



THE KLOSTERS FORUM  
OPENING MINDS



# TKF21 REPORT

June 2021

# Table of Contents

No.	Titles	Page
1.	About The Klosters Forum	03
2.	Pre-forum Virtual Workshop: Reimagining Finance To Be In Service To Life	04
3.	TKF21 Participant List	06
4.	Warm Data Lab	07
5.	Presentation: Daan Roosegaarde, Renowned Artist And Innovator	08
6.	Panel Discussions	08
a.	Biodiversity Reconnected	09
b.	Human And Planetary Health	11
7.	Summary Of The Workshops	13
a.	How Can Capital Best Serve The Food System Transformation?	13
b.	Interconnected Relationship Between Sustainable Food Production Systems, Our Diets And Public Health	15
c.	Rewilding Of The Oceans. Can This Be The Missing Link To Sustain Life In The Oceans?	16
d.	Biodiversity Action Plan	17
8.	TKF Talks Series	19
a.	Personal Sustainability Journeys	19
b.	Business As A Force For Good: What's Holding It Back?	20
9.	Needs And Leads Session	21
10.	Thank You	22
11.	TKF22	23



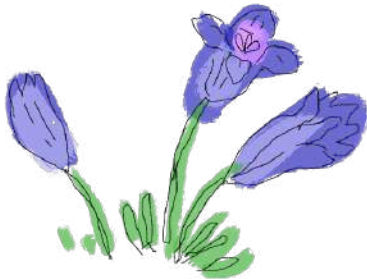
## About The Klosters Forum (TKF)

The Klosters Forum is a community of experts who are committed to tackling the world's most urgent environmental issues. TKF provides a neutral platform where we convene and connect relevant, impactful and committed participants, giving them the time and space for deep thinking and an opportunity to share ideas and collaborate in a unique, intimate environment. The Klosters Forum creates a space in which time is set aside for our TKF Participants to focus on a single issue. We have heard too often from NGOs, investors, and entrepreneurs that their schedules do not usually allow for this deep thinking. Our focus is on creating viable solutions, which we do by creating networks, brokering collaborations and incubating thought leadership.

### Focus of The Klosters Forum

#### 2021 — Biodiversity Regeneration via Food System Transformation

Biological diversity is the complex infrastructure that supports and nurtures all life on Earth. Ensuring the regeneration, continuation and health of this infrastructure is one of the most pressing challenges of our time, since we depend on nature's diversity and abundance for the stability of our planet and our ability to survive and prosper.



Biodiversity is key to building resilience in systems. This is particularly true for food production and distribution systems. Our planet's broken food system is a major driver of biodiversity loss, but, if transformed, can be a pathway to biodiversity preservation and regeneration.

The United Nations' Sustainable Development Goal (SDG) #15 presents an enormous challenge for stakeholders within the food system. Corporations, NGOs, scientists and other change-makers are already working on rising to the challenges posed by SDG 15; however, increased cross-sector collaboration is the only way to tackle biodiversity challenges. This cross-sector collaboration is what we aim to enable at The Klosters Forum.

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 toward 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.

### The TKF21 Community Was Convened To

- 1 Accelerate positive environmental change
- 2 Provide a unique environment that encourages systemic thinking and acting
- 3 Make expert knowledge available to a wider community
- 4 Foster a solution-oriented and collaborative ecosystem of game changers

Our community continues to put words into action. We are continuously measuring our impact by keeping in touch with our TKF Participants, learning about their progress and the collaborations that emerged from our Forums, and supporting them to the best of our ability.

## TKF21 Sponsors

Thank you to our TKF21 Sponsors **Pictet Asset Management** and **Blue Horizon** for believing in The Klosters Forum and in the power of collaboration.

02

## Pre-Forum Virtual Workshop

Prior to TKF21, The Klosters Forum hosted a virtual workshop in June 2021 in order to include experts who were unable to travel to TKF21.

### Reimagining Finance to be in Service to Life - In which ways can capital flow nurture the transformation of food systems?

