

ZETA MOVEMENT

20
21

ANNUAL REPORT



WITH OUR MAIN PARTNERS



MEMEBR OF



TABLE OF CONTENTS

| | |
|--|----|
| Co-presidents' statement | 1 |
| Who we are | 2 |
| Meet the team | 3 |
| Professional Advisors | 4 |
| Events | 5 |
| • Conferences | 6 |
| • Informal events | 7 |
| • Third parties' events | 9 |
| Ambassadors Program | 11 |
| • The Ambassadors Program in brief | 12 |
| • Ambassadors workshop | 13 |
| • Ambassadors visits | 14 |
| Networking | 18 |
| • Networking | 19 |
| • Our sponsors and partners | 21 |
| Communication | 22 |
| • Social Media | 24 |
| • Press review | 26 |
| • Swiss Democracy Award | 27 |
| Finances | 28 |
| • Communication and finance note | 29 |
| • Financial Report | 30 |
| Sustainability | 34 |
| • Sustainable practices | 35 |
| • Sustainable Development Goals (SDGs) | 36 |
| Outlook | 38 |

NAVIGATE UNCERTAINTY

CO-PRESIDENTS' STATEMENT

We could describe 2021 as a year of transition, navigating the uncertainty of the pandemic while trying to ferry ideas and visions to more stable horizons. This context has brought with it not only considerable logistical and organisational hurdles, but also a wave of positivity and the opportunities that always come with challenges. The team, which has long worked with perseverance and dedication to the development of the association, has fully grasped this spirit, giving life to new projects and new virtuous dynamics, demonstrating great flexibility and openness to change.

With the launch of the Ambassadors program, one of the association's major project to raise awareness of mental health among young people finally got under way after years of preparation. Open dialogue with young people helps to reduce prejudices, ask questions and find answers. Being based on sharing one's own story, the project contributes to the ambassadors' recovery process, while having very positive effects on young people. It is the enthusiastic feedback from young people that encourages us to keep looking for new ideas and outlets for our activities.

The pandemic has taken a particular toll on young people and their everyday lives. In its own small way, ZETA has transferred the creation and development of an inclusive community into the virtual dimension, noting with pride how an attentive care for relationships, even if virtual, has been able to create strong links between members also offline, building support networks in complex times.

A heartfelt thank you goes out to our active members and ambassadors, whose tireless work has contributed substantially to reach great achievements and an unexpected recognition: we were awarded the Swiss Democracy Prize in the civil society category by the Neue Helvetische Gesellschaft. Building a solid network into which ZETA Movement can fit is a constant but crucial task for the credibility and effectiveness of our work. We are delighted to be able to continue working in this direction, achieving the gratifying results you will read about in the following pages.

We are proud to work with a team that has been able to navigate challenges and uncertainties with grace and enthusiasm, keeping its gaze fixed above the inevitable difficulties, towards the vision of a more understanding and open generation that is at the core of our work.



DAMIAN STAEHLI & GIADA CRIVELLI

Co-Presidents

YOUNG PEOPLE FOR CHANGE

WHO WE ARE

WHY ZETA MOVEMENT

ZETA Movement is an association that we like to define as 'created by young people for young people'. Founded in 2019, it set out to start the conversation about mental health, helping to abolish the prejudice and stigma surrounding mental health. We decided to start with young people, who are our future and the generation that will build tomorrow's society.

Our concept brings together peer-to-peer experience through storytelling, information spreading and community development to raise awareness about mental health but also to show that mental health disorders can represent something very different than the end: the beginning of something different.

The only one of its kind in Switzerland, the association is partly inspired by the Danish national campaign "One of Us" and aims to operate in all cantons of all Swiss language regions.

STRUCTURE OF THE ASSOCIATION

ZETA Movement is an association founded in October 2019 according to Art. 60ff ZGB with seat in Bern. The organs of the association are the General Assembly and the executive Board.

The General Assembly is made up of all the members of the association.

The Executive Board is currently made up of 5 people, appointed by the General Assembly for one-year mandates. Since 2019, it is led by two co-presidents.



HEALTH IS A STATE OF COMPLETE PHYSICAL, MENTAL AND SOCIAL WELL-BEING AND NOT MERELY THE ABSENCE OF DISEASE OR INFIRMITY.

- WORLD HEALTH ORGANIZATION (WHO)

WORKING BEHIND THE SCENES

MEET THE TEAM

Throughout the year, the five Board members work behind the scenes of the association, planning its development and content. All members are occupied full-time in their studies and/or work. The work of the Board and of all persons involved in the association is carried out in a voluntary capacity

Currently, the work of the Board is divided into macro-departments: events, finances, secretariat, marketing & communication, plus the work of organising and coordinating specific projects, such as the Ambassadors program.



