

UP - Umwelt Plattform

Annual Report 2020



Zero Waste Kitchen, Zürich, Oktober 2020

1. Summary

We kicked off 2020 with a great deal of events and enthusiasm, we tried out new formats and were present at various sustainability weeks at the universities.

Corona challenged us to rethink, repurpose and constantly be creative to adapt to circumstances. It forced us to be apart, and hence the community moved online. We focused more on campaigns and online activity; yet whenever possible to do something “physical”; we also used that opportunity. We learned about crowdfunding, campaigning and working on a national scale. We also looked at our needs longer term, and used the time to re-strategise.

2. Different phases

January - March “A great start into the year”



In Locarno we kicked off the new year inviting people to participate in a challenge with new years resolutions that would help them use less resources, yet feel good about it: from a veggie-abo to biking to work for a month.

In La Chaux-de-Fonds, Basel and Zürich we introduced new concepts.

La Chaux-de-Fonds inspired people to support their local economy and use the new local currency “La carte abeille”, through a fun and insightful game, called “Jeu de la Monnaie”.



In February in Basel we organised a “Green Dating” in the popular bar “Mitte”. 5 topics, 5 experts with whom people could speed-date for 5 minutes to get concrete tips how to use less resources in a positive way.



In March, with ImpactHub Zürich we organised the event “Circular Safari” an exciting city game to discover the circular economy of Zürich and how people can support it. With visits and mini-workshops at 3 pioneer entrepreneurs who are making our economy more circular.



We were also present with cool events at 2 sustainability weeks.

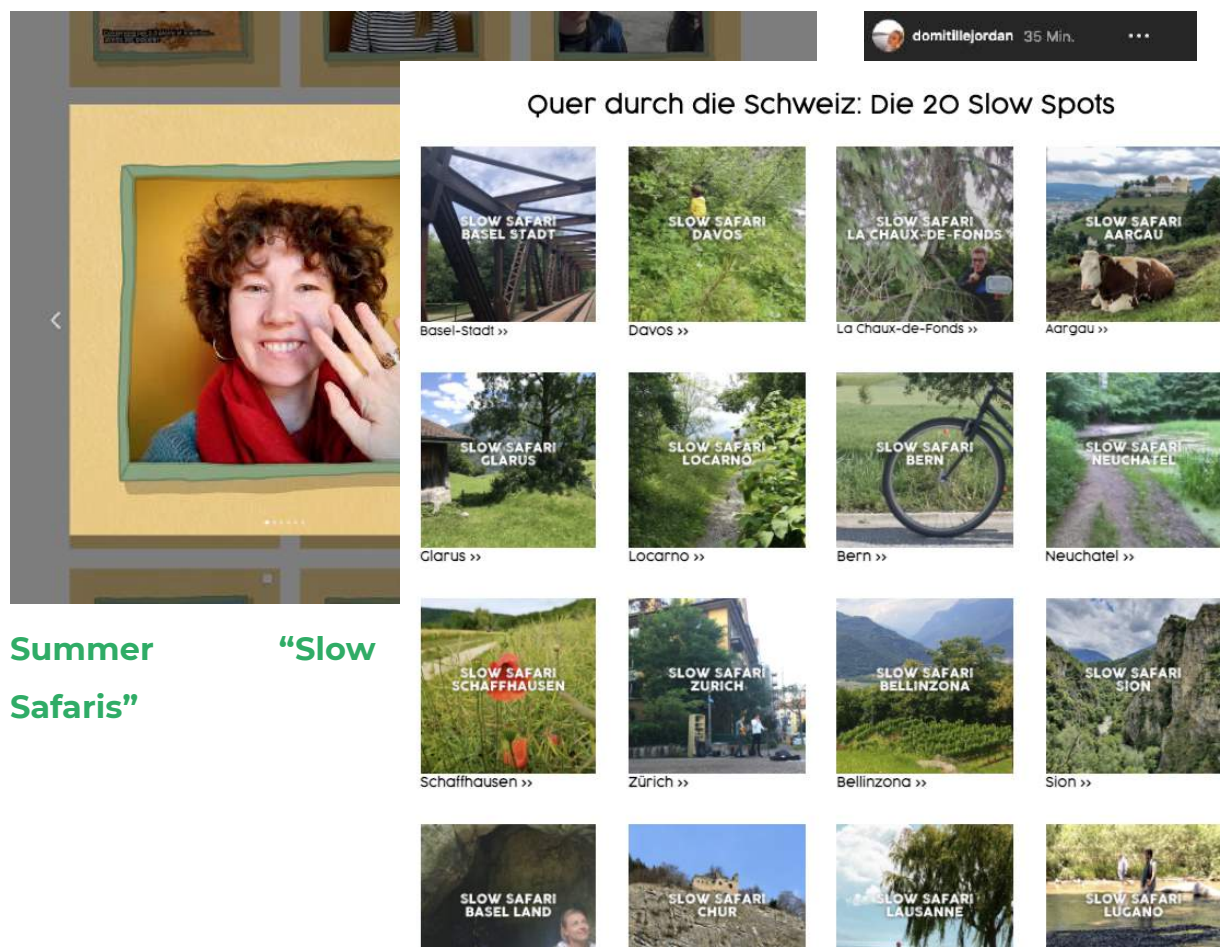
April - May “My simple day during the lockdown”

A spontaneous idea that came very soon after the lockdown when we had a zoom-call with volunteers from across the country.

