



THE KLOSTERS FORUM  
OPENING MINDS

**Annual Report 2021**

The Klosters Forum presents its annual report and financial statements for the year ending 31st December 2021.

December 2021

# CONTACT

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The Klosters Forum

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## Legal Form

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# 1. EXECUTIVE SUMMARY

## About The Klosters Forum

The Klosters Forum (TKF) was founded in 2017 by a small international group of women. They share the belief that significant environmental challenges require collective and creative action. Cross-sectoral exchange of knowledge, creative financing alternatives, project developments, and joint brainstorming are fundamental for much-needed systems change.

The fundamental premise of TKF is to bring together carefully selected global leaders and personalities from scientific, business and cultural communities, as well as NGOs and sustainability experts, and to provide them with a platform to share information and develop and promote collaborative solutions to the most pressing environmental problems of our time. As a neutral platform, we set a new focus on a specific topic every 2 years. TKF creates a space in which time is set aside for participants with relevant backgrounds to focus on a single issue. This takes place in a unique, respectful and discreet exchange and cooperation between these changemakers. The forum is by invitation only.

TKF is more than just a forum or series of events: it serves as an essential mediator and breeding ground for new approaches, ideas and projects. This creates a new community of experts, whose exchange is deepened over two years on a specific topic (e.g. Ocean Pollution, The Future of Food Systems & Biodiversity Regeneration etc.). Even after the biennial topic change, we continue to promote our TKF Community Members' continuous exchange.

## Overall Focus

The Planetary Boundaries concept\* identifies nine global priorities relating to human-induced changes to the environment. The science shows that these nine processes and systems regulate the stability and resilience of the Earth System — the interactions of land, ocean, atmosphere and life that together provide conditions upon which our societies depend. The Klosters Forum focuses on these nine priorities, taking a deep dive into issues which are directly related to them. By doing this TKF opens minds and drives forward the potential for humanity to thrive within these boundaries.



## **The Annual Forum**

TKF's annual forum (2-5 days) takes place every year during the summer in a large chalet on the Madrisa mountain and private premises in Klosters in the canton of Graubünden (Switzerland). The number of invited participants is limited to 100 to maintain and strengthen the intensive community of these changemakers.

In a personal environment, TKF offers participants a neutral, discreet, and carefully curated platform for discussions, expert-led workshops, open space meetings, and lectures that encourage collaboration and invite attendees to think outside the box.

## **TKF Community**

TKF creates and nurtures an ever-growing community of leading thinkers and practitioners who share our passion for collaborative solutions and our mission to make urgent environmental changes.

Members of TKF Community include the 100 members of the Annual Forum in the Alps, our Podcast and TKF Talks' speakers, our advisors, TKF Patrons, Friends and Ambassadors.

Due to its relatively small size, the TKF Community enjoys a strong sense of kinship among its members, which in turn creates a strong willingness to support each other in finding and developing solutions to our most pressing environmental problems.



## 2. TKF21 ACHIEVEMENTS AND OUTCOMES

### 1. The Annual Forum: TKF21, 22-24th June 2021

#### Focus Topic: Food Systems Transformation & Biodiversity Regeneration and Preservation

One of the most significant global challenges of our time is the task of feeding our rapidly growing population healthily without destroying the environment. Thus for TKF21, the focus topic was again on “the future of food systems in the context of biodiversity regeneration”.

For the second year running, TKF21 brought together a select group of key stakeholders to continue our crucial food system transformation work from TKF20. During TKF21, the TKF Participants discussed new approaches and ways to move from an extractive, efficient, yield- and low cost-driven food system towards one that enables nature to flourish and regenerate.

As with TKF20, TKF21 took place on a smaller scale due to COVID-19 restrictions. For 2.5 days, we brought together 60 business leaders, scientists, funders, innovators, NGO leaders and many more to form a community of actors who could jointly find collaborative ways and develop tangible projects to address biodiversity regeneration via food system transformation.



Participants included leading thinkers and doers from regenerative agriculture, food production and retail sectors, along with scientists, authors, artists, investors, philanthropists and others.

