Verein Umwelt Plattform

Annual Report 2021

1. Summary

2021: a year of transformation! Changing UP into GreenUp, being more active in Romandie and Ticino through new bases in Sion and Lugano, exciting new projects and.. a new Board!

We were pleased that Natalia Schwarz from Solothurn accepted the role as President of the Board, Victor Vogt from La Chaux-de-Fonds became the Treasurer and Head of Finances and Heather Moore from Zurich took up the role as Communications & Marketing expert.

Please see our 2021 summary video here:
https://www.youtube.com/watch?v=JVJp1h0vlVc

2. Strategy and Brand

Strategy:

GreenUps Vision is a world in which everyone has simplified their life - less = more - is the new normal! GreenUp wants to empower people to simplify their lives and use less resources at the same time.
Through workshops and projects around themes like mobility, local economy, zero-waste and food they experience that simplification can bring them a lot in everyday life, and the planet too.
GreenUp reaches its target through

- fun and easily accessible events across the country organised by volunteers
- inspiring and supporting people online with resources and tips, news and this way to create a "friends of GreenUp" supporter plan
- working with cities and other actors on projects that are of value to their citizens
- organising workshops for companies' clients or employees
- setting up relevant projects ourselves where they do not yet exist, on a regional or national scale

In 2021 our focus was less on events due to the ongoing Corona-crisis, but rather on kickstarting relevant projects, yet inspiring our followers and people across Switzerland a lot online and from time to time through events.

Rebranding: From UP to GreenUp

We were thinking about the longer term future of UP and decided to undergo a big rebranding process. Since August 2021 we are called

“GreenUp”!

We decided to keep the connection to UP, but to change to a clear name that is understandable in all languages: GreenUp. To match, we decided on a fresh logo that symbolises simplicity and nature, but also action.

With the rebranding and the new name GreenUp we want to be inclusive of all language regions of Switzerland. We are a Swiss NGO, but also very international, and the main language spoken within GreenUp is English. We represent a young organisation with a young spirit and young professionals. We are partly unconventional, in the sense that we don't have membership fees, that volunteers are quite free to join also for a short and sometimes intensive time.

3. Events for the public

In 2021 we were active throughout all language regions of Switzerland, with 8 active cities as focal points, namely in Basel, Davos, La Chaux-de-Fonds, Locarno, Lugano, Sion, Solothurn and Zurich.

3.a Basel

The local Basel Group was composed of roughly eight volunteers, which organised one event in 2021, the main focus was on circular economy. Switzerland unfortunately has one of the highest amounts of municipal waste in the entire world, with on average 716 kg of waste per person. A circular economy is about keeping resources in a loop.
Consumers can help shape the circular economy by buying innovative products and services from companies with good concepts and by repairing, sharing and exchanging whenever possible. The participants of the Event “Circular Safari Basel” got to learn who the local innovative companies and start-ups are, that are putting the circularity of their products in the centre of their business model.

Image: Circular Safari Basel (August 2021)

3.b Davos

A strong, motivated group of four volunteers - headed by our Executive Director - organised five events to inspire people to live happier with less. People were especially inspired and motivated to sow vegetables and grow plants for the city garden and at home. The participants could learn more about biodiversity and how they can promote it at home.
Furthermore we made the concept of the city garden, which is now known to the population of Davos.

Image: Seedlings Exchange part of "Grün-zu-Grün" in Davos (April 2021)

3.c La Chaux-de-Fonds

La Chaux-de-Fonds was our first base in Romandie. Here we have a dedicated group of around 10 volunteers and one paid Team-Lead running various events and workshops. We were asked to run a Zero-Waste Workshop at a local School in La Chaux-de-Fonds to inspire young people to try to make their own household and toiletries products with just a few ingredients.

Image: Zero Waste Workshop at a local School (May 2021)

3.d Locarno

Locarno was our first base in Ticino, with 5 volunteers we organised a whole day where we organised a market where more than 10 professionals and repair enthusiasts made small repairs on the spot. Mostly they fixed household appliances, bikes, music equipment, sew clothes and textiles, etc. Furthermore there were workshops on various topics from bicycles to clay, concrete advice, activities for children and opportunities to exchange ideas over some delicious food from a local vegetarian food truck.

Image: "Ripariamo" in cooperation with Spazio Elle in Locarno (Oct 2021)

3.e Lugano: We kicked off our local group in Lugano with two paid Team-Lead Volunteers and organised our first event in cooperation with the Canton of Ticino: In September 2021 a Plogging Challenge took place and in November 2021 a pub-quiz was organised!
Given the still difficult pandemic situation in Ticico, we decided to host a Zero Waste-Christmas Pub Quiz in a local bar. Over 40 students challenged themselves to learn and experiment with less waste in their lives, and especially during the high-waste Christmas time.