**Moderated by** Erik Bruun Bindslev, Director of Partnerships at Danish Sovereign Wealth Fund and Heiko Specking, Founder of specking+partners gmbh

#### Speakers

- John Fullerton, Founder of Capital Institute, Impact Investor
- Gillian Diesen, Thematic Client Portfolio Manager, Pictet Asset Management
- Dr. Susanne von der Becke, Founder of VDB Insights, Chairwoman of TKF
- Indy Johar, Founder of Dark Matter Labs



The food system will depend on the financial sector to transform itself and regenerate biodiversity. This workshop created a space to reimagine the purpose and role of capital in this transformation. 76 experts from around the globe registered for the workshop, which featured a panel conversation and group discussions in breakout rooms.

- ✓ Our current system is predicated on economic theories that suppose individualistic, self-maximizing, competitive behavior will lead to the most beneficial outcomes as a whole. Although this has generated some tremendously beneficial outcomes for society, in other crucially important ways, it has not. When business decisions have negative social or environmental impacts, those are considered externalities. To create a model where finance is truly in service to life, we need to reimagine this system in a more holistic way.
- ✓ Solutions-based investment approaches are beginning to gain traction, but there is still a lot of “greenwashing” in the financial industry. Funding innovative, trailblazing companies is one way to truly make a big impact. To take solutions to the next level, we need business to collaborate with policy and to invest in bringing more innovation to the food system.
- ✓ Part of the problem is that our economic system is fundamentally flawed: a majority of businesses would not be viable if they were required to price in their social costs. Our financial models introduce extraction, not good stewardship. For example, a tree in a city is a liability; it has to pay the liability and insurance costs, and its environmental and social benefits in the value proposition are ignored.
- ✓ The system is not changing fast enough. Although there is some progress, we may see a major divergence between the Global North and South as the food system continues to devolve faster than the solutions mature.
- ✓ Consumers and investors need to vote with their pockets - both by making more sustainable purchases on the individual level and by opting to invest in companies that are either neutral or regenerative, but not damaging.



The breakout room discussions covered how to influence consumer behavior, how corporations can lead a charge toward alternative accounting structures, how changing prices to reflect environmental cost would impact the economy, and how complex the global conversation is when considering varying cultural values.



## 03

## TKF21 Participants

Due to COVID-19-related travel restrictions, TKF21 took place on a smaller scale than usual. Nevertheless, a high calibre, impact-focused, collaborative and inspiring cohort gathered in the Swiss Alps.

Below is the list of TKF Participants who joined TKF21.

First Name	Surname	Position	Organisation
Nora	Bateson	Founder	Bateson Institute
Robert	Boer	Program Director	Blue Horizon
Erik	Bruun Bindslev	Director, Value Creation & Partnerships	Denmark's Sovereign Investment Fund
Ertharin	Cousin	President and Co-Founder	Food Systems for the Future
Gillian	Diesen	Thematic Client Portfolio Manager	Pictet Asset Management
Vincent	Doumeizel	Vice President for Food, Beverage & Sustainability	Lloyds Register
Mathias	Forster	Managing Director	Bio-Stiftung Switzerland
Steve	Freedman	Sustainability and Thematic Research Manager	Pictet Asset Management
Hector	Freitas	Client Solutions	Blue Horizon
Maxwell	Gomera	Director of the Biodiversity and Ecosystem Services Branch	UN Environment
Leontien	Hasselmann-Plugge	CEO	Sim Supply Chain
Mikkel	Hesselgren	Senior Vice President	Danish Sovereign Wealth Fund
Patrick	Holden	Founding Director	Sustainable Food Trust
Dr. Jon	Hutton	International's Global Conservation Director	WWF
Leslie	Johnston	CEO	Laudes Foundation
Sedef	Köktentürk	COO	Blue Horizon
Bernhard	Kowatsch	Head of Innovation Accelerator	United Nations World Food Programme (WFP)
Mateja	Kramer	Sustainability and Technology Advisor	Accenture
Carl Gustav	Lundin	Managing Director	Mission Blue (by Silvia Earl)
Jane	Muncke	Managing Director and Chief Scientific Officer	Food Packaging Forum
Peter	Odemark	Managing Partner	Gullspång Re:food
Marcello	Palazzi	Co-Founder	B Lab Europe
Francois	Pythoud	Special Envoy International Sustainable Agriculture	Bundesamt für Landwirtschaft BLW
Philip	Reuchlin	Chief Sustainability Officer	Glacier
Benjamin	Rienschke	Owner & Manager	Blue Diamond Farming Company
Daan	Roosegaarde	Artist and Innovator	Studio Roosegaarde
Pierre	Rousseau	Strategic Advisor Sustainable Business	BNP Paribas
Christina	Senn-Jakobsen	Managing Director	Swiss Food Nutrition Valley
Tony	Simons	Director General	World Agroforestry Centre
Heiko	Specking	Founder	specking+partners gmbh
Jordania	Valentim	Plant Proteins	DSM
Joséphine	von Mitschke-Collande	Sensemaking and Learning Lead Deep Demonstrations	Climate-KIC



