



GreenUp / Association

Umwelt Plattform

Annual Report 2025



*The GoSimple Project reached great potential in Basel in 2025
with 2 implementations of the Challenge Programme
as well exciting talks and events as part of the Community Programme*

Organisation 2025

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

GreenUp is the brand name we deploy.

Website: www.green-up.ch

UID: CHE-484.763.548

Governing Board until mid April 2025: Renée LaPlante (President), Victor Vogt, Caroline Putman-Cramer, Maijastiina Rouhiainen-Neunhäuserer, Romain Leroy-Castillo

Governing Board from mid-April 2025: Michaela Reimann (President), Victor Vogt, and Caroline Putman-Cramer. In November 2025, complemented with Katja Brunner, Sébastien Chahidi and Jasmin Khalifa

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

Revisor: Patrick Stöckli, Inventura AG

Paid staff: 5 persons, plus project contracts. Average FTE of ca 280%

Members: ca 20.

Volunteers and Facilitators: ca 50

Activities and Impact 2025

>90% of participants in our sustainability engagement experiences felt inspired to make changes in their work and personal lives

Over 350 people took part in our sustainability engagement experiences

We saved 15,000+ kg of CO₂ by rescuing leftover items from events and redistributing them within the community. Over 2500 items got a second life!

At Climate Hub Davos, we co-created 25 impact sessions with 46 partners, attended by over 2000 people

In 2025, our GoSimple programme activated 305 participants to lead a more resource-light life

GoSimple programme participants cut their emissions by 20% on average!. They maintain their sustainable habits a year later

Employee Engagement

“This experience motivated me to rethink my daily consumption habits”
GreenUp 360°Experience for Teams participant

We delivered 20 corporate experiences in 2025, across Switzerland – from Geneva to Davos, from Basel to Lugano. Not just in companies though.. also at a few schools and community programmes. Over 350 participants actively engaged during 2 to 4-hour workshops. We did 7 Food Futures, 6 Circular Champions Workshops, 7 CleanUps, 1 Biodiversity Action and 2 Talks.



Feedback on the GreenUp teams:

- “Fantastic team with great knowledge!”
- “Very welcoming atmosphere, the breakfast on arrival set the tone.”
- “I really enjoyed that we could prepare our own pesto!”
- “Super friendly and inspiring facilitators.”

GoSimple

Basel Implementation

We implemented 2 Gosimple Challenge programs (English & German)

- 8 Workshops of 3.5 hours
- 4 external workshops (built in)
- 2 Greenup Food Futures workshop (built in)
- 2 Circular Champion workshops (built in)
- ~10 local shops and initiatives involved
- 4 external speakers

2 Gosimple Program presentations (FNHW, Uni Basel)

1 Online Tour created

36 Gosimple challenge Households

108 Gosimple challenge participants

6 GoSimple Talks

127 GoSimple Talk participants

4 Gosimple Community events

70 Gosimple community event participants

- Fermentation Workshop – **38** participants
- Basel Drinking water filtering facility – **11** participants
- GEW workshop – **19** participants

305: Total GoSimple event participants



"I felt the mobility workshop was very well organised and action-oriented. The GoSimple team encouraged us to try new ways of commuting, which could be more environmentally friendly. And for me, most impressive was that they took that encouragement to enablement, by helping us use those modes of transport. In my case, it meant Maurizio helping me register myself on the shared bike app, find a bike, and ride with me back to the event location. That is truly impressive and goes a long way to convey how deeply the GoSimple team is motivated to make a real impact on our daily lives. I have now become more confident and open to try bikes in Basel :)"

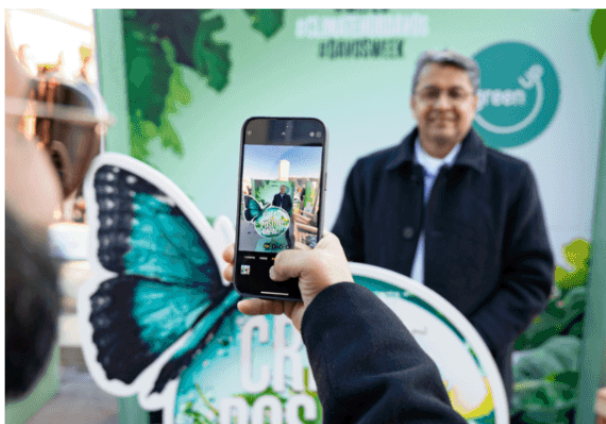
Image: the annual GoSimple fermentation workshop.

