



# Mission Model Canvas

Project title:

The Swiss Drawdown Plan

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2

## Partners & Support

Which persons and organizations can support your project and act as intermediaries?

### Project Founders and direct supporters:

- [Drawdown Switzerland](#)
- [EA](#)
- [One Nature Foundation](#)
- [Gallifrey Foundation](#), and its Carbon Free Campus initiative
- [E4S](#)
- Climate Endowment Group
- [Climate & Sustainability](#)

### Other partners that will be engaged in due time: (with existing connections)

- Project Drawdown
- Drawdown Europe Research Association
- Birdlife
- ProNatura
- WWF
- Solar Impulse
- UNSDSN (Sustainable Development Solutions Network)
- SCNAT
- REFNET
- UNIL
- EPFL
- EPFZ
- HES SO
- HEIG VD ([CAS video](#))
- Planet Solar
- Quantis
- Sofies
- FiBL
- WSL
- One Planet Lab
- BioSuisse
- Demeter
- OFAg
- Education21
- Eco-schools
- Swiss Sustainable Finance

## Activities

What activities does your idea need?

First, doing our homework to be able to inform 100'000 activators (1-2)

Then, engage, co-build the transition roadmap, and work hand-in-hand for implementation and impact. (3-4)

1. **Hotspotting:** What are the top solutions from Project Drawdown for Switzerland. Estimate of the suitable solutions and high level estimate of their potential impact.
2. **Top solutions:** Based on the hotspotting approach, ranking of the solutions based on impact and implementability: how much emission would they allow to draw down between now and 2050, what implementation speed, costs and return on investment.
3. **Transition roadmap:** comprehensive plan per stakeholders, sectors and geographic zones for implementation by 2030-2040-2050.
4. **Engagement strategy:** Guidelines for implementation of Drawdown solutions, with governance and process for easy replication. Then transmitted to stakeholders in sets of: (see channels and relationship sections for detail by stakeholder group)
  - workshops
  - events (organized or attended)
  - trainings
  - engagement challenges
  - launch campaign
  - targeted communications campaigns

## Offer

What proposition and value do you offer to the people you want to address?

1. **A comprehensive and robust climate mitigation and climate resilient plan, involving each and everyone of us for Switzerland to reach the Paris Agreement:** Solutions to climate change exist, and many of the 80 solutions highlighted in Project Drawdown are suitable for Switzerland. They would not only allow to decarbonize our economy, but also increase our resilience to climate change, increase carbon removal naturally and lower dependencies on others. A comprehensive and science-based plan delivered by worldwide experts in the field is the first basis to a strong engagement towards implementation and impact.
2. **A hands-on, concrete and inclusive engagement through tailored communication and application of existing technologies:** Using the Swiss Drawdown Plan, the climate solution implementation plan will be translated into a stakeholder-specific roadmap for investment and implementation. A differentiated engagement approach will be taken, fit to each stakeholder group.
3. **A proven combined expertise** that has already reshaped the state of environmental progress and progress tracking, with organizations supported such as [UNEP](#), IUCN, WWF, WBCSD, various ministries of environment, in fields like [planetary boundaries](#), [plastic pollution](#), [climate change](#) mitigation and solutions implementation. And of course, a passion and commitment that will lift mountains.

## Relationship, Community

How do you maintain relationships with your target groups?

**Policy makers :** By providing them with the solutions based on science, data, as well as the economic models that go with it, we wish to empower them to represent the Swiss people's interest through a healthier planet and country. A Swiss Drawdown Plan for Policy Makers report will be published, followed by an engagement event.

**Farmers:** Through workshops and relationship building, we will identify the areas where they need support for implementation, be it on technical trainings or on policy changes, and feed the implementation plan for policy makers with farmers precious insights. On the other hand, we will provide a guide and community they can rely on, to be actors of the transition and later inspire others in their profession.

**Entrepreneurs / investors:** A Swiss Drawdown Plan for investors and entrepreneurs will be published, followed by sets of conferences and engagement workshops.

**Amplifiers:** Through tailored workshops and presentations of the Swiss Drawdown Plan, we will empower them to carry the message forward and intergrate it into their advocacy points.