The TKF21 Friends Group, a valued community of supporters who play a key role in advancing the mission and vision of The Klosters Forum, included:

Reto von der Becke, Patrícia Bonaert, Gilles Bonaert, Julien Boucher, Jacques de T'Serclaes, Claire Droz, Jonathan Fackelmayer, Leopoldine Grupp, Amanda Kayne, Jannis Kroeber, Georgia Oetker, Roman Peter, Christina Vestey, Amber Mahood, Jill Hutton and Johannes Mallinckrodt.

## 04

# Warm Data Lab

With Nora Bateson, Founder of the Bateson Institute

TKF21 kick-started with a Warm Data Lab, led by Nora Bateson, the inventor of the Warm Data Lab and the founder of the Bateson Institute.

Unlike the hyped “Big Data” approach, “Warm Data” intends to uncover the interconnectedness and relational characteristics of complex topics.

This approach allows for trans-contextual learning and enables participants to perceive new associations, linkages and perceptions. It helps the stakeholders to re-discover the topic from very different lenses than they are used to.



The Warm Data Lab aimed to encourage TKF Participants to explore the complexity of the topic while getting to know each other personally. This format also created a space for a moment of sharing personal stories and contextualizing content through different perspectives, thus producing energy for meaningful co-creation among TKF Participants.



Nora discussed complex systems and the importance of transcending frameworks when dealing with systemic topics such as biodiversity, food security and regenerative farming.

## Opening Presentation

By Daan Roosegaarde, renowned artist and innovator



Daan welcomed the TKF21 community to our first day of workshops and panel discussions by speaking about the power of imagination. He began by observing that we will need to imagine what a better future can look like before we can work together to create it. In an increasingly technological world, the truly human skill of creativity continues to be vitally important.

"GROW", Daan's current project in partnership with Rabobank, explores the future of food and agriculture in a radical way. Inspired by the life-giving relationship between plants and the sun, his team developed design-based "light recipes", which are prescribed patterns of movement of red and blue LED lights across crops. This mimics the light of the sun after sunset and speeds up the growth of the plants around the clock. It can also reduce the use of pesticides by up to 50%.



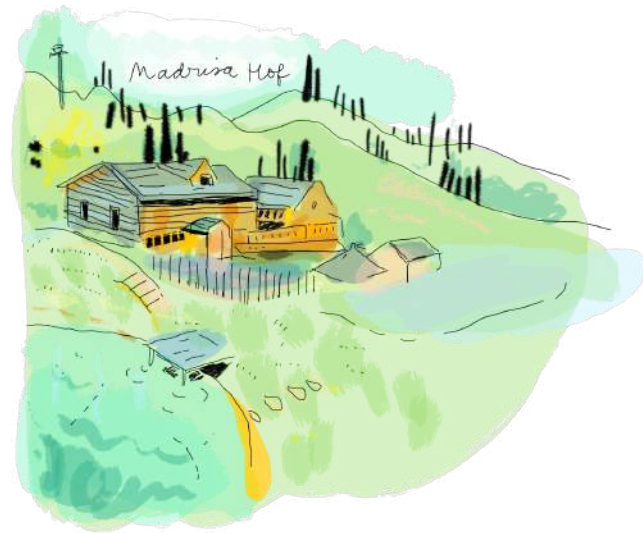
Moreover, the light recipes illustrate the beauty of what sustainable agriculture can look like. "GROW" will travel to forty countries, developing different design-based light recipes for their unique native crops.

There is power and joy in acting as a creator, not just a consumer. Daan encouraged our audience to embrace the messiness of innovation: it requires prototyping, iteration, collaboration with others, and commitment to learning from mistakes and moving boldly forward.



## Panel Discussions

Our panel discussions brought together diverse experts to reflect on what is needed to move out of the current linear, extractive system towards new, circular, regenerative solutions. Humanity's explosive growth and skyrocketing consumption over the past century have disrupted our natural environment and caused catastrophic biodiversity loss. With the vision of restoring a state of balance with nature, we asked our panelists to explore new solutions that would empower systematic and sustainable change to foster biodiversity.