Participating organisations included:

*Bateson Institute*

*Blue Horizon*

*Denmark's Sovereign Investment Fund*

*Stanford Center on Food Security and the Environment*

*Pictet Bank*

*UN Environment*

*WWF*

*Laudes Foundation*

*United Nations World Food Programme (WFP)*

*Accenture*

*Mission Blue (by Silvia Earl)*

*B Lab Europe Bundesamt für Landwirtschaft*

*BLW World Agroforestry Centre*

*DSM Climate-KIC*

*And more*

More information about TKF21 can be found in our TKF21 report on The Klosters Forum's website [The Klosters Forum's impact page](#).

We continue to stay in contact with our participants and are kept informed about possible collaborations.



## 2. TKF Series

Existing networks are deepened, and new joint activities are stimulated at various workshops and panel discussions organised by TKF during the year in places such as Klosters, London, Istanbul, Gstaad, Zurich, etc. via our TKF Talks (renamed TKF Series). In addition, historically TKF has organised a TKF Panel and private dinners with international specialists and leaders in Davos during the World Economic Forum (WEF) week. The TKF Series is open to the public and curated to involve the wider community and to encourage learning, provoke conversation and inspire new thoughts throughout the year.

Unfortunately, due to Covid-19 restrictions, our usual TKF Series was unable to take place in 2021. However, in the lead up to TKF21, TKF hosted a virtual workshop in June 2021 “Reimagining Finance to be in Service to Life - In which ways can capital flow nurture the transformation of food systems?” in order to include experts who were unable to travel to TKF21.

In addition, in October 2021, TKF hosted an online panel discussion in collaboration with the Young President Organisation (YPO) with the title: Can Dirt Save the Earth?

TKF remains committed to the TKF Series and is currently in the preliminary stages of planning a private event in Klosters during WEF and further events in Gstaad and Lisbon for 2022.

## 3. TKF Podcasts

During 2020, TKF launched its “Feed & Flourish” podcast series, which continued during 2021.

Feed & Flourish is an informative, engaging, and educational podcast, offering insights and tips from various environmental trailblazers and thought leaders to its growing audience. In 15 to 30 minute interviews, our guests discuss how governments, businesses, as well as individuals can contribute to a positive transformation of the food system.

It is available on [Spotify](#) and [iTunes](#).

Podcast guests include:

**Dr. Gunhild Strordalen**, Founder of EAT Forum

**Andrew Sharpless**, CEO of Oceana

**Michelle Grant**, Founding Director, World Food System Center, ETH Zurich

**Susan Goldberg**, Editor in Chief of National Geographic Magazine

**Jeremy Oppenheim**, Co-Founder of SYSTEMIQ

**Ben Goldsmith**, Financier, Environmentalist

**Elizabeth Maruma Mrema**, Executive Secretary of the Secretariat of the Convention on Biological Diversity, UN

**Dr. Johan Rockström**, Director of the Potsdam Institute for Climate Impact Research

**Pavan Sukhdev**, President of WWF International

**Tim Lang**, Professor of Food Policy, Center for Food Policy, School of Health Sciences, City, University of London

**Patrick Holden**, Founder and chief executive of the Sustainable Food Trust

**Ella Mills**, founder of Deliciously Ella

**Dr. Agnes Kalibata**, UN Secretary General’s Special Envoy to the 2021 Food Systems Summit



To date, the Feed & Flourish Podcast has released over 40 episodes and recorded over 10'000 downloads, furthering TKF’s aim to communicate expert knowledge to the public in order to promote sustainable awareness and action on a large scale.



#### 4. Knowledge transfer within a continually growing global audience

By means of our TKF annual Forums, TKF Series, Video Screenings, Podcasts, Reports, and communication via social media (LinkedIn, Instagram & Twitter), we regularly inform an ever-growing audience about TKF topics and motivate people to make environmentally-friendly changes in their personal lives (e.g., recycling/waste reduction guidelines, planetary friendly diet tips, food waste reduction suggestions, etc.). As well as our targeted and expert TKF Participant Community, we also aim to engage on topics that resonate with everybody, everyday.