**Schools:** work with universities to produce studies and educational guides for schools based on top solutions. Use the [Carbon free Campus](#) platform as a climate action tool, for measuring carbon footprint and setting objectives.

**Citizens:** by creating a community on social media, supported by the Amplifiers + by co-organizing events.

## Target groups

Who do you want to address with your idea or project? Who will jump at it? Name your target groups.

**90 policy makers :** politicians often lack the knowledge or resources to address climate change. Often are they served with issues, not with solutions.

**90 farmers + 90 entrepreneurs / investors :** Farmers and entrepreneurs are the backbone of our country, feeding the people literally and figuratively. By implementing the Drawdown solutions fit to their sector, both groups can be the heroes of the climate transition, transforming the current emissions into carbon sinks.

**900 amplifiers :** NGOs, with a strong basis of engaged citizens, will amplify the awareness of the Swiss Drawdown plan, apply it to their own work and campaigns and support change activation.

**9'000 professors and students :** Inspiring future generations and giving them the tools to be actors of change is key to creating resilience and unite against climate change. We will do that by providing ~15 age-appropriate lessons representing the key findings of the Swiss Drawdown Plan, in alignment with the PER and LP 21 for the 3 cycles.

**90'000 citizens:** Each and everyone of us is part of the solution. Taking part in a revolution is empowering and in the case of climate change : necessary. Some of the Drawdown solutions are already applicable by any citizen, others require their support to show policy makers that citizens support a transition plan.

- Sustainable Finance Geneva
- Les Grands-Parents pour le Climat
- Climate Alliance
- Initiative pour les Glaciers
- Protect our Winters

## Resources

What do you need to implement your idea? (e.g. physical, material, personnel, etc.)

1) **The core team**, coming from EA-Environmental Action, One Nature Foundation, Drawdown Switzerland Association and complemented with ES4 professors +students, EPFL / EPFZ students + professors, and key local knowledge partners, will be the pillars of the resources. Together we have proven track records in building multi-stakeholder initiatives and lead them to success.

2) **Specific material**: education, gamification and engagement (to be developed during the project.)

## Channels

Which channels will you use to reach your community?

**Policy makers**: help of SCNAT  
**Farmers**: Apprenticeship courses. Presence and intervention at specific events (salon agriculture, local markets...). Workshops with first movers.  
**Entrepreneurs / investors**: targeted events (Swiss Sustainable Finance, CONINCO Masterclass), Impact Hubs  
**Amplifiers**: existing network, specific workshops and engagement days  
**Schools** : resources integrated to Education21 library, direct trainings for teachers and animations.  
**Citizens** : social network + events

**Our diverse team and partners already have privileged access to the key stakeholders groups, built through past successful projects.**

## Budget

What costs do you expect to incur in order to realise your idea?

What are the costs?

Costs over 3 years	CHF
Modelisation	120'000
<i>Hot spotting : 30'000</i>	
<i>Top solutions detailed : 90'000</i>	
Transition roadmap development	50'000
Stakeholder engagement (workshops, communication, material production)	150'000
<b>Total</b>	<b>320'000</b>

Resources over 3 years	CHF
Clima Now	100'000
EA in-kind	40'000
Drawdown Switzerland Association	20'000
One Nature Foundation (ONF)	20'000
1% for the planet (ONF is already eligible)	100'000
Other members and partners	40'000
<b>Total</b>	<b>320'000</b>

## Impact

What does your idea do for the climate? How do you know/check the effect? What can you measure?

The Drawdown Swiss Plan will:

1. Measure, guide, empower climate action in Switzerland
2. Measure the potential carbon sequestration for solutions fit for implementation
3. Measure investments needs and return on investment
4. Provide a roadmap for implementation by stakeholder group and sector
5. Empower 100'000 agents of change
6. Enable the tracking of progress through clear metrics
7. Allow Switzerland to reach draw down and meet its commitment of the Paris Agreement targets
8. Allow Switzerland to build climate resilience
9. Showcase a doable approach for other countries to get inspiration from