### a. Biodiversity Reconnected

Why and how should we integrate living systems and biodiversity into our lives?

Moderated by Erik Bruun Bindslev, Director of Partnerships at Danish Sovereign Wealth

#### Panelists

- Patrick Holden, Founding Director, the Sustainable Food Trust
- Jon Hutton, Global Conservation Director, WWF International
- Maxwell Gomera, Director of Biodiversity & Ecosystems Services, the UN Environment Programme

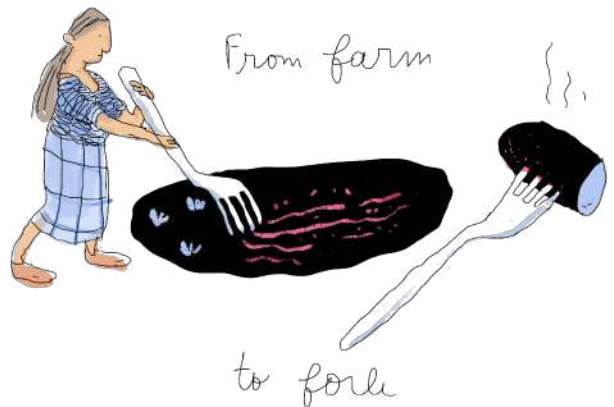


## Overview

Our first panel posed the question: “Why and how should we integrate living systems and biodiversity into our lives?” We began the discussion with the observation that the natural environment is a regenerative system in an infinite loop. In contrast, our modern agricultural practices and food system are linear, one-sided, and extractive. Maxwell, Patrick, and Jon each described the personal experiences that inspired them to work in the biodiversity space and fight for a more regenerative future. Each panelist then explained to our participants some of the key definitions, challenges, and opportunities that undergird their organizations’ work.



- ✓ Science, as a methodology for understanding the world around us, can illustrate truths, but it doesn't deliver us the answers to policy questions. The COVID-19 pandemic has illustrated that we can all use the same scientific information and arrive at completely different policy decisions. Similarly, science can tell us that 80% of nature loss is due to food production and agriculture, but that doesn't mean that there is one solution to this problem. For example, different schools of thought have proposed competing solutions: land-sharing (combining conservation practices and agricultural production in the same landscape by farming more sustainably) vs. land-sparing (intensifying activity on a percentage of the available land and leaving the rest to re-wild).
- ✓ Farming is a major threat to biodiversity for many reasons. One reason is wildlife habitat destruction in the name of increased agricultural productivity. When agriculture underperforms, farmers expand into habitats to provide for their families. Our panelists explained that one proposed solution is sustainable intensification: strategies such as zero-tillage farming that make agriculture more productive per square unit of land.
- ✓ The sustainability and biodiversity impacts of different farming practices are hard to discern, in part because we lack a common system for measuring them and language for describing them. We need a global system for measuring the impacts of farming methods beyond crop yield, such as the impact on biodiversity. Although each country's unique ecology means they will vary slightly, a set of common metrics could take us a long way.



- ✓ We need to address the question of business differently. Instead of starting with the goal of making a profit and planning to help people along the way, we need to seek ways to help people and make a profit along the way.
- ✓ A more holistic approach to both science and politics can help us move toward a more regenerative world. It is difficult for any party to claim moral authority over which changes need to happen and how, but it is clear that disruptive companies and NGOs can challenge the monopolies held by the current major players across our global systems. We need to empower youth, collaborate across entrenched silos, and (in the Global North) focus on reducing our own countries' consumption before rushing to criticize others.

## b. Human and Planetary Health

Can we create a biodiverse food system that delivers affordable, nutritious food for all?

**Moderated by** Joséphine von Mitschke-Collande, Sensemaking and Strategic Learning Lead Deep Demonstrations Climate-KIC

### Panelists

● Ertharin Cousin,  
President and Co-Founder  
of Food Systems for the  
Future

● Sedef Köktentürk,  
COO of Blue Horizon

● Benjamin Riensche,  
Owner of the Blue  
Diamond Farming  
Company

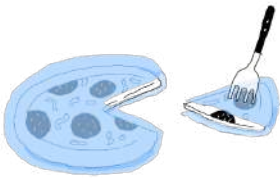


## Overview

The second panel posed the question: Can we create a biodiverse food system that delivers affordable, nutritious food for all? Our panelists emphasized the necessary role of market-based solutions and walked us through some of the complexities that circumscribe them. They also discussed the roles of policy, technology, and community.