In addition, the newly founded TKF LinkedIn group will promote regular exchange between TKF community members. It allows the TKF community to present projects, request or offer help, share white papers or articles, and ask questions on specific topics.

So far, the various TKF initiatives have reached an audience of over 1,000 people, Instagram counts about 5,000 followers, and the TKF Podcasts over 10'000 downloads.

#### 5. Partner organisations

TKF21 was delighted to be sponsored by Pictet Asset Management and supported by Blue Horizon.



PICTET

blue  
horizon



### 3. AMBITIONS AND FUTURE EVENTS

After a successful TKF21, we are working towards TKF22 which is due to take place 28 – 30 June 2022.

For 2022/2023 The Klosters Forum will focus on the Future of the Built Environment; the places in which we live, work and play. The way in which we create, operate and renew the buildings in which we reside stunts biodiversity, pollutes ecosystems and nurtures unsustainable lifestyles. What and how we construct is a major contributing factor to the climate crisis. The construction industry and the existing built environment are major agents of the state of climate and ecological emergency we face. For a sustainable future, urban designers and architects will play a pivotal role in designing the creation of healthy, resilient, and sustainable environments for our growing population.

We'll convene a select group of key stakeholders to discuss new approaches to designing and reimagining a built environment at one, rather than at odds, with, our natural environment. Invited participants include: environmental NGOs, philanthropists, foundations, policy-makers, lawyers, investors, architects, designers, scientists, those in the construction industry etc.

We are also planning to host a virtual gathering for our Plastic Pollution community (2022) later in the year. Physical events will depend on Covid-19 restrictions, but we are currently in the preliminary stages of planning events in Klosters (during WEF), Gstaad, Lisbon, and Menorca for 2022.

#### Carbon Neutrality

We are delighted that South Pole is providing sponsorship to ensure that TKF 21 will again be Carbon Neutral.



#### COVID-19

As most organisations, TKF faces an additional challenge due to the current pandemic. However, we believe that we are in a unique position to meet this challenge and drive much-needed solutions in these extraordinary times because we are smaller and more flexible.

This pandemic has further highlighted the urgent need to transform the food system. While many (larger) conferences had to be postponed, TKF20 and TKF21 were able to take place on a smaller scale. It is essential that the exchange of knowledge, ideas, and projects between different interest groups is continued in a targeted manner during this period.



## 4. LONG TERM GOALS

We aim for The Klosters Forum to be the place where global thought-leaders and change-makers come together to tackle pressing environmental challenges.

The TKF Community forms part of an ongoing and ever-expanding impact-driven network within which existing conversations can continue and new ones can begin. We plan to grow in reputation and stature whilst retaining a relatively small number of participants in order to maximise impact and collaboration opportunities.

As a neutral environmental platform, we set a new thematic focus every two years within the Planetary Boundaries Framework (Rockström, 2009) in Klosters and continue to maintain and promote the TKF Community of the previous topics.

TKF22/23 focus topic shall be The Future of the Built Environment. This is a critical global issue and one for which our collegial style of approach will add value. We aim to continue to support and foster the TKF communities from past topics even after their topics cease to be a core one.

## 5. IMPACT & VALUE

The Annual Forum is the cornerstone of our environmental organisation. The Forum's participants eat and stay together, building thereby camaraderie and trust which is essential for future professional collaborations. They are carefully selected for their background, knowledge and decision making power, and our solutions are measured around:

**Enabled Conversation:** TKF enables conversation and knowledge sharing, including the sharing of planned projects, past successes & lessons learned from past mistakes made.

**Encouraged Partnerships:** TKF provides the neutral platform on which participants can explore ways in which they can support and work with each other.

**Built Networks – The (In)visible Hand:** TKF curates a cohort of interested & expert participants from around the world and from diverse backgrounds thereby introducing people who would not otherwise have met, enabling and enhancing a greater network for good.

**Addressing the Imagination Deficit – Opening Minds:** TKF provides the time and space for diverse actors with similar goals to be together. By spending time together in an inspiring and intimate setting, participants may be surprised by what connections are worthwhile and what collaborations are effective.

