

Terra21 Foundation - Activity report 2020-2022

Mission:

Terra21 Foundation supports projects and organizations aimed at increasing the awareness and the willingness for behaviour changes in relation to environmental and social challenges.

Strategic approach for the period 2020-2022:

Finding underfunded niches that promise a substantial increase in the environmental awareness of certain target groups and the wider public, and motivate them to engage. Support these niche areas with strategic grants and/or with pro-bono expertise and support provided by our managing director.

Supported partners and projects 2020-2022:

Partner: Greenpeace Switzerland

Project: Climate Justice Campaign – Support of Senior Women for Climate Protection (KlimaSeniorinnen) filing a legal case with the Swiss Government and later with the European Court of Human Rights.

Project description: The project is built upon the logic that states have climate protection duties towards their citizens, especially the most vulnerable ones (in this case, elderly citizens particularly at risk from the consequences of climate change). With this groundbreaking climate litigation case, KlimaSeniorinnen are challenging the insufficient climate policies of the Swiss government.

Target audience: General public.

Why this fits our mission: The KlimaSeniorinnen case has generated a lot of media coverage and interest from the general public. It is strengthening the awareness for the consequences of climate change and the lack of climate action, thereby strengthening the awareness of the general public in Switzerland and to some extent also in the rest of Europe (through coverage of filing at the European Court).

Type/length of support: Grant funding (2020-2022).

Partner: Global Footprint Network (GFN)

Project: Strengthening the advocacy work of GFN.

Project description: GFN promotes a sustainable economy by advancing the Ecological Footprint, a tool that makes human demand on nature measurable. The Ecological Footprint has become one of the most widely used policy metrics in the world, the only tool that comprehensively measures human demand on the planet against what the planet can supply. GFN also runs a range of advocacy programs at both the global and national level, including www.overshootday.org and www.footprintcalculator.org. A part of our grant supported a series of workshops with GFN partners and advisors to reflect on and improve the narratives and engagement approaches used by GFN in order to strengthen their effectiveness and impact on global audiences. Another part of our grant supported a new, more enticing form of communication showcasing concrete examples of how technology and behaviour changes can help 'move the date' (see www.overshootday.org/100-days-of-possibility/).

In March 2021, our MD Ivo Knoepfel joined the board of the Global Footprint Network and in this role provides ongoing pro-bono strategic support to the organisation.

Target audience: General public, decision-makers globally.

Why this fits our mission: The ecological footprint concept is highly effective in communicating the importance of living within the means of our planet to wider audiences. By helping GFN develop new

approaches to communication and engagement our goal was to strengthen outreach and the awareness of having 'skin in the game' of target audiences.

Type/length of support: Grant funding and pro-bono support (2020-2022)

Partner: Impact Hub Ticino (IHT)

Project: Launch of IHT and strategic support during initial phase.

Project description: Impact Hub is a global network of locally-founded/-operated impact innovation incubators, accelerators and co-working spaces. An Impact Hub is an important nexus for young entrepreneurs, but also for non-profits and the wider business community developing practical solutions to the world's most pressing environmental and social challenges.

Our MD was a co-founder of this impact hub based in Lugano, in the Italian speaking part of Switzerland, and since then provides strategic support to the organisation. Our support also included a small grant.

Target audience: Audiences interested in entrepreneurial solutions to sustainability challenges, in particular younger entrepreneurs and change-makers.

Why this fits our mission: Working on solutions (instead of only talking about problems) is a very effective tool to empower and motivate people to become active. We see this project (and the wider Impact Hub movement) as an important way to reach and motivate younger audiences.

Type/length of support: Grant funding and pro-bono support (2020-2022).

Partner: WeMakelt (Swiss crowdfunding platform)

Project: Seeding of the WeMakelt Impact Fund.

Project description: The leading Swiss crowdfunding platform WeMakelt launched a fund dedicated to projects contributing solutions to climate change already in 2019. We provided grants to the 2nd and 3rd vintage of the fund helping them reach the necessary size required for receiving matching grants from larger donors.

Target audience: General public, with a special focus on younger creative and entrepreneurial audiences.

Why this fits our mission: Crowdfunding is a great way to support innovative and creative projects but also to inspire and mobilise a large crowd of supporters, thereby boosting the awareness for environmental and social issues. WeMakelt has over half a million community members in Switzerland.

Type/length of support: Grant funding (2021-2022).

Partner: Center for Sustainable Finance and Private Wealth

Project: Strategic support of CSP.

Project description: CSP at the University of Zürich is unique in its position at the intersection of research and training, bridging scientists, wealth owners, and investment professionals in order to generate knowledge and to mobilize capital toward positive impact. Our MD Ivo Knoepfel is a member (and the chair since 2022) of the Advisory Board of CSP and in this role provides ongoing pro-bono strategic support to the organisation.

Target audience: Decision makers, entrepreneurs, wealth owners, financial sector representatives, general public interested in academic research.

Why this fits our mission: We are targeting a very specific audience, here, but one with large influence and the power to move capital and influence decision-makers in different areas with a big impact on sustainable development.

Type/length of support: Pro-bono support (2020-2022).