



THE KLOSTERS FORUM
OPENING MINDS

Annual Report 2020

The Klosters Forum presents its annual report and financial statements for the year ending 31st December 2020.

December 2020

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. TKF20 ACHIEVEMENTS AND OUTCOMES

During TKF19 we provided the time and space needed for deep discussions and inspiration and acted as a catalyst for collaborative projects on innovative solutions to tackle the flow of plastics into our ocean. Over 2.5 days participants who otherwise might not have met, took part in small working groups on curated topics relating to challenges surrounding the flow of plastics into the ocean. Outside the workshops participants walked and hiked together, attended film screenings and continued their conversations at private dinners.

1. The Annual Forum: TKF20, 1st-3rd September 2020

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, the focus topic of TKF20 was on "the future of food systems in the context of biodiversity regeneration". TKF21 will continue to tackle this critical topic.

Due to the Covid-19 restrictions, TKF20 was held in September 2020 rather than June and on a smaller scale. TKF20 brought together a hand-picked cohort of 40 expert practitioners and funders from around the world and from diverse sectors as well as 18 TKF Friends to explore ways in which our food systems can be transformed in order to help preserve and regenerate biodiversity. Over 2.5 days, participants, who otherwise might not have met, took part in small working groups on curated topics relating to challenges surrounding biodiversity preservation and food systems. Outside the workshops participants walked and hiked together and continued their conversations at private dinners.



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:

Agrilution

Avina Foundation

B Lab Europe

Bern University of Applied Sciences

ChemoMetric Brain

EAT Foundation

Fauna & Flora

Food Packaging Forum

illycaffè

LGT Venture Philanthropy

Lloyd's Register Foundation

Microsoft

Pictet Group

ProVeg International

reNature

Swiss Government

United Nations World Food Programme (WFP)

University of Cambridge

And more.

More information about TKF20 can be found in our TKF20 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 2020. However, in the lead up to TKF20, TKF organised online workshops with around 60 international expert participants. This allowed many experts to participate in TKF20 despite the COVID-19 travel restrictions.

The report of The Food Industry's Biodiversity Challenge online workshop can be accessed via [this link](#).

The video of Laura Storm's online session on Regenerative Leadership can be accessed via [this link](#).

TKF remains committed to the TKF Series and very much hopes to resume it during 2021.

3. TKF Podcasts

During 2020, TKF launched its "Feed & Flourish" podcast series.

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 7,500 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 7,500 downloads.

5. Partner organisations

We were delighted to have partnered with the following two organisations in 2020:

EAT Forum

Sustainable Food Trust

6. Collaborations

As TKF20 had to be moved back to September, many conversations are still ongoing and concrete collaboration projects will be included in the TKF21 Report.



3. AMBITIONS AND FUTURE EVENTS

After a successful TKF20, we are working towards TKF21 which is due to take place 22-24 June 2021.

For TKF21, we are planning to bring 100 participants together to continue our crucial food system transformation work. We'll convene a select group of key stakeholders to discuss ways and develop new approaches to move from an extractive, efficiency, yield and low-cost driven food system towards one that enables nature to flourish and regenerate.

Invited participants include: agricultural and food leaders, environmental NGOs, philanthropists, foundations, policy-makers, chefs, investors, retailers, consumer brands, investors, social scientists, artists and tech innovators.

In addition, two virtual pre-forum workshops are planned to include those who can't travel because of Covid-19 restrictions.

We are also planning to host a virtual gathering for our previous Plastic Pollution community (TKF18/19) later in the year, in order to continue to support their collaborations.

Physical events will depend on Covid-19 restrictions and will be planned spontaneously

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 to 2021 (and in some cases continue to be postponed), TKF20 was 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.

TKF21 is currently looking for practical solutions to address how we can transform our food systems in order to positively preserve our planet. 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 TKF20/21 Food & Biodiversity Community even after it's topic ceases to be a core one.

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.

At present, the topic for 2022 and 2023 will fall under the umbrella topic of *The Future of the Built Economy: Regenerative Architecture*. We are currently at the start of our scoping out process to assess where we can best add value and where discussions are most needed.

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 2020

DESCRIPTION OF INCOMING FUNDS

TICKET FEES

A large part of our funding currently comes from participant ticket fees for the Forum. For the June 2020 Forum we charged participants different fees depending on their background: Small NGOs: £450; Creatives, Academics, Policy Makers, Foundations: £650; Investors and Industry £950. 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. This amounted to CHF 22,849.

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 Davos talks. Our Annual Forum and TKF Davos 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 TKF20, 12 high net-worth individuals became TKF Friends. The contributions of TKF Friends amounted to CHF 24'000.-

PRIVATE DONATIONS

TKF received further support from private donations adding up to: Fr. 97'250.-

GIFTS IN KIND

Gifts in Kind for 2020 were provided by:

80 Vegan Burgers by Moving Mountain

12kg Vegan Chicken by Planted

100 Soeder Disinfectants

100 Calanda Beers

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. 2020 FINANCIAL STATEMENT

Year 2020 - actual	Income CHF	Expenses CHF
<i>Direct Costs</i>		
Speakers Expenses		0
Food and Accomodation		16'830
Event operation		9'560
Event expenses		1'037
<i>Indirect Cost</i>		
Planning and Execution		61'792
Community Outreach & Maintanance		16'597
Marketing		3'276
Expenses		4'264
<i>Income</i>		
Attendance Fee	32'337	
Sponsors and Donations	122'913	
Total	155'249	113'355
<i>Deficit / Surplus in 2020</i>		41'894

6. 2021 BUDGET

Year 2021 - Budget	Income CHF	Expenses CHF
<i>Direct Costs</i>		
Speakers Expenses		23'000
Food and Accomodation		67'300
Event operation		38'000
Event expenses		2'000
<i>Indirect Cost</i>		
Planning and Execution		200'000
Community Outreach & Maintanance		24'000
Marketing		18'000
Expenses		6'000
<i>Income</i>		
Attendance Fee	41'000	
Sponsors and Donations	90'000	
Total	131'000	378'300
Funding Gap 2021		-247'300

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

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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, the Founding Directors are expected to behave with the utmost integrity and professionalism, and at all times to demonstrate their commitment to the goals and values of TKF The Board met twice during the year.

The Leadership Team

TKF engages Founding Directors, Camilla ter Haar (currently on maternity leave) and Stephanie von Meiss , in a paid capacity from January 2018, both previously having worked as volunteers for TKF.

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

In December 2020 , Clare Heaton was engaged as Director of Operations and Chloe McCallum as Social Media and Podcast Manager. Mitzi Knopflach and Lalie Jacout assisted on a paid basis in the lead up to and during the 2020 Summer Forum to assist with the operations and running of the Forum. Hannah MacInnes assisted with recording the Feed and Flourish podcast series on a paid basis. Peter Flynn was the Master of Ceremony. In 2020, TKF20 had the benefit of numerous volunteers and advisors.

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, Tatiana D'Abo, Amber Nuttall, Olivia Wilkinson, Skye Gyngell, Natalie Munk, Elisabeth von Thurn und Taxis, Georgia Oetker, Peter Simon, Daisy Leitch, Alexandra Moosally, Constantin Bjerke, Elizabeth Candelario, 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 and Craig Leeson.

Financial Statement

Prepared and approved by Dr. Urs Müller, (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 fora 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 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.