For 1 month, every day a story from the UP-community about how people are living their simple day at home, during quarantine. And so we did! It was a mixture between videos, images as well as live-sessions every week.



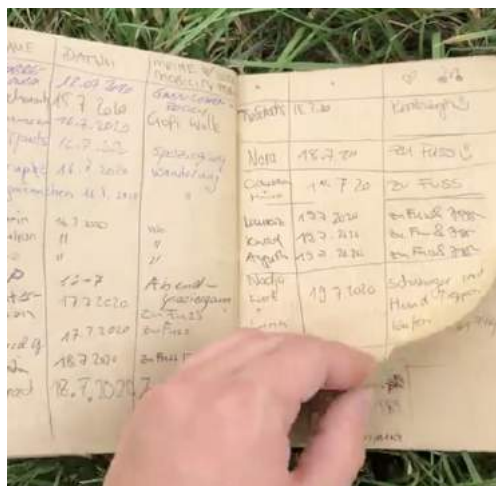
We received a lot of positive reactions to the campaign and many posts and videos were shared through hundreds of people, inspiring in total many thousands of people in Switzerland.



For the summer of 2020 we wanted to use the momentum that people would mostly stay in Switzerland to promote slow mobility and slow travel. We started a crowdfunding campaign for 10'000 CHF. And were successful!

With the money we raised we created 20 slow mobility treasure hunts across Switzerland and created a campaign to stimulate people to discover Switzerland under 20km/h.

We also organised 6 events in the cities to promote the campaign and the treasure hunts.



The result: thousands of people went on a slow safari, and around a hundred-thousand people were inspired to use slow mobility through the many media-articles that were published nationally and regionally.



Fall “Hybrid events”

In the fall of 2020 we tried to organise as much as possible physical events, but also went online at exciting locations for our series in october around the zero waste kitchen.

In Solothurn and La Chaux-de-Fonds we organised the event “Food-by-Foot”, to get people excited about the edible nature.



In Ticino we created a plogging challenge for people to do with their own families, friends or other groups.



Zero Waste kitchen in Zürich was still in person, with masks, whereas in Ticino and Basel we created online events at exciting locations, such as here at the Zero Waste Café Spurlos in Basel:



Winter “Offline and online campaign”



To inspire people to eat less meat at Christmas, we created Tavolata Felice. Originally meant as a campaign with street actions with surprising vegan snacks, we had to turn to another concept and asked chefs from all over the country to make videos of simple, tasty vegan christmas meals, and created an online campaign around it.

Recettes inspirantes de nos chefs

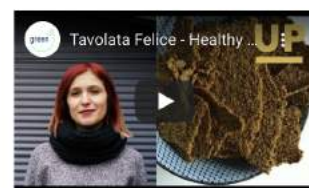
Spécialement pour UP, des chefs célèbres et talentueux de toute la Suisse partagent des recettes concrètes et simples pour vous donner des alternatives intéressantes pour un Noël sans produits d'origine animale. Regarde ces vidéos et découvre de nouveaux goûts incroyables!



RECETTE (PDF)



RECETTE (PDF)



RECETTE (PDF)

N'hésite pas à aller regarder d'autres vidéos de recettes [ici](#) !

In order to inspire people also offline, we hang up 38 Ghirlandes with interactive QR-codes criss-cross through 8 Swiss cities. From libraries to stations to shopping windows. People received tips and tricks as well as

learned facts and yummy places where to eat less meat in their towns.