From left to right: Robin Anna Vital (Head of Marketing & Communication), Emma Broggini (Secretariat & Head of Events), Damian Stähli (Co-President), Giada Crivelli (Co-President), Sofia Nicoli (Head of Finances)

PROFESSIONALISM FOR EFFECTIVE ACTIVITY

PROFESSIONAL ADVISORS

In 2021, ZETA Movement has gathered a group of experts to assist the committee in making tough decisions and evaluating projects. Thanks to these professional advisors, ZETA Movement's work acquires on the one hand valuable expertise, and on the other hand, the Board has the possibility to ask for opinions from people it trusts and who are preceded by their reputation as experts in the field of mental health.

ZETA Movement hopes in the future to expand this group of professional advisors so that they can also come from other fields such as legal, communication and more.



Stefanie Schmidt, Prof. Dr.

Assistant Professor of Clinical Child and Adolescent Psychology at the University of Bern supported the committee in shaping the ZETA Ambassadors for Mental Health Awareness project in multiple ways.



Tazio Carlevaro, Dr. Med.

Former medical director of the Cantonal Socio-psychiatric Organization (OSC), Northern Ticino, specialized in the treatment of anxiety disorders, obsessive compulsive disorders and compulsive syndromes. Member of the Expert Group on Addictions of the Government of the Canton Ticino, honorary president of the Swiss Italian Association for Depressive, Anxiety and Obsessive Compulsive Disorders (ASI-ADOC), of the Committee of the Association Ancora of Lugano, and honorary member of the Group Azzardo Ticino-Prevenzione, (GAT-P).



Michele Mattia, Dr. Med.

Psychiatrist, psychotherapist and owner of a private practice in Ticino. President of Asi-adoc (Swiss Italian Association for Anxiety, Depression and Obsessive Compulsive Disorders). Lecturer at the University San Raffaele (Milan), member of the editorial board of the Newsletter of the WAOP (World Association of Cultural Psychiatry) and Co-founder and Member of the Swiss Society for Anxiety and Depression (SSAD).



Christa Schwab

Operational Manager Health Promotion Canton of Lucerne.

EVENTS

Conferences, roundtables, workshops: all the events organized and attended in 2021 by ZETA Movement

events@zetamovement.com

LEARNING FROM EXPERTS

CONFERENCES

I'M NOT WELL / MY FRIEND IS NOT WELL, 04.05.21

Dr. Christina Paersch, from our partner organization Berner Bündnis gegen Depression (Bernese Alliance against Depression - BBgD), spoke about the topic of getting help when you or someone close to you is feeling mentally unwell. She started with the different feelings and how we express them. This part is an important component of the school visits organised by BBgD, and is always discussed with the students. Every young person should become more aware of their feelings. In addition, it is important for everyone to know where and how to get help in case of psychological crises. However, it is also important, in particular for young people, to know how to also distance themselves from the situation, when a friend is suffering from mental distress. This is an important aspect of the work done by ZETA Movement and during this webinar participants could deepen their previously acquired knowledge on the subject.

THE FUTURE OF PSYCHIATRY, 25.05.21

Martin Gehrig, Head of Pedagogy and Care of the Child and Adolescent Psychiatry in the Canton of Bern, gave a critical insight into the daily routine of psychiatry. He showed how the child and adolescent psychiatry services in the canton of Bern are structured, what difficulties currently exist and how he sees their future. Many webinar participants had no previous experience with psychiatry and were thus able to better understand how things work in a psychiatric institution. Some participants were able to bring in their own experiences to the discussion. We at ZETA Movement are convinced that broader information about therapy opportunities and about the daily life in a clinic help to destigmatize the topic. Mr. Gehrig has been the ideal person to do this and the feedback was very positive throughout.

BUILDING A COMMUNITY

INFORMAL EVENTS

CORONA ROUNDTABLE, 10.03.21

How does the corona pandemic make me feel? Roundtable sharing and caring in times of Covid19.

Six people joined the first ever informal event organized by ZETA Movement open to members of the association and to everyone interested. The discussion went on for a couple of hours during which participants exchanged opinions, experiences as well as tricks & tips on how to survive and thrive during the pandemic.

MEET & GREET, 30.03.21

In order to get to know each other better, we hosted a meet & greet with twelve participants and talked about our project and possible developments for the association in the foreseeable future.

TRIVIA NIGHT, 15.04.21

We spent a night on zoom for a quiz game, people joined in teams from their homes and participated with enthusiasm. Questions ranged from mental health and wellbeing to a diversity of other fields. The event created a nice community feeling and people were able to stay after the game for some chats and to check-in on other members. This showed us that our informal events are building a community which goes beyond ZETA Movement and creates strong personal relationships and important support networks.

Furthermore, some participants were friends of members and did not know ZETA previous to the event. We had the chance to present the association to them and to therefore reach new people.

MENTAL HEALTH AND I, 10.05.21

What is your relationship to mental health? Listening and sharing time.