- ✓ Our shared goal is universal access to a healthy diet, acquired without destroying our planet. While this is an overwhelmingly daunting challenge, a lot of progress is already taking place.
- ✓ One challenge is the human need not only for calories that provide energy, but also for the nourishment provided by a diverse and nutritious diet. We have moved beyond the model that treats filling empty stomachs as paramount, because food also needs to power health, brainpower, vitality, and opportunity. All foods are not created equal, and the twin crises of malnourishment and obesity illustrate the need for affordable yet healthy food.

*People don't know how to cook anymore*



*Not everybody has access to healthy food.*

- ✓ Farmers have to respond to the conditions of the market, much as they might want to farm more regeneratively. When they cannot turn a profit on sustainably farmed products, they cannot stay afloat without using the more extractive practices that are commonplace. Fortunately, if we can find ways to make the market reward sustainable farming, the technology to make the switch already exists.
- ✓ Some suggestions include taking advantage of the digital economy to connect farmers directly with consumers who want sustainably farmed products and selling carbon credits that allow farmers to sequester carbon without losing their livelihoods.

- ✓ The market is able to move a lot faster than the government. Investors can accelerate the transition to a regenerative food system by funding disruptive companies that can shift the economy in a new direction. Because making a profit is a necessary part of running a business, funds like Blue Horizon and Food Systems for the Future support entrepreneurs who must make that profit while providing them the capacity to make a measurable, impactful difference.
- ✓ Nonetheless, policy makes a major impact on what is produced and consumed around the world, so collaboration with the policy sector is vital. Subsidies, trade rules, and global markets all affect what farmers grow and what consumers buy.

*"don't eat food that has advertisement for it."*



- ✓ The increasing availability of advanced technologies can play a role as well. For example, see-and-spray technology uses visual technology to spot weeds and precision-spray a tiny amount of herbicide right onto the weeds without contaminating crops. Satellites can deliver a suggested prescription for a field based on a grid-based soil map and put the right amount of nutrients in the right places.
- ✓ Experimentation happening on smaller scales is driving necessary innovations, but we need to understand that solutions cannot be transferred wholesale from one context to all. We need to collaborate to generate a platform of solutions from which countries, regions, and farmers, facing different social and geographic realities, can work to make the best decisions for their localities.



*The Klosters Forum was my best time spent this summer. Not only did I arrange new business opportunities, but it planted the seeds for making my farm more biodiverse, regenerative and sustainable. And the hidden bonus was making some incredible new friends at Klosters!*

Benjamin Riensche, Owner of the Blue Diamond Farming Company



## 07

# Summary Of The Workshops

## a. How can capital best serve the food system transformation?

**Moderated by** Gillian Diesen, Thematic Client Portfolio Manager and Steve Freedman, Sustainability and Thematic Research Manager, both Pictet Asset Management

Pictet Bank  
How can capital best serve  
transformation of the  
food system?



## Workshop Objective

Our food system is the single biggest lever we have to address challenges of both human and planetary health. This interactive workshop explored different opportunities that promise to make a difference, and in particular, the role of business and finance in realizing these opportunities.



## Workshop Overview

The workshop centered on three sets of questions, which were discussed in breakout groups, and the results presented back in the plenary session. The first considered the obstacles that prevent more rapid progress toward a sustainable and health-oriented food system. The second cluster of questions examined the role of technology in providing solutions to food system challenges. Finally, the third group of questions considered the opportunities for collaboration between various stakeholders' groups and the role of capital.

## Key Outcomes

- ✓ As far as obstacles were concerned, a lack of education and understanding of key food systems and nutrition issues in parts of the broader population were mentioned.
- ✓ The cost involved for consumers to do the right thing (proper and sustainable nutrition) or the perception of being the odd one out were seen as additional impediments.
- ✓ It was noted that as the movement grows and reaches greater scale, some of these problems will be attenuated.
- ✓ Regarding the role of technology, while participants acknowledged that technology could provide individual solutions to many challenges, concerns were voiced that such approaches had their limits. In particular, tech solutions were viewed as often not holistic enough, with the risk of creating pressure points elsewhere in the system.
- ✓ The role of finance was discussed. While capital is needed to fund the growth of sustainable food systems, an ecosystem approach is needed, whereby multiple stakeholders (public sector, NGOs, corporate issuers and investors) work together to promote change.
- ✓ Consumers will not change their behavior at scale until the cost of healthy and sustainable nutrition comes down.







