATION CAPITAL</b>      | <b>8'445.71</b>  | <b>9%</b>   |
| <b>TOTAL LIABILITIES</b>               | <b>97'340.55</b> | <b>100%</b> |

## Expenses and Revenue

| REVENUE                        | 31.12.2024 | %   |
|--------------------------------|------------|-----|
| Patron contributions           | 190.00     | 0%  |
| Subsidies (foundations)        | 45'000.00  | 16% |
| Subsidies (organizations)      | 89'587.80  | 33% |
| Subsidies (Public Authorities) | 55'200.00  | 20% |
| General donations              | 468.07     | 0%  |
| Event donations                | 0.00       | 0%  |
| Sponsoring                     | 5'132.95   | 2%  |

|                                       |                   |             |
|---------------------------------------|-------------------|-------------|
| Project funds generic                 | 6'347.65          | 2%          |
| Revenue from sale of goods & material | 535.53            | 0%          |
| Revenues from services                | 7'475.00          | 3%          |
| Revenue from events                   | 0.00              | 0%          |
| GreenHubDavos - CoWorking / Swap      | 9'380.19          | 3%          |
| GreenShare                            | 1'669.21          | 1%          |
| GoSimple                              | 8'638.79          | 3%          |
| Workshops                             | 43'521.90         | 16%         |
| Other revenue                         | 2'318.58          | 1%          |
| <b>TOTAL REVENUE</b>                  | <b>275'465.67</b> | <b>100%</b> |

|                                 |                   |             |
|---------------------------------|-------------------|-------------|
| <b>EXPENSES</b>                 | <b>31.12.2024</b> | <b>%</b>    |
| Human capital                   | 155'290.08        | 57%         |
| Events                          | 1'025.09          | 0%          |
| Volunteers and Community        | 1'599.50          | 1%          |
| Local Management / Coordination | 98.10             | 0%          |
| Other projects                  | 596.20            | 0%          |
| GoSimple                        | 15'287.71         | 6%          |
| DuraPass                        | 0.00              | 0%          |
| GreenHubDavos                   | 4'007.28          | 1%          |
| Clothing Loop                   | 0.00              | 0%          |
| WEF - ClimateHubDavos           | 71'034.70         | 26%         |
| WEF - GreenShare                | 2'748.87          | 1%          |
| Workshops                       | 13'018.85         | 5%          |
| Innovation + Trainings          | 0.00              | 0%          |
| Communication                   | 4'382.79          | 2%          |
| Organisation / Team             | 1'518.40          | 1%          |
| Services for the Association    | 40.00             | 0%          |
| Administration and Bookkeeping  | 2'263.45          | 1%          |
| Goods and Materials             | 0.00              | 0%          |
| Insurances                      | 141.42            | 0%          |
| IT                              | 576.65            | 0%          |
| Amortisations                   | 157.54            | 0%          |
| Other expenses                  | 998.65            | 0%          |
| <b>TOTAL EXPENSES</b>           | <b>274'785.28</b> | <b>100%</b> |

## Result

|                       |                   |
|-----------------------|-------------------|
| <b>TOTAL EXPENSES</b> | <b>274'785.28</b> |
| <b>TOTAL REVENUE</b>  | <b>275'465.67</b> |
| <b>PROFIT</b>         | <b>680.39</b>     |

## 2024 finances in words

- Our turnover increased by about 40% compared to 2023. This mostly had to do with the WEF projects.
- Most of our costs come from our people – 57%. Our passionate people are the key to everything we do. All of the team however still puts many volunteer hours in to run our projects.
- We have 72'500 reserved for the next years; mostly for GoSimple. We still need additional money at present to continue.
- The Workshops had a positive result of 30'000 CHF, not accounting for the staff; if counted in, we would be at a loss.
- Some overall direct costs, like communications, were very low, but within most projects these costs are included, such as for GoSimple and the WEF-projects.
- The GreenHubDavos and its projects had a positive outcome of 5'000 CHF

## Auditor Report

See next page.

An die Mitglieder des Vereins  
UP Umweltplattform

## Revisionsbericht

Sehr geehrte Damen und Herren

Auftragsgemäss haben wir die Prüfung der Jahresrechnung (Bilanz und Erfolgsrechnung) des Vereins UP Umweltplattform für das am 31. Dezember 2024 abgeschlossene Vereinsjahr vorgenommen.

Für die Jahresrechnung ist der Vorstand verantwortlich, während unsere Aufgabe darin besteht, die Prüfung der Jahresrechnung so zu planen und durchzuführen, dass wir hinreichende Sicherheit gewinnen, ob die Jahresrechnung frei von wesentlichen falschen Angaben ist.

Nach unserer Beurteilung zeigt die Jahresrechnung für das am 31. Dezember 2024 abgeschlossene Vereinsjahr ein den Tatsachen entsprechendes Bild der Vermögens-, Finanz- und Ertragslage in Übereinstimmung mit dem schweizerischen Gesetz und den Statuten. Die Bestandessalden der Bilanz sind nachgewiesen, die stichprobenartig geprüften Belege stimmen mit der Buchhaltung überein und die Buchhaltung ist ordnungsgemäss und sauber geführt.

Die Jahresrechnung schliesst mit einem Ertragsüberschuss von CHF 680.39 ab.

Wir beantragen der Mitgliederversammlung die vorliegende Jahresrechnung zu genehmigen und den Buchhaltungsverantwortlichen sowie dem Vorstand Décharge zu erteilen.

Schenkon, 11. April 2025

**INVENTURA GMBH**

Patrick Stöckli  
Fachmann im Finanz- und Rechnungswesen  
mit eidg. Fachausweis