

# Open House with SUSTIN VA

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- The founding team:

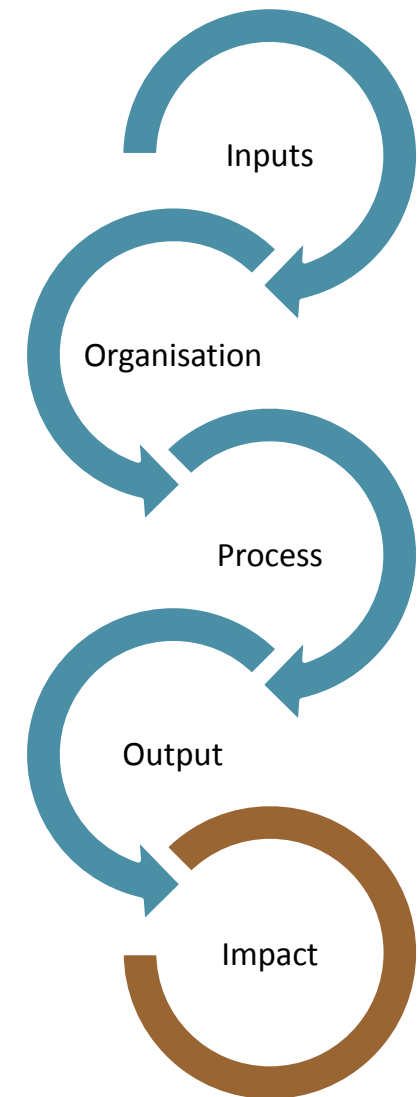


- History:

- Started in May 2013 as a personal project of the founding team.
  - *Goal:* find organisations that put sustainability concepts in practice in an entrepreneurial and impactful way. Develop ways for an efficient support of projects, in Switzerland and abroad.
- 2013: constituted as a *Verein*. Development of approach and network.
- 2014: first public activities (study with foundations and NGOs).
- Jan 2015: Recognised by the canton of Zürich as a tax-exempt, public use association (*steuerbefreiter, gemeinnütziger Verein*). Revalidated in 2016 ([link](#)).
- 2015/16: realignment of focus and approach. Start of Open House and Central projects.



- How to recognise one when you see it?
  1. Contributes to solving a societal or environmental issue, not addressed by the current system
  2. Holistic, integrative and long-term view when designing a solution
  3. If needed, system-changing
  4. Creates a solution (and organisation) that are sound in the different dimensions: economical, social, environmental, ethical and technical
  5. Clear link between goals, strategy and output
  6. Tries to maximise positive impacts on different dimensions
  7. Provides tools for self-empowerment of participants and beneficiaries, not dependencies
  8. Learning organisation, transparent and accountable
- *Important!* Consider both the “Organisation” and the “Topic”





- **Focus** on project initiators and supporters, particularly in the NGO area
  - Address concrete gaps and needs of these stakeholders:
    - provide a structured approach to finding and funding relevant organisations;
    - connect projects initiators and supporters;
    - create mechanisms that assist with the verification and funding processes, within a transparent framework;
    - promote a public discussion and sharing of knowledge, with a practical perspective.
  - Develop activities that provide monetary and non-monetary support (e.g., know-how)

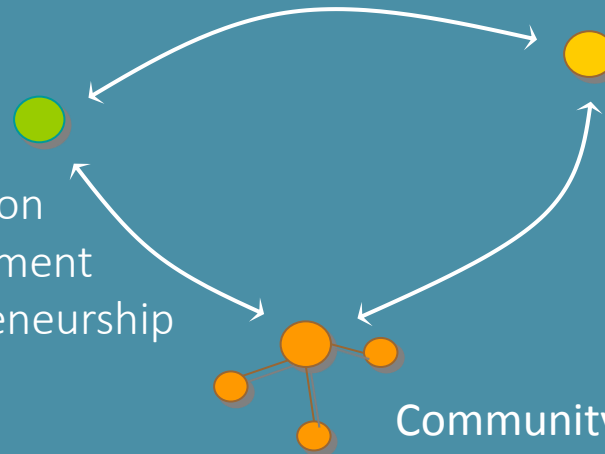


Connect  
Discover  
Support



Initiators

- Innovation
- Commitment
- Entrepreneurship



Supporters

- Criteria Review
- Project Selection
- Resource Transfer

Community network

- Share Experience
- Specialist Know-how
- General feedback

## • Approach:

- Work as a connecting element between projects initiators and supporters.
- Potential public benefit is an important decision factor (e.g. greater transparency).
- Develop solutions that contribute meaningfully to the field and that can be replicated or scaled-up, ideally with partners.
- After an initial phase of support by the team/SustinoVA (work-time, know-how, funds), activities should become viable in a non-subsidized way.
- Operate under the user-payer principle, but adjusting for size and type of beneficiaries.