3. Activity overview

EVENTS

La Chaux-de-Fonds	09.01.2020	Monnaies Local - jeu de la monnaie	local economy
Zurich	15.01.2020	Secret Sustainable Santa	sharing economy
Locarno	18.01.2020	Buoni propositi sostenibili	sufficiency general
Basel	20.02.2020	Green Dating: Triff deine Nachhaltigkeitsexperten	sufficiency general
Basel	09.03.2020	Dreh dich ins Glück!	sufficiency general
Zurich	13.03.2020	Circular Economy Safari	zero waste / circular economy
Basel	27.06.2020	Slow Safaris Action Day	mobility
Davos	27.06.2020	Slow Safaris Action Day	mobility
La Chaux-de-Fonds	27.06.2020	Slow Safaris Action Day	mobility
Locarno	27.06.2020	Slow Safaris Action Day	mobility
Solothurn	27.06.2020	Slow Safaris Action Day	mobility
Zurich	27.06.2020	Slow Safaris Action Day	mobility
Basel	21.08.2020	Pflanzentausch	sharing economy
Zurich	26.08.2020	Einmach fest	food
Locarno	05-12.09.2020	Caccia ai rifiuti	zero waste / circular economy
Davos	12.09.2020	Davos Zero Waste Day	zero waste / circular economy
Solothurn	26.09.2020	Food by Foot: edible plants & mushroom hunt	food
La Chaux-de-Fonds	26.09.2020	Food by Foot: edible plants & mushroom hunt	food
Zurich	20.10.2020	Zero Waste Kitchen DIY	zero waste / circular economy
Online @Negozio Leggero	22.10.2020	Zero Waste Kitchen DIY	zero waste / circular economy
Online @ ZeroWasteCafè Spurlos Basel	26.10.2020	Zero Waste Kitchen DIY	zero waste / circular economy
Online	15.12.2020	Tavolata Felice (online / IT)	food
Online	16.12.2020	Tavolata Felice (online / FR)	food
Online	17.12.2020	Tavolata Felice (online / DE)	food

PROJECTS

My Simple Day	March - April	30 posts, stories, live.sessions about living a simple life a home	generic
Slow Safaris	May-August	Crowdfunding, 20 treasure hunts accompanied by a national campaign and offline events in 6 cities	mobility
Zero Waste Kitchen	October	3 cities: 3 events and an online campaign with tips and tricks around a zero waste lifestyle	zero waste / circular economy
Tavolata Felice	December	Online campaign with vegan Christmas recipe videos from Swiss chefs and an offline campaign with 38 interactive Guirlandes in public places in 8 Swiss cities.	food

4. Financial Report

1. BALANCE SHEET 2020

Assets	31.12.2020		%
Cash and cash equivalents	CHF	21233.37	86%
Prepaid expenses	CHF	3624.70	13%

CURRENT ASSETS	CHF	26758.07	95%
Movable property and equipment	CHF	1458.75	5%
FIXED ASSETS	CHF	1458.75	7%
TOTAL ASSETS	CHF	28216.82	

Liabilities	31.12.2020		%
Trade accounts payable	CHF	9274.62	33%
Other current liabilities	CHF	1586.53	6%
Accrued expenses and deferred income	CHF	19047.5	68%
SHORT-TERM DEBT	CHF	29908.65	106%
Association assets	CHF	-1734.94	-6%
Loss	CHF	43.11	0%
TOTAL ORGANIZATIONAL CAPITAL	CHF	-1691.83	-6%
TOTAL LIABILITIES	CHF	28216.82	

2. PROFIT & LOSS STATEMENT

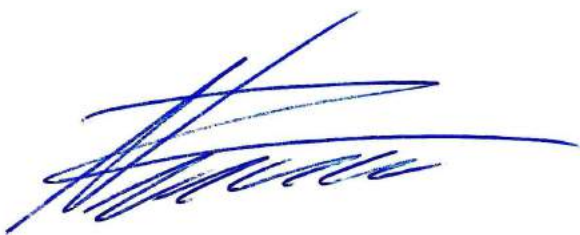
REVENUE	31.12.2020		%
Subsidies (foundations)	CHF	55667.00	39%
Subsidies (public authorities)	CHF	39100.00	27%
Sponsoring	CHF	1550	1%
Donations	CHF	14330.59	10%
Project Funds	CHF	13100.00	9%
Other revenue	CHF	19554.7	14%
TOTAL REVENUE	CHF	143302.29	

Expenses	31.12.2020		%
Human Capital	CHF	125556.77	88%
Events	CHF	4708.09	3%
Volunteers	CHF	1986.1	1%
Management / Coordination	CHF	1148.45	1%
Projects	CHF	1886.35	1%
Innovation + Training	CHF	1204.00	1%

Communications	CHF	1400.33	1%
Organisation / Team	CHF	511.30	0%
Services for the association	CHF	1481.42	1%
Secretariat + Accountancy	CHF	2016.65	1%
Other expenses	CHF	1359.62	1%
TOTAL EXPENSES	CHF	143259.18	

TOTAL EXPENSES	CHF	143259.18
TOTAL REVENUE	CHF	143302.29
PROFIT	CHF	43.11

The Board approves the financial statements



Natalia Schwarz, President
Association Umwelt Plattform

ONLINE, 03.08.2021

Audit Report

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 2020 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 2020 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 43.11 ab. Es resultiert ein negatives Vereinsvermögen von CHF 1'691.83 und somit eine Überschuldung.

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

Schenkon, 13. Juli 2021

INVENTURA GMBH

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