## b. Interconnected relationship between sustainable food production systems, our diets and public health

Moderated by Patrick Holden, Founding Director of the Sustainable Food Trust

### Workshop Objective

To explore the options for improving the coexistence of food production and biodiversity, highlighting the differences between the two contrasting strategies which are currently being advocated to achieve improved biodiversity outcomes: land sparing or land sharing.

To provide an update on the work of the Sustainable Food Trust (SFT) in developing a Global Farm Metric (GFM), with a particular focus on the biodiversity category, to explain the way in which the SFT has divided on-farm biodiversity into two categories, agricultural and non-agricultural, and to consider the best units of measurement or biodiversity indicators which would reliably reveal the biodiversity outcomes of the particular farm and farming system.

The fields that feed us



Works for any thing



### Workshop Overview

The workshop commenced with a case study of Patrick Holden's farm, under sustainable/regenerative management for over 40 years. He explained how food production in harmony with nature could enable extremely positive biodiversity outcomes, contrasting sharply with those of intensive farming systems where a combination of chemical fertilisation and pesticides make the coexistence of biodiversity and food production almost impossible.

The second half of the workshop highlighted the need to identify biodiversity indicators through opening up the discussion to the participants.



## Key Outcomes

Despite the importance of saving the last remnants of rainforest and other areas of pristine wilderness, the brutal truth is that the majority of the habitable land area of planet Earth is now farmed. As a result, the challenge of restoring the biodiversity that has been lost through half a century of intensive agriculture will be played out on a farming stage.



*Today the Farms of the world represent the world's most important ecosystems. They are in effect its lungs and digestive system, and because of the impact of industrial agriculture on the biodiversity of farm ecosystems, the patient earth is sick.*

Patrick Holden, Founding Director of the Sustainable Food Trust



## c. Rewilding of the Oceans: can this be the missing link to sustain life in the oceans?

Moderated by Carl Gustaf Lundin, Managing Director at Mission Blue

### Workshop Objective

While marine ecosystems continue to be over-exploited, an increasing number of protected areas are being established. Such zones almost immediately thrive, with fauna and flora returning and essential biodiversity being restored. This is a process we refer to as 'rewilding' on land. The sustainable finance industry is starting to focus on this space and concept, given the importance of investing in our environment.

1. What do we need to do to make this concept work even better?
2. How will the experts be best involved here?
3. What are the barriers to making this work and how do we scale it up?
4. Is at least 30% protected by 2030 a realistic goal, and how can it be accomplished?
5. What financial models should we use to generate sufficient returns to attract the finance industry?





There used to be eight species of sharks in the Baltic!



## Key Outcomes

- ✓ We learned about different case studies, such as the situation in the Baltic Sea. Less than 1% of it is fully protected and there are large areas of dead bottoms. It is extremely overfished, and cod and herring are almost commercially extinct. Restoring the Baltic will require drastic changes. They could include a complete commercial fishing ban. Still, enforcement is a real challenge today, and it will be even harder with a fishing ban.
- ✓ Different ideas on how to act were discussed through various lenses. For example, the insurance industry could incentivise communities to maintain ocean/coastal health, as a healthy coast reduces risk. Blue bonds might be an option. Restriction of navigation is not a good option, particularly since shipping and navigation is rarely one of the main environmental drivers of the deterioration of the sea. Ecosystem restoration can be both economically sound and essential to have a healthy ecosystem providing the many ecosystem services that we rely upon.

- ✓ Economically, there is also a lot of potential in seaweed. The growth rates of the plants are often huge, up to 10% daily, and it can be advantageous for local communities (especially women). Zanzibar and the Philippines are examples where the economics of communities have been transformed by seaweed farming. Regenerative Ocean Farming to grow plant-based ingredients from the waters for fuel, feed, fertilizer, and food such as kelp burgers is very promising, in addition to sequestering CO2 from the atmosphere.