- Project initiators
  - Needs are (mostly) independent of scale:
    1. Funding, for projects and organisational growth
    2. Increase network and public recognition, primarily related to fundraising
    3. Know-how/technical support (field-related, legal/administrative, etc.)
    4. Access to human resources


*So.... Where are the (important) gaps?*

- Supporters
  - Needs depend on type and scale of supporter (e.g., private/institutional)
    1. External validation or verification (e.g. ZEW stamp. “Is it a good or a bad NGO?”)
    2. Managing communication between sides (fundraising pressure/selection process)
    3. Information about specific topics and organizations
    4. Administrative support




- Areas covered:
  - Know how / Exchange:
    - Studies and Workshop(s) – putting knowledge into practice
    - Blog - Real cases and approaches by practitioners
    - Open House – meeting point for professionals and interested public
  - Support mechanisms:
    - Sustinova Central (pilot project) - administrative and research support for private donors
  - External Verification:
    - External assessment of NGOs. Currently focused on Donor Data Handling, in support of the Sustinova Central project.
- Different activities are being developed in parallel.
  - *Advantages, drawbacks and lessons from the past years*

Guest Post  
24 Sep  
The Art of sustainable bean counting

News  
21 Aug  
  
Design your workshop

News  
10 Jul  
On September 9 2015: Second SUSTINOVA Open House with MEDAIR

Guest Post  
08 May  
  
Saving the world with corporations?

August 2015

July 2015

May 2015



- Studies and Workshop(s)
  - Create multi-stakeholder perspectives, identify strategies, best practices and challenges
  - Selection and funding mechanisms in Swiss foundations (2014)
  - Scaling-up and multiplication of projects (upcoming)
- Blog
  - Real cases and approaches by practitioners
  - NGOs as incubators for entrepreneurs and businesses
  - Sustainability frameworks for NGOs
  - Enduring strategies in Humanitarian Relief Work
- Open House
  - meeting point for professionals and people with an interest in the fields of Sustainability, NGOs and Philanthropy.
  - 4 events so far, each show-casing an organisation and their approach