This event was extremely successful. People joined from different cantons and we split in multiple breakoutrooms to create some smaller and more familiar environments. In each breakout room participants have shared and listened to personal experiences. It was also a great occasion to exchange tips & tricks on various topics related to mental health, e.g. how to offer help to close ones.

SHARING & CARING, 21.10.21 & 29.11.21

12 people participated in the first evening, and 15 to the second one. Sharing and caring events were requested by many of our members and every time the discussions go on for hours. These occasions create a place for people to get to know each other by talking about anything they like. But it is also a safe space to share personal stories, exchange advices and check in on others. Sharing & Caring events build, we can say, the core of our informal events and of our community.

TRIVIA NIGHT, 15.12.21

The evening of the second trivia event was a time of light-heartedness and laughter. This time in a smaller group of people, we had fun answering the quiz questions. It was nice to be able to share a moment with members of the association and interested people again, in a informal and relaxed setting.

ZETA AROUND SWITZERLAND AND THE WORLD

THIRD PARTIES' EVENTS

GLOBAL CHANGEMAKES, 11.08.21

Virtual Youth Summit 2021: Well-Being Session Social Media and Self-Care for Changemakers

ZETA Movement was invited to host a workshop at the Virtual Youth Summit 2021 organized by Global Changemakers. Our Head of Communication, Robin Anna Vital, held a presentation for about 50 participants from all around the world on the topic of Social Media and Self-Care for Changemakers. She introduced the participants to the topic by explaining the importance of mental health and current stigma around it. The focus was then on social media and especially LinkedIn and its impact on mental health and how one can distance oneself from all the apparent success and beauty shown and showed off on social media.



PSKYO

From 22.10.21 to 24.10.2021, four ZETA Movement's active members had the chance to participate in Psyko. Psyko is a 3-days conference for psychology students from all over Switzerland. We listened to several very interesting talks and got to know some other students and we finally met some other ZETA Movement's active members! On Sunday, we presented our association and organised an info table. We talked with a lot of our fellow students about the importance of breaking stigma surrounding mental health and all the different projects ZETA Movement leads. It was a very full and enlightening weekend!

Chloé Gschwind, active member ZETA Movement



SPORTSYMPOSIUM, 30.11.21

The organisers of the Sports Symposium gave me space to talk about my experience regarding the unexpected interruption of a career in elite sports and the consequences on mental health. I'm a former professional skier of the Swiss national alpine ski team, student of psychology and representative of ZETA Movement. I was able to open up to the audience by exposing my weaknesses and difficulties in dealing with my post-career life, also explaining the importance of greater support and listening skills from sports associations in order to facilitate the recovery and promote psychological well-being. My objective was to show that even high-level athletes can have difficulties, that it is right to be able to express them without being judged and that it is equally important that they are taken seriously and listened to. Elite athletes can also contribute to stop the stigma regarding mental health in competitive sports.

Beatrice Scalvedi, ZETA Movement member

pro mente sana
Psychische Gesundheit stärken

UNICEF - Z ZÜRICH FOUNDATION, 23.11.21

Two ZETA Movement Ambassadors were invited to an event hosted by UNICEF Switzerland & Liechtenstein in cooperation with the Z Zurich Foundation. The main purpose of the event was to present the newly published study by UNICEF on mental health among children and adolescents in Switzerland. Our Ambassadors presented their own story with mental health, shared their experiences and answered questions. The high-quality panel of experts and other mental health professionals reached out to ZETA Movement after the event applauding our Ambassadors and our project for their honesty and our professionalism.



AMBASSADORS PROGRAM

The biggest project by ZETA Movement
launched in 2021

ambassadors@zetamovement.com

SHARING PATHS TO CLIMB MOUNTAINS

THE AMBASSADOR PROGRAM IN BRIEF

The Ambassadors program is based on a tool that is as old as it is effective: storytelling. Through the narration of their own experiences which, precisely because they are personal, acquire strength and truthfulness, ambassadors enable several fundamental processes to be activated.

First of all, the personal narration of one's own experiences related to mental health puts the listeners in a position to feel empathy, to put themselves in the shoes of the other person and to better understand life situations that may be far from their own. Secondly, as the ambassadors are in an advanced state of recovery, what they convey is one of the fundamental messages of the ZETA Movement 'You are not alone'. In other words, it conveys the awareness that even in the many difficulties that everyone goes through in their own journey, others have gone through similar moments, there are many ways to find help, there is always a chance to find an outstretched hand.

The peer-to-peer aspect, i.e. sharing among peers, eliminates fears and prejudices given by the adult and professional figure who "teaches" something. That figure is of course crucial, which is why our ambassadors are accompanied by a mental health professional during their visits, however, the perception of judgement is less and the possibility to empathise is greater in peer-to-peer narration.

Finally, the recounting of personal experience is a form of empowerment for the ambassadors in their own recovery pathway and enables them to recognise once more that they own their (powerful) story.