## **6. STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDING 31 DECEMBER 2021**

### **DESCRIPTION OF INCOMING FUNDS**

#### **TICKET FEES**

A large part of our funding currently comes from participant ticket fees for the Forum. For the June 2021 Forum we charged participants different fees depending on their background: Small NGOs: £450; Creatives, Academics, Policy Makers, Foundations: £700; Investors and Industry £1000. Speakers were invited to join for free. The fees contributed to the cost of the Forum itself as well as 3 dinners and 2 lunches.

#### **TKF FRIENDS**

Friends of The Klosters Forum (TKF Friends) are a community of supporters who play a key role in advancing the mission and vision of The Klosters Forum. TKF Friends enjoy access to our annual TKF programme, including exclusive panel discussions, thought-provoking talks and networking opportunities including intimate dinners, drinks receptions and luncheons during the Annual Forum and TKF Talks. Our Annual Forum and TKF Talks consistently feature innovative thinkers and subject-matter experts, giving TKF Friends the opportunity to open their minds, be informed on pressing issues of the day and meet interested and interesting people. The donation as part of becoming a TKF Friend goes towards the organisation of the entire Annual Forum and TK Series. During the TKF21, 17 high net-worth individuals became TKF Friends.

#### **PRIVATE DONATIONS**

TKF received further support from private donations.

#### **GIFTS IN KIND**

30 Magnum Bottles Whispering Angels  
100 Soeder Disinfectants Bottles

Gifts in kind by organisations are given in return for publicity on our invitations, brochures, website, social media and marketing.

#### **VOLUNTARY HELP**

As a small start-up we are appreciative of all the help we receive from family and friend volunteers both in the run up to events and on the ground.

## 6. 2021 FINANCIAL STATEMENT

Year 2021	Income CHF	Expenses CHF
<b>Expenses</b>		
<b>Main Forum</b>		
Execution		20'633.56
Food & Drinks		22'871.39
Speakers Costs		6'240.49
<b>Management</b>		
Project Management		55'219.50
Community Management		28'709.20
Expenses		1'630.08
Marketing		7'508.29
<b>Income</b>		
Attendance Fee	41'130.62	
Sponsors and Donations	97'087.42	
Total	138'218.04	142'812.51
<b>Deficit / Surplus in 2021</b>		<b>-4594.47</b>

## 7. APPENDIX - GOVERNANCE & RISK MANAGEMENT

The Klosters Forum is an association (Verein) as defined in Article 60 et seqq. of the Swiss Civil Code (ZGB) with its registered office in Klosters, governed by its Statutes.

The Klosters Forum is an association which acts as a neutral platform to bring together NGOs, charitable organisations, foundations, innovators, political decision-makers, business leaders and private individuals, to develop solutions in environmental fields. Forums and smaller events, inter alia, are held for this purpose in Klosters and other locations.

### **Governance**

The The Klosters Forum is an association (Verein) as defined in Article 60 et seqq. of the Swiss Civil Code (ZGB) with its registered office in Klosters, governed by its Statutes.

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Governance: The Board of The Klosters Forum is responsible for providing the overall direction and leadership for TKF and for ensuring its effectiveness as a charitable Verein and as a convener of thought-leaders. The Board of The Klosters Forum is responsible for delivering TKF's aims and for exercising good governance. Operational management is delegated by the Board to the Founding Directors who are accountable to the Board for its stewardship of the Verein. The Founding Directors attend Board and Committee meetings. Board members deploy a wide range of skills, knowledge and experience essential to good governance and the balance of expertise is kept under review. Collectively the Board must demonstrate responsible leadership and judgement. Board members and the Founding Directors are expected to behave with the utmost integrity and professionalism at all times. To demonstrate their commitment to TKF's goals and values, The Board met twice during the year.

### **The Leadership Team**

The Leadership Team TKF engages Founding Directors, Camilla ter Haar (Non Executive Director) (from September 2022 in a paid capacity) and Stephanie von Meiss (Executive Director), (in a paid capacity).