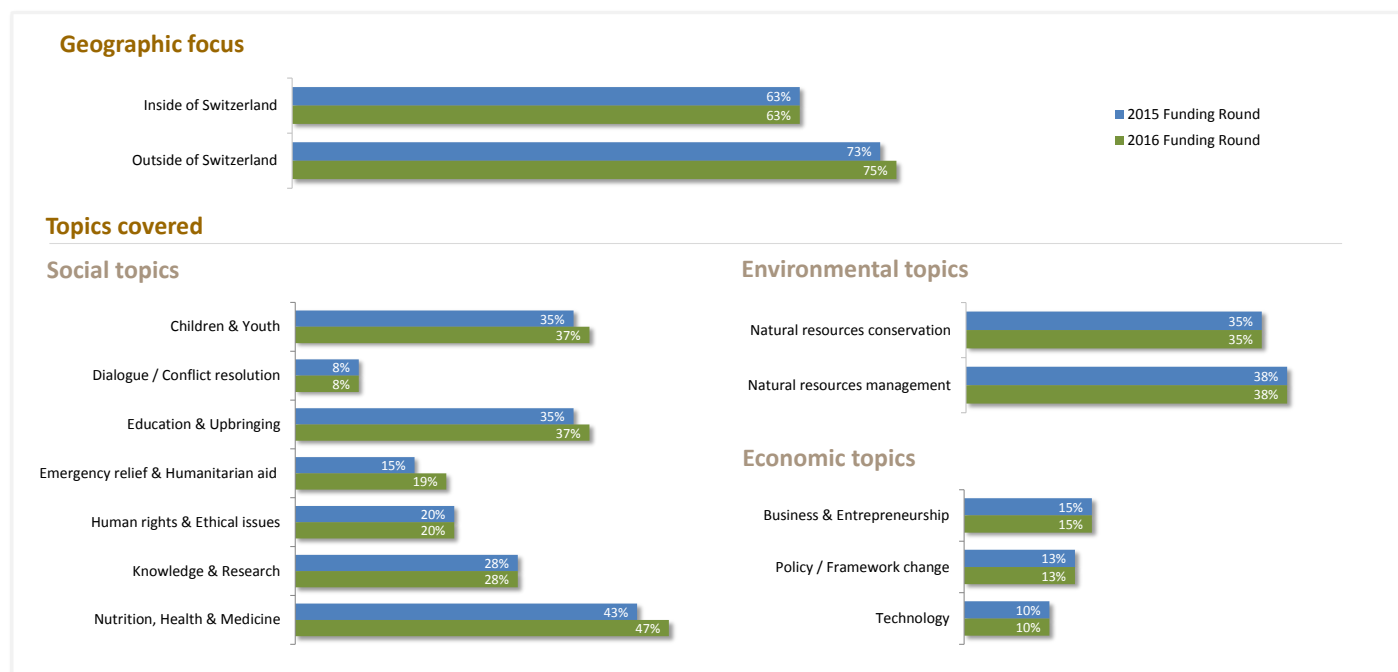


*... and more to come*





- Support mechanisms
  - *Sustinova Central*: developed with and for private donors, supporting them with research, processing donations and other administrative tasks.
  - 2 funding rounds conducted, 40 organisations supported in each round.



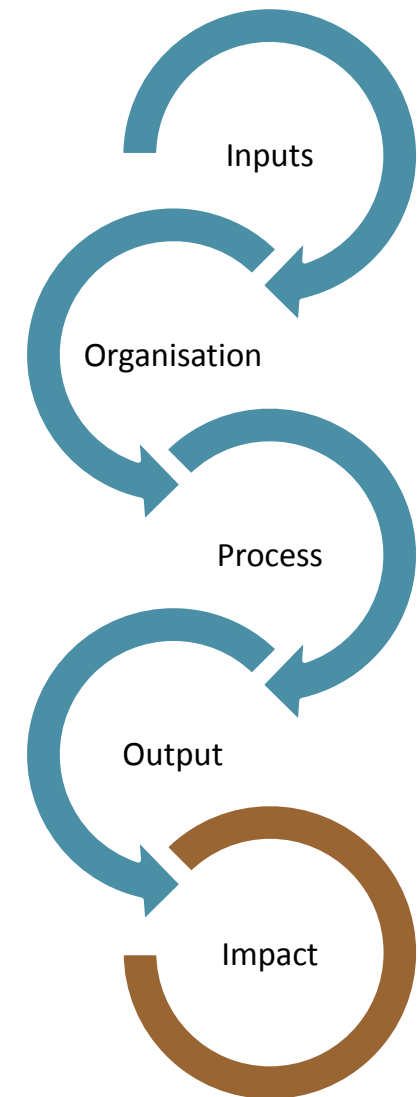
- External Verification of NGOs by Sustinova
  - Currently focused on Donor Data Handling, in support of *Sustinova Central* project.
  - 11 Swiss NGOs assessed by December 2015; 10 with positive result.



- Mix of “desk research”, network and direct contact
  - Try to build a “profile” that captures the story of the organisation but also uses comparable indicators.
  - Consider the “Organisation” and the “Topic” when looking at approach
    - Adjust for size: amount and type of resources available, level of influence in the area
    - Adjust for maturity: quality of solutions and level of experience
  - Modular approach, aiming to move from assessment to a evaluation/certification level.
- Orienting principles for our research effort:
  - Must be a manageable and scalable process
  - Provides direct support to our other activities
  - Can be made available to others and serve as a reference for public discussion and decision-making



- **Input:**
  - Income (sources and diversification)
- **Organisation:**
  - Structure, governance and transparency
  - Capacity and management
  - Areas of activity
  - Financial performance
  - Relationship with/handling of donors
- **Process:**
  - Development and implementation of approach
  - End-to-end: from strategy to goal measurement (impact)
  - External verification
- **Output:**
  - Monitoring and Reporting
  - Accountability and improvement
- **Impact:**
  - Impact evaluation framework



- Move Sustinova Central and Vetting process out of pilot phase
  - Expand user base and organisations covered
- Launch Sustinova Directory
  - Link with vetting process and with additional offers/activities
- Grow Sustinova's network
  - Open membership to individuals and organisations
  - Grow team
  - Formalise partnerships and collaborations (private and institutional)
- Next events:
  - Workshop “ Scaling up and multiplication of projects in the NGO area”
    - Jun 01, 2016, 13:00 to 17:30, Karl der Grosse, Zürich
  - Open House with new Tree
    - Jun 15, 2016, 18:00 to 20:00, Karl der Grosse, Zürich