Lausanne Implementation

In 2025, we focused on laying the foundations for a Lausanne Implementation of the GoSimple Challenge Programme, which is desired by the city. This was a year of fundraising, establishing partnerships and more.

Climate Hub Davos

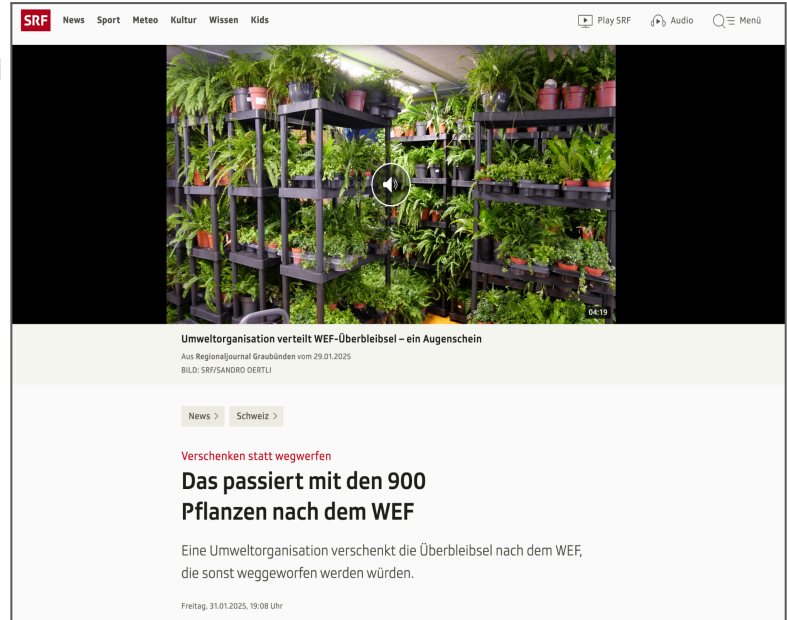
The 2025 programme featured **25 impact sessions in the theatre and foyer co-created with 46 partners** (from business, science, government and non-profit). Innovative, sometimes debated climate and nature solutions were shown, discussed and followed up on in many different ways. With almost **2000 visitors** – from climate experts, from non-profit implementers to Chief Sustainability Officers, CEOs and ecopreneurs, plus many more thousands online, now, over a year later, we can see that **many small and bigger partnerships were forged**. And... **the visionaries, the “do-ers of this world” spoke, and inspired**. For example, Muhammad Yousef (interim President of Bangladesh, Peter Bakker (World Sustainable Business Council) and Johan Rockström (pioneering Swedish scientist on the planetary boundaries framework, joint director of the [Potsdam Institute for Climate Impact Research](#) (PIK) in Germany).



GreenShare

GreenShare is GreenUp's very tangible circularity project.

- Together with the people of Davos, we rescued around 2,500 items from 12 different organisations/organisers around the WEF's annual meeting. These included some very large items, such as a podium stand, bar and tables, 900 plants, carpet remnants and other materials, as well as lots of small items of furniture, decorations and textiles.
- We gave various organisations advice on circular and sustainable event options and, with the Climate Hub Davos, showed how to design and manage event spaces in a sustainable way.
- The project around the WEF Annual Meeting achieved national and even international visibility in renowned media, and – without counting plants and food – helped save **11'427 kg¹ of CO2 emissions**.
- The project has been extended since 2024 to a year-round project in Davos, together with partner Kelly Transporte and others. In 2025, over 30 further larger furniture items found new homes, and over 200 items were swapped in the Green Hub Davos and as part of the Clothing Loop project we also set up.