### **Trustees**

Susanne von der Becke is the Chair of the Board of Trustees. Susanne von Meiss, Christine Labes and Beatrice Langloh are founding Trustee members. In the summer of 2020 Christina de Labouchere joined as additional Trustee.

### **Extended Team (all on a paid basis)**

In December 2019, Clare Heaton was engaged as Director of Operations and Chloe McCallum as Social Media and Podcast Manager. In 2021, Noemi Staehelin was engaged as Programme Director. Mitzi Knopflach and Lalie Jacout assisted on a paid basis in the lead up to and during the 2021 Summer Forum to assist with the operations and running of the Forum. In September 2021 Chloe Jacout joined as research lead in a short term paid capacity. Hannah MacInnes assisted with recording The Klosters Forum podcast series on a paid basis.

### **Volunteers**

In 2021, TKF21 had the benefit of numerous volunteers and advisors. The Klosters Forum and the projects we serve benefit from the invaluable support of more than 11 volunteers in a variety of roles. Our volunteers support our work in many ways, including operationally during the Forums.

## **Ambassadors**

TKF has a team of ambassadors who are passionate about issues covered by the Forum and who help amplify the message of TKF as a platform and as a forum. Our ambassadors include: Alicia Grimaldi, Anna Gavazzi, Irina Stolberg, Amber Nuttall, Olivia Wilkinson, Natalie Munk, Elisabeth von Thurn und Taxis, Georgia Oetker, Peter Simon, Daisy Leitch, Alexandra Moosally, Constantin Bjerke, Amanda Kayne and Nachson Mimran.

**Advisory Boards** The Klosters Forum had the benefit of a distinguished advisory board which includes. Sally O'Brien, Senior Vice President, Pew Charitable Trusts, Mark Spalding, President of The Ocean Foundation; Andrew Sharpless, CEO of Oceana; John & Antoinette Vermilye, Founders of the Gallifrey Foundation Craig Leeson and Erik Bruun Bindslev.

## **Financial Statement**

Prepared and approved by Dr. Urs Müller, ([www.adfinco.ch](http://www.adfinco.ch))

## **Risk Management**

The members of the Board of The Klosters Forum have given consideration to the major risks to which TKF is exposed and satisfied themselves that systems or procedures are established in order to manage those risks.

The Board of The Klosters Forum has a risk management strategy which comprise:

- the establishment of policies, systems and procedures to mitigate those risks identified in the annual review; and
- the implementation of procedures designed to minimise or manage any potential impact on TKF should those risks materialise.

## **Financial Stability**

This work has identified that financial sustainability is a major risk for TKF due to dependency on limited third party income sources, mainly the TKF Friends. A key element in the management of this risk is a regular review of available liquid funds to settle debts as they fall due, an identification of major dependencies, an implementation of an adequate reserves policy and the consideration of diversification plans. In October 2018, TKF instructed a respected Swiss Fundraiser to assist in fundraising as well as currently developing a strategy with an external voluntary strategic advisor to help develop recurring revenue streams. Further, planning for subsequent forums and activities is always conducted with a rigorous business plan and within TKF's financial means.

## **Diversification of Trustee Body**

Attention has also been focussed on non-financial risks including the fact that the Trustee Body (The Board of TKF Verein) is currently small and would be strengthened by more professional and relevant board experience. In order to deal with this, TKF has recruited a professional and relevant Overarching and (topic specific) Oceans Advisory Boards. TKF has reviewed and agreed the skills and qualities required and is currently inviting suitable individuals to join the Board of TKF Verein.

## **Other Non-Financial Risks**

Attention has also been focussed on risks arising from relationships with stakeholders, given that this network is a key component of the TKF platform. A key element in the management of this reputational risk is ensuring consistency of key messages and implementing and adequately reviewing complaints procedures.

The other key non-financial risk relates to the operation of the main annual summer Forum, which may include beneficiary complaints, loss of fee income and or health and safety issues. In managing this risk TKF have agreed to quality control and health and safety procedures, and implemented complaints procedures.