Image: Pub Quiz at Bar Tra in Lugano (Nov 2021)

3.f Sion: A highly motivated team composed of two paid Team-Lead Volunteers kicked off our activities in Sion in November 2021 with a DiscoSoupe special: making soup together from left-over and misshapen vegetables in a public square (Place de la Planta). The live music from our cellist contributed to a pleasant atmosphere, and made curious pedestrians stop and get in touch with us to discuss and see what we can do to fight food waste!

Image: DiscoSoup preparations in Sion (Nov 2021)

3.g Solothurn: Until the end of the pandemic a small group of Volunteers was active in Solothurn. Through the one event we organised we wanted to make Solothurn more bee friendly, colourful and biodiverse! The participants could learn more about bees and wildflowers, and how to start their urban garden.
Inspired by other projects from all over the world, we brainstormed what we can do in Solothurn. Participants could exchange ideas with like-minded people, and implement some projects together. During a workshop we also made "seed bombs".

Image: "Mitbewohner gesucht" visual (June 2021)

3.h Zurich

Zurich is our core city and the local Group was composed of around five volunteers. Together they organised three successful events around the topic of Circular Economy. The Event series was called "Circular City Game", and the participants could discover during an interactive Circular-Safari-trail the Swiss entrepreneurs of one specific neighborhood who are working towards reducing waste, resources and creating value at the local level. The Participants could learn how they can become active themselves and be part of the circular economy of Zurich.

Image: Circular Safari around Zurich city (Oct 2021)

4. Projects

4.a DuraPass in the canton of Neuchâtel:

In January 2021 the GreenUp Team-Lead Volunteer for La Chaux-de-Fonds thought about a real passport, a guide to sustainability. The whole structure of this booklet was thus turned towards concepts and values that are central to sustainability. Solidarity, benevolence, eco-responsibility, consumption on a local scale and circularity of flows are among others. With the DuraPass we wanted to make sustainability accessible to all citizens of Neuchâtel. This also meant highlighting and promoting the many actors of sustainability in the canton. As neither the association nor its local group in Neuchâtel are experts in all areas of sustainability, the idea of offering easy access to our partners was obvious. But how to build this project in a way that respects everyone: the environment, the consumers and the partners?

To begin with, the DuraPass was printed in a limited number of 500 copies, in order to avoid overproduction and overuse of the materials necessary for its creation. The partners themselves decide which offers they can afford to make to 500 potential customers. Secondly, we did not ask for any consideration from the partners and thus promised a free promotion to support any sustainable merchant or professional. In return, all the funds collected by the sales of DuraPass were reinjected in the next edition. This method created a sustainable situation that allowed DuraPass to be partially self-financing from year to year.

There are many good local sustainability initiatives and offers that enrich the canton and its inhabitants, but not all of them are known to the general population. It is therefore sometimes difficult for these initiatives to flourish or even survive.
The creation of DuraPass not only addresses these issues, but also encourages people to support and stimulate their local economy, while raising awareness of more sustainable ways of living.
The "DuraPass" is a booklet with discounts and offers on more than 78 sustainable services, offers or products in the Canton of Neuchâtel. The offers cover all aspects of sustainability, from wellbeing to food, from slow mobility to slow tourism. The DuraPass is a great way for people to get to know "sustainable Neuchatel" and a boost for regional sustainable development.

Image: GreenUp Team attending the "Festival du Printemps" in Neuchatel

4.b GoSimple Challenge in Basel:

Phase 1 (August 2021 - March 2022): Preparation

Starting in August 2021, the preparations for the GoSimple Challenge began. This included the whole conception of the program, the search for suitable partners, the communication as well as the selection process of the participating households for the first round starting in March.

Over a six-month period, 18 Basel households will follow the GoSimple interactive challenge and take on the challenge of living more frugally, simply and sustainably. By participating in workshops in the areas of minimalism, zero waste, mobility, local consumption and nutrition, the households will learn how they can make their lives more

sufficiency-oriented. In the process, they have the opportunity to exchange ideas with participants as well as experts. The goal of GoSimple is to strengthen one's own satisfaction with a simpler life and to sustainably protect the world of tomorrow.