Other activities and impact

- We started **Circular Economy Switzerland (CES) Regio Circle for Graubünden**
- We implemented **community activities in Davos** with a focus on circularity and biological food production
- We shared 100+ posts, articles and newsletters with **500+ tips, stories and examples for a simple and regenerative lifestyle and business models**
- **By sharing our impact stories, we received several donations**

¹ On average, 3.9 kg of CO2 emissions are saved per kg of reused goods. See [Reuse of consumer products: Climate account and rebound effects potential – ScienceDirect](#) We estimate that a total of 2930 kg of items were reused. See also [Calculadora CO2](#)

Finances 2025

Balance Sheet

ASSETS	31.12.2025	%
Liquidity	146'667.86	87%
Receivables	857.17	1%
Inventories and unbilled services	0.00	0%
Prepaid expenses	7'791.92	5%
Amounts not yet received	0.00	0%
CURRENT ASSETS	155'316.95	92%
Mobile tangible assets	13'310.05	8%
FIXED ASSETS	13'310.05	8%
TOTAL ASSETS	168'627.00	100%

LIABILITIES	31.12.2025	%
Trade accounts payable	10'924.45	6%
Other short-term liabilities	21'597.79	13%
Accrued expenses and deferred income	1'805.00	1%
Income received for the following year	121'049.00	72%
SHORT-TERM LIABILITIES	155'376.24	92%
Fund for future needs	13'250.76	8%
Association assets	0.00	0%
Profit	0.00	0%
TOTAL ORGANISATION CAPITAL	13'250.76	8%
TOTAL LIABILITIES	168'627.00	100%

Expenses and Revenue

REVENUE	31.12.2025	%
Membership fees	200.00	0%
Patron contributions	0.00	0%
Subsidies (foundations)	7'500.00	2%
Subsidies (organizations)	72'932.95	19%
Subsidies (Public Authorities)	31'765.00	8%
General donations	2'860.48	1%
Event donations	145.60	0%

Sponsoring	3'000.00	1%
Project funds generic	139'361.07	36%
Revenue from sale of goods & material	4'790.50	1%
Revenues from services	10'646.40	3%
Revenue from events	0.00	0%
GreenHubDavos - CoWorking / Swap	7'470.47	2%
GreenShare	22'935.33	6%
GoSimple	52'141.10	14%
Workshops	26'416.00	7%
Other revenue	0.00	0%
TOTAL REVENUE	382'164.90	100%

EXPENSES	31.12.2025	%
Human capital	153'870.41	40%
Events	644.80	0%
Volunteers	979.20	0%
Local Management / Coordination	19.00	0%
Other projects	0.00	0%
GoSimple	10'419.97	3%
Circular Economy Switzerland Graubünden	616.00	0%
GreenHubDavos	8'007.85	2%
Clothing Loop	2'420.00	1%
WEF - ClimateHubDavos	144'525.77	38%
WEF - GreenShare	24'967.37	7%
Workshops	25'265.61	7%
Innovation + further education	0.00	0%
Communication	3'005.96	1%
Organisation / Team	1'511.75	0%
Services for the association	0.00	0%
Secretariat and bookkeeping	2'629.55	1%
Goods and Materials	0.00	0%
Insurances	439.96	0%
IT	680.66	0%
Amortisations	1'514.92	0%
Other expenses	646.12	0%
TOTAL EXPENSES	382'164.90	100%

Result

TOTAL EXPENSES	382'164.90
TOTAL REVENUE	382'164.90
PROFIT	0.00

2025 finances in words

- Our turnover increased by about 30% compared to 2024. This mostly had to do with the Climate Hub Davos!
- The cost of staff versus other activities went down to 40%. Also, due to the many volunteer hours spent by all of us.
- We have 11'000 CHF as Capital Reserve

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 2025 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 2025 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 ausgeglichenen Ergebnis. Es kann eine Zuweisung an den Fonds für zukünftige Projekte von CHF 4'805.05 gemacht werden.

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

Schenkon, 10. April 2026

INVENTURA GMBH

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