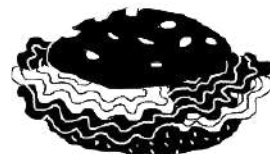


*TKF 2021 was a wonderful event bringing together a host of inspiring experts on biodiversity and food systems. It was a great opportunity for full immersion in these critically important topics and to establish valuable partnerships.*

Steve Freedman, Sustainability and Thematic Research Manager, Pictet Asset Management



kelp-burgers



## d. Biodiversity Action Plan

Moderated by Erik Bruun Bindslev, Director of Partnerships at Danish Sovereign Wealth Fund

### Workshop Objective

In this workshop, the participants deep-dived into the complexity of rewiring ourselves, our lives and our work to flow with rather than against a world where both people as well as nature thrive. In the TKF20 workshop, we created a vision for the future of the food system we wish to create. This year, the participants were asked to create a road map of bite-sized action points that will get us there, harnessing the personal and collective platform for the journey of reconnection in our own lives and the lives of those around us.

### Workshop Overview

- ✓ Participants used the model of a tree to map out their own and joint platforms, where the:
  - ROOTS represent all connections (all the networks they are plugged into), the
  - TRUNK represents our skillset, mindset and all learnings in life, and the
  - BRANCHES represent the intentions and actions for change that are enabled by using your connections and your learnings in life.
- ✓ Participants joined their trees together into one group ACTION PLAN.



### Key Outcomes

- ✓ We concluded that it is easier to have lofty strategies and systemic solutions on paper; making them tangible is often painful and very difficult.

### Actions

- Collective action to “price nature” so that CO2 is priced to conserve, restore and increase biodiversity, CO2 capturing, and environmental services.
- Promote localised ecosystems that allow humans and nature to thrive; promote nature-based solutions.
- Be a collective force for driving capital to create change, including doing everything in our power to force true cost accounting within our work.



## Takeaways

- Not one idea will create all the change, but a collective; interconnected ideas will create a reconnected world.
- Additionally (and intentionally), the workshop highlighted the difficulty of true deep collaboration, where staying in flow and in a learning mindset is very difficult.



*Ecology comes from the Greek "oikos", meaning home. We need to regenerate so that we can secure our home.*

Erik Bruun Bindslev, Director of Partnerships at Danish Sovereign Wealth Fund



08

## TKF Talks Series

### a. Personal Biodiversity Journeys

**Moderated by** Dr. Susanne von der Becke, Founder of VDB Insights; Chair of the Board of Trustees, The Klosters Forum

#### Featuring

- **Marcello Palazzi**,  
Co-founder of B Lab Europe
- **Leslie Johnston**,  
CEO of the Laudes Foundation
- **Vincent Doumiezel**, Vice President of Food, Beverage and Sustainability at the Lloyd's Register Foundation & Senior Advisor on Oceans at United Nations Global Compact



## Objective

To share personal stories about the pathways that led participants into this line of work, discuss shared challenges, and inspire one another to continue and collaborate.





*Come for the content, stay for the connections.*

Jane Muncke, MD and Chief Scientific Officer of Food Packaging Forum



## Key Outcomes

- ✓ All speakers described winding journeys that brought their careers through many phases. It's never too late to make an impact, nor is there only one way to do so.
- ✓ Pursuing systems-level change motivates many of us at TKF. How can we change the overall context so that individuals and corporations have an ethical context in which to make decisions?

- ✓ Tackling power will involve giving voice to the weakest and encouraging regulation.
- ✓ The concept of “sustainability” is quickly becoming outdated: we need to restore and regenerate at this point.
- ✓ Each time we eat and drink, we vote for the world we want. Each of us has a lot of power to create a more biodiverse planet.
- ✓ Collaboration, creativity, and innovation are all key features of creating lasting change. The world is full of solutions. We just have to give voice to them, fund them, and enact them.

## b. Business as a force for good: what's holding it back?

**Moderated by** Dr. Susanne von der Becke, Founder of VDB Insights; Chair of the Board of Trustees, The Klosters Forum

### Speakers

- **Philip Reuchlin**, Chief Sustainability Officer, Glacier
- **Christina Senn-Jakobsen**, Managing Director, Swiss Food Nutrition Valley
- **Gillian Diesen**, Product Specialist, Pictet Bank
- **Jordania Valentim**, Plant Protein, DSM



The talk series aimed to gather personal insights from practitioners working to move the needle on business as a force for good.