Image: GoSimple Participation flyer

4.c The GreenHub in Davos: The GreenHub has a mission, and that is to allow for "sustainability to blossom in Davos". The space features a swapping corner, a zero waste wall and is opened on a regular base for a coffee and inspiration, for events and meetings. Partner projects are displayed in the window @Promenade87

Image: GreenHub window in Davos

5. GreenUp activity overview in 2021

5.a GreenUp Events and Workshops in 2021

Basel	August 2021	**Circular Safari**	Circular economy
Davos	April 2021	**Saatgutbörse**	Sharing economy, biodiversity
Davos	May 2021	**Setzlings- und Saatgut-Markt**	Sharing economy, biodiversity
Davos	July 2021	**Fototour durch Davoser Gärten**	Biodiversity
Davos	September 2021	**Grün-zu-Grün Davos**	Biodiversity
Davos	December 2021	**Davos ist ReparierBar!**	Circular economy, Zero-waste
La Chaux-de-Fonds	May 2021	**UP et Le FabLab au Marché de Printemps !**	Sharing economy, biodiversity
La Chaux-de-Fonds	May 2021	**Workshop | Zero Waste Workshops at a School**	Zero-waste
La Chaux-de-Fonds	June 2021	**Workshop | Une nouvelle vie pour les masques**	Zero-waste, Circular Economy
Locarno	October 2021	**Ripariamo**	Circular economy, zero-waste, mobility
Lugano	September 2021	**Plogging Challenge**	Zero-waste
Lugano	November 2021	**Zero Waste Pub Quiz**	Zero-waste
Sion	November 2021	**DiscoSoup**	Nutrition, zero-waste
Solothurn	June 2021	**Mitbewohner gesucht! Die Natur zieht in deinen Garten/Balkon ein**	Biodiversity
Zurich	June 2021	**Circular City Tour: Where to Repair?**	Circular economy
Zurich	August 2021	**Circular City Game 1: My products**	Circular economy
Zurich	October 2021	**Circular City Game 2: Minimal waste!**	Circular economy
Online	November 2021	**Multilingual organisations - creating an impact together!**	General

6. Finances

6.a Balance Sheet 2021

ASSETS	31.12.2021	%
Cash and cash equivalents	50'123.23	94%
Prepaid expenses	1'454.00	3%
Amounts not yet received	500.00	1%
CURRENT ASSETS	**52'077.23**	98%
Movable property and equipment	1'094.06	2%
FIXED ASSETS	**1'094.06**	2%
TOTAL ASSETS	**53'171.29**	

LIABILITIES	31.12.2021	%
Trade accounts payable	27'189.40	51%
Accrued expenses and deferred income	641.55	1%
Income received for the following year	27'000.00	51%
SHORT-TERM DEBT	**54'830.95**	103%
Association assets	-1'691.83	-3%
Profit	32.17	0%
TOTAL ORGANISATION CAPITAL	**-1'659.66**	-3%
TOTAL LIABILITIES	**53'171.29**	

6.b Expenses and Revenues

REVENUE	31.12.2021	%
Subsidies (Foundations)	58'000.00	46%
Subsidies (Organisations)	11'200.00	9%
Subsidies (Public Authorities)	29'092.00	23%
General donations	10'656.55	8%
Event donations	872.85	1%
Project Funds	3'650.95	3%
Revenue from sale of goods/materials	2'442.25	2%
Revenues from services	685.25	1%
Other revenue	9'163.75	7%
TOTAL REVENUE	**125'763.60**	

EXPENSES	31.12.2021	%
Human Capital	83'619.27	67%
Events	3'607.21	3%
Volunteers	816.80	1%
Local Management / Coordination	1'142.75	1%
Projects general	81.41	0%
GoSimple	13'976.15	11%
DuraPass	7'301.85	6%
Green Hub Davos	405.00	0%
Communication	10'553.15	8%
Organisation / Team	336.20	0%
Services for the association	319.00	0%
Secretariat + Accountancy	2'393.70	2%
Other expenses	1'178.94	1%
TOTAL EXPENSES	**125'731.43**	

6.c Result

TOTAL COSTS	**125'731.43**
TOTAL REVENUE	**125'763.60**
PROFIT	32.17

6.d Auditor Report

See next page.

INVENTURA
IHR FINANZ & TREUHAND PARTNER

An die Mitglieder des Vereins
UP Umweltplattform

Revisionsbericht

Sehr geehrte Damen und Herren

Auftragsgemäss haben wir die Prüfung der Jahresrechnung (Bilanz, Erfolgsrechnung und Anhang) des Vereins UP Umweltplattform für das am 31. Dezember 2021 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 2021 abgeschlossene Vereinsjahr ein den Tatsachen entsprechendes Bild der Vermögens-, Finanz- und Ertragslage in Übereinstimmung mit dem schweizerischen Gesetz und den Statuten. Die Bestandessaldi 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 32.17 ab. Es resultiert ein negatives Vereinsvermögen von CHF 1'659.66 und somit eine Überschuldung.

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

Schenkon, 23. Juni 2022

INVENTURA GMBH

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

Inventura GmbH | Zellgut 9 | 6214 Schenkon | Tel. 041 558 43 24 | Fax 041 558 43 26 | info@inventura.ch | www.inventura.ch