The ambassadors project needs a fundamental premise: a safe space. A safe space that has to be built each time with each audience, a space in which prejudice is broken down and the conditions are created to start the conversation through sharing and dialogue.



TELL THE STORY OF THE MOUNTAIN YOU CLIMBED.
YOUR WORDS COULD BECOME A PAGE IN SOMEONE
ELSE'S SURVIVAL GUIDE.

- MORGAN HARPER NICHOLS

TRAINING YOUNG PEERS

AMBASSADORS WORKSHOP

The first generation of ambassadors was trained on February 13, 2021. Seven interested applicants took part in the workshop in which Professor Dr. Stefanie Schmidt, an expert in child and adolescent psychology from the University of Bern, gave a lecture. She presented best practices on how to talk about mental health and how ambassadors can learn to distance themselves during their activities and school visits. There are also details that should not be disclosed to other young people under any circumstances during the activity. The ambassadors learn techniques on how to avoid such topics while continuously showing an open attitude. In addition, the ambassadors get to know the association and its history and values better in order to be able to represent ZETA Movement around the country.

Later in 2021, new ZETA Movement ambassadors participated in the second training workshop on September 7, 2021. Once again, Prof. Dr. Stefanie Schmidt took over the technical part. Furthermore, the training was completed by a short workshop by ZETA's Head of Events on the topic of storytelling, based on the knowledge she acquired in an extensive course on Storytelling organized by the Swiss Study Foundation and Swissnex San Francisco. This gave the ambassadors the necessary tools to complete their presentations and allowed them to acquire confidence in their presentation skills. A total of nine applicants from the German and Italian-speaking regions of Switzerland took part in the second workshop. This increases the diversity in background as well as in experience of the association's ambassadors.

To have access to the workshop, applicants had to submit a letter of motivation in which they reflected on their own experiences with mental health issues. A basic requirement is that each candidate find themselves in an advanced stage of recovery and that ambassadors present the Board with a medical certificate attesting their suitability for the project. In addition, the Board also conducted one-on-one interviews with each applicant to get to know the future ambassadors better. Applicant's profile are also evaluated by the professional advisors.

The second Ambassador workshop has constituted a great opportunity to expand the reach of the association. The goal was for each ambassador to make at least one visit in the Fall semester of 2021 and this was possible for almost all ambassadors. It is a pleasure to see that the overwhelming majority of schools and other youth-related environments responded positively to our project proposal and welcomed us.



THE SECOND AMBASSADORS WORKSHOP
SUCCESSFULLY COMPLETED THE PILOT PHASE

- DAMIAN STÄHLI, CO-PRESIDENT

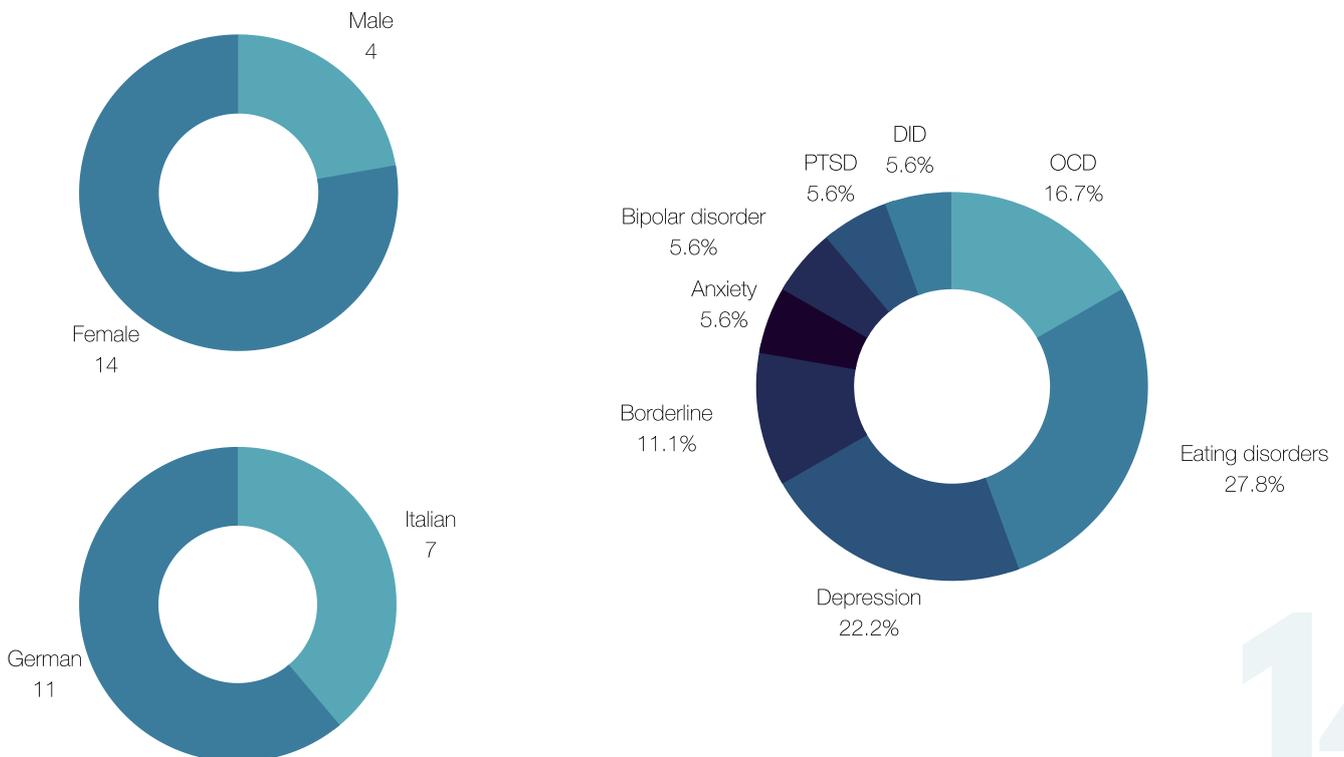


THE POWER OF STORYTELLING

AMBASSADORS VISIT

Ambassadors

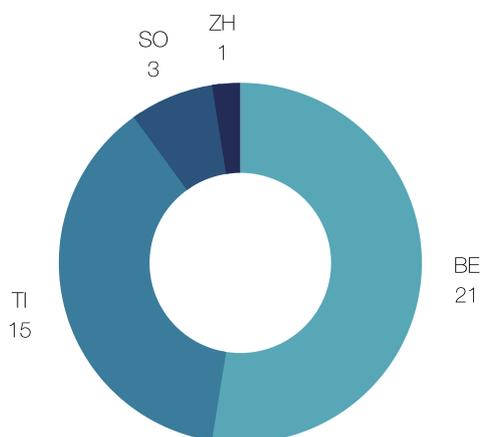
Our 18 trained ambassadors discussed the following topics during the visits and engagements they undertook in 2021: anorexia, anxiety disorder, bipolar disorder, BPD, bulimia, depression, OCD, phobias, psychoses, PTSD. Here some further information on the trained ambassadors:



Visits

Our ambassadors carry out visits and activities in all environments that are close to young people such as schools, youth centres, sports associations and scout groups.

Since February 2021 ZETA Movement conducted 40 visits, distributed on the national territory as follows



Feedback

We collected an overall positive feedback on our activities from all the schools visits and activities that we conducted. In order to better orientate future project development, we collect both qualitative and quantitative feedback from participants in our activities.

Students largely agree that mental health is still a taboo in our society, that it is a topic surrounded by many prejudices and that young people are not well informed about it.



I THINK IT'S BEAUTIFUL HOW, AT THE END OF THE DAY, ANY SHARED HARDSHIP MAKES US FEEL LESS ALONE.

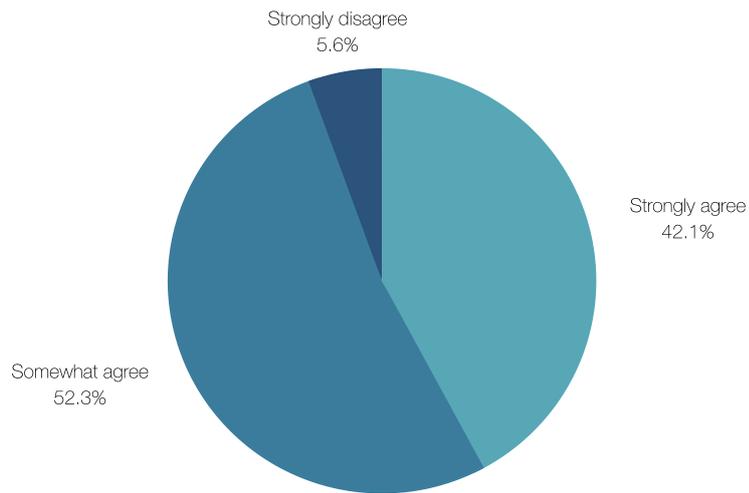
- STUDENT, 2021



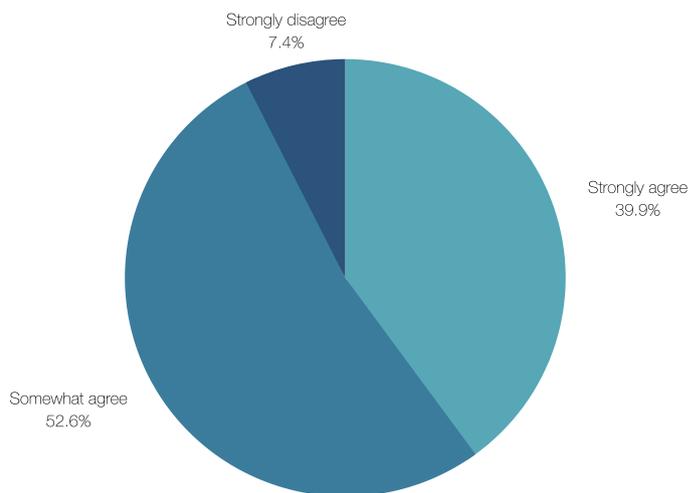
THE ACTIVITY IS VERY INTERESTING; I SAW INTEREST IN THE CLASS. TO BE OFFERED REGULARLY IN EVERY UPPER-SECONDARY SCHOOL.

- TEACHER, 2021

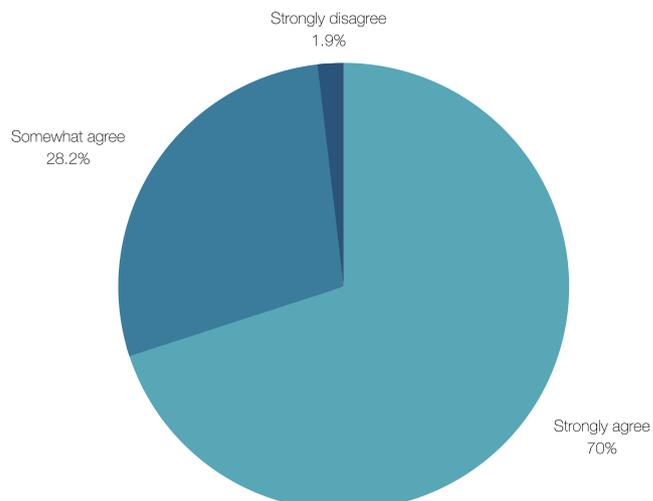
Talking about mental health is taboo in our society



Young people are not aware enough about the topic of mental health

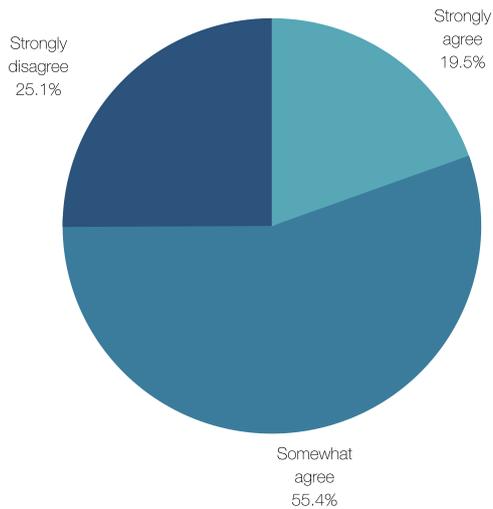


Around mental health there are many prejudices

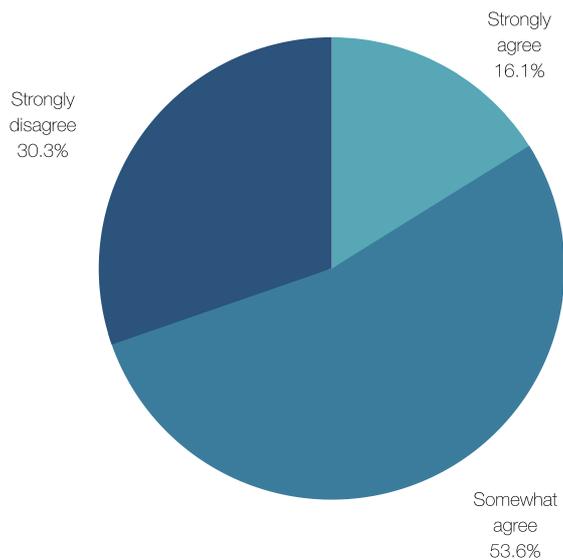


When it comes to talking about mental health issues survey results are promising, with the majority of students reporting that they would likely talk about it with those close to them and with a professional.

If I had an issue related to mental health, I would talk about it with those close to me



If I had a mental health issue, I would talk to a professional about it



More detailed analyses on the feedback results will be conducted on a bigger sample in the coming years.

NETWORKING

Creating strong networks for the
development of a more aware society

WEAVING NETWORKS

BUILDING STRONG RELATIONSHIPS

Networking and building long-term cooperation with other associations was one of the most central points of development in 2021. The goal is to establish sustainable partnerships in the different language regions. In this way, we aim at broadening our reach and ensure the long-term existence of the association. Especially as a small association working on a voluntary basis, such cooperations are enormously important.

However, the strength of the network we are creating lies not only in the number of our partners, consultants and supporters, but above all in a communion of intentions on which to develop lasting relationships, capable of collaborating on different fronts towards common goals, each bringing their own skills and tools.

From this point of view, the set of organisations and people surrounding ZETA Movement is made up of elements that differ in terms of skills, content and formal structures. This diversity creates the fundamental prerequisites for all actors involved to have the necessary space both to develop individually and to build together.

We say that in diversity lies our richness, this is true not only in the personal stories within the Ambassadors program but also in the creation of collaborations on the ground, where diversity means space for complementarity.

The cooperation with Global Changemakers, which has existed ever since the foundation of ZETA Movement, could be further strengthened in the past year. We were also given the opportunity to speak about mental health at the international virtual summit. We furthermore continued to work closely with the Faculty of Psychology of the University of Bern, which contributes in a fundamental way in shaping our contents and programs. These two cooperations, upon which we are constantly building, are examples of the variety and diversity of our partners. Global Changemakers offers us an international platform, in terms of visibility but also and above all in terms of perspectives, by providing a network of young leaders who look at the world and its complexities from different places (including geographically). On the other hand, the Faculty of Psychology at the University of Bern allows us to refine our projects and our work by supporting it with scientific knowledge.

In the Bernese Alliance against Depression we found a partner to conduct school visits in the canton of Bern with. We provide them with ambassadors and they provide us with professionals that accompany them during the visit. Furthermore, we were able to start a partnership with the Child and Adolescent Psychiatry of the Canton of Bern (UPD). Both of these actors are crucial, they facilitate the access of our approach in environments that are related to young people and they do so by supporting our work and embedding it in a broader concept from which we can learn and to which we can simultaneously contribute.

We were also able to establish an important cooperation with the Pro Mente Sana Foundation. This created the possibility for members of ZETA Movement to attend ensa courses at a reduced price. The board supports the philosophy of these first aid courses for mental health and recommends them to all its members. The Pro Mente Sana Foundation enabled ZETA Movement to present itself in livestreams and conferences and provided access to the "Wie geht's dir? " campaign. The goal is for ZETA Movement to be officially involved in the campaign. Furthermore, a member of the association participated as a speaker at the Sports Symposium of Pro Mente Sana in collaboration with BSC Young Boys. The collaboration with Pro Mente Sana, a leader in the field of mental health in Switzerland, thus extends to different areas of our work, allowing us to actively contribute to specific campaigns and offering us the valuable opportunity to participate in educational events.

ZETA Movement also became a partner of the #unbeschränkt campaign. The aim is to show that people with an impairment or mental illness can also lead a high-quality life. Two members of ZETA Movement were portrayed on the #unbeschränkt page.

Thanks to a public event held online on October 6, ZETA Movement was launched in Ticino too. Since then, the network in Ticino grew, and the association has now good contacts with the main organisations in the canton as well as with a number of small and medium-sized foundations and associations and with schools and other environments close to the youth.

In the French-speaking region of Switzerland we just laid the first foundations for future cooperation and partnerships. Between October 27 and October 29 a board member and two active members met some organizations working in the field in Lausanne, and the contact continued afterwards through online meetings with actors from the canton of Vaud and the canton of Geneva. The next challenge for the association in the region is to find ambassadors and create a wider network. For this, an ad hoc working group - Working group Suisse Romande - has recently been created.

Finally, ZETA Movement is working with Marylin Moggi, a dance teacher, with whom we propose workshops on movement and emotions within a project called "DanzarMente", combining two fundamental components of our being, our body and our mind, in search of a balance that can bring well-being.

PIECES OF A BIGGER PUZZLE

SPONSORS & PARTNERS

MAIN SPONSOR



GEMEINNÜTZIGER FRAUENVEREIN SAANEN

PARTNERS *



ASI-ADOC



*In alphabetical order

COMMUNICATION

Initiating conversations through all available means

communication@zetamovement.com



@ZETA.MOVEMENT



@ZETAMOVEMENT



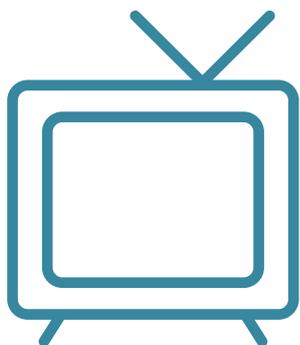
@ZETA MOVEMENT

COMMUNICATION OVERVIEW

External communication of ZETA Movement is focused on mental health awareness, our own project and events as well as those of our partners. We furthermore share encouragements, verified information and helpful contacts with our online community.

In 2021, ZETA Movement was asked to participate in different formats such as radio interviews, television interviews and newspaper articles.

ZETA MOVEMENT IN MEDIA



TeleBärn 07.01.2021

RSI La1 02.11.2021

RSI La2 06.10.2021

L'Osservatore 16.09.2021

Swissinfo 16.09.2021

Rivista 3 Valli 16.09.2021

Berner Zeitung 07.09.2021

20 Minuten 11.03.2021

Ticino7 16.01.2021



Rete Tre 01.10.2021

Radio Stadtfilter 16.09.2021

SRF Virus 23.03.2021

Sti giovani d'oggi 14.02.2021

REACHING OUT TO YOUNG PEOPLE

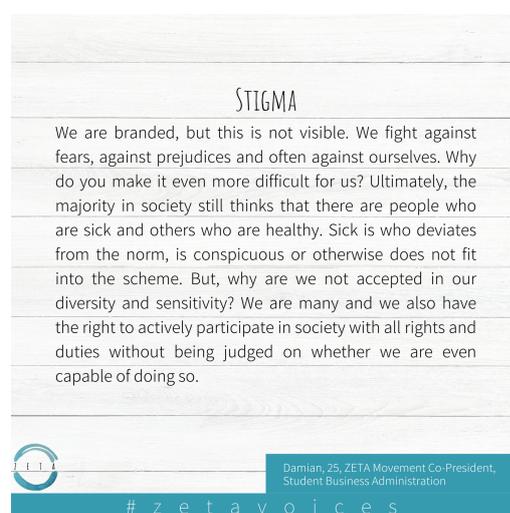
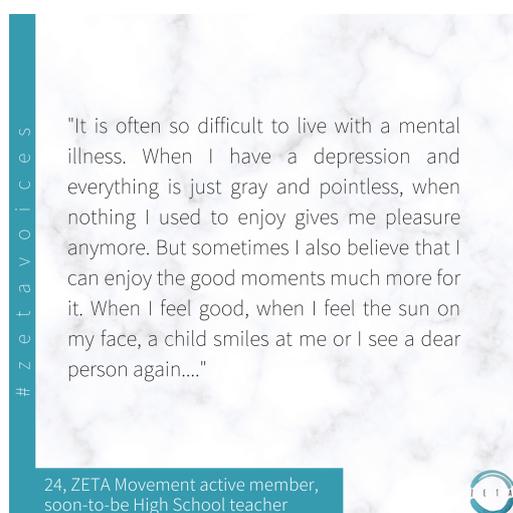
SOCIAL MEDIA

INSTAGRAM

Our main social media channel

Our posts, which are about upcoming events, announcements or campaigns, are posted in four languages. In our stories we share general 'affirmation' posts that include small motivational quotes, tips and tricks, poems, usually in English, or events and announcements from partner organisations.

A noteworthy campaign was the #zetavoices campaign in the first half of 2021 in which ZETA members, anonymously, shared their story, their thoughts or their opinion on mental health issues in four languages.

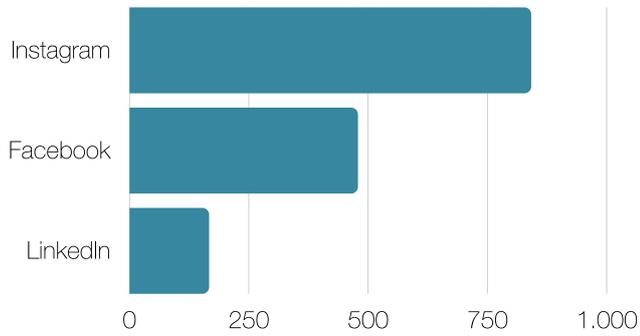


FACEBOOK & LINKEDIN

Our posts and certain stories which are shared on Instagram are shared on Facebook as well. LinkedIn is a more professional environment and thus used for special announcements and to share planned events. Apart from sharing our own content, we regularly share news articles or posts from (partner) mental health organizations and associations.

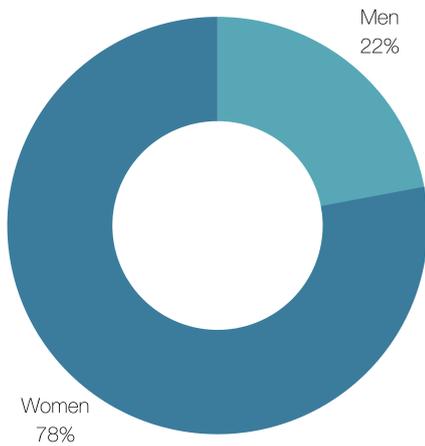
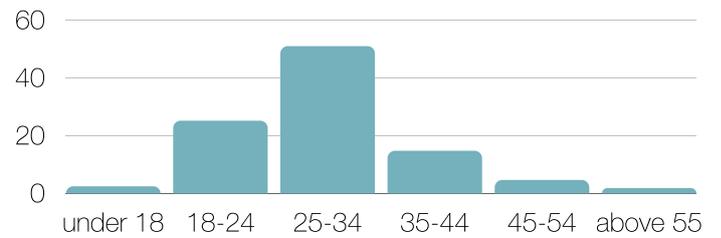
None of our content is paid or sponsored to gain a wider reach.

SOCIAL MEDIA IN NUMBERS



FOLLOWERS / PAGE LIKES