## Key Outcomes

- ✓ Since climate change is complex, abstract, scary, etc., our brains don't grasp it and all information has to be made visual and intuitive.
- ✓ There is not enough focus on SME's as agents of mass change. All focus is on big companies - how can the "invisible" economy be mobilised?



*An inspiring 3 day bubble in nature with positive and passionate doers.*

Linsen Abdon, CEO of BOCA



- ✓ We discussed the value and difference between collaboration and partnerships: partnerships require clear rules and commitment whereas collaborations are more open and organic. What is the best form to advance innovation in business and create positive change?
- ✓ Big corporations need start-ups for radical innovation and start-ups need corporations as partners. Through new technology and "ecosystem" thinking, these partnerships can be built easier and faster.
- ✓ Sustainable foods must be desirable, available and affordable to become attractive to consumers and to reach scale. Capital can accelerate the consumer transition towards sustainable foods by supporting the development of attractive foods that do not compromise on taste, texture, and the overall consumer experience.
- ✓ Sustainability becomes a more and more relevant and important criteria for investors, which in turn can motivate companies to move in the same direction.
- ✓ The same is true for consumers who become increasingly vocal, demanding real change.



## Needs & Leads Session

On the second day of TKF21, the "TKF Needs & Leads" session returned to great effect. After the successful introduction of this platform last year, we again offered TKF Participants the opportunity to present their "needs" to the group in two-minute pitches. At TKF21, 12 did so. Any audience members who knew of "leads" that could be promising for those who shared their needs wrote down their contact information and a brief description of their leads for the presenters. TKF Participants were encouraged to follow up on these connections with 48 hours of the Forum.



The TKF community is strongly connected by a sense of common purpose, a mutual desire to help each other, and the shared determination to make real progress on the important topics they convene at TKF to tackle. This session gives TKF Participants the chance to ask each other directly for support in a confidential and trusting environment, as well as the opportunity to channel their resources and their willingness to help into real collaborations with their new contacts. It allows TKF Participants to leave the Forum with more than a stack of business cards and a sense of hope. We connect specific individuals around specific projects and challenge them to make plans right away.

## 10 Thank You

TKF21 would not have been possible without the help of our supporters, advisors, sponsors, TKF Patrons and Friends, moderators, ambassadors, team and volunteers. A big thank you to you all!

We would also like to thank the **Gemeinde Klosters** for supporting us in the preparation process for TKF21. The travel restrictions due to COVID-19 were very strict and the Gemeinde Klosters played a big part in enabling us to bring all the experts to Klosters during this global pandemic.

Thank you to our in-kind sponsors **Whispering Angels**, **Soeder** and **Sativa**.

TKF21 is carbon neutral thanks to the support of **South Pole**, who compensate the carbon footprint of our Forum.

The illustrations are drawn by **Menah Wellen**.



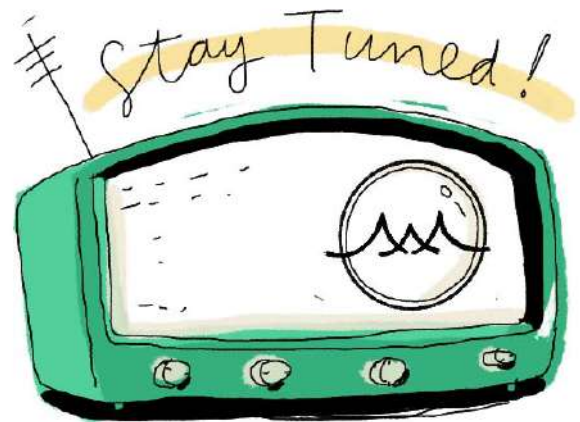
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## TKF22

**TKF22 will take place 21-23 June 2022**

As a neutral environmental platform, we set a new thematic focus every two years within the Planetary Boundaries Framework (Rockström, 2009). The topic for 2022-2023 will fall under the umbrella topic of The Future of the Built Environment. 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. The exact focus of TKF22 will be confirmed shortly.

We continue to maintain and promote the TKF Community of the previous topics even after they cease to be the biannual focus topic through a number of channels, including TKF side events and the TKF Podcast series. Details of these can be found on The Klosters Forum website.







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OPENING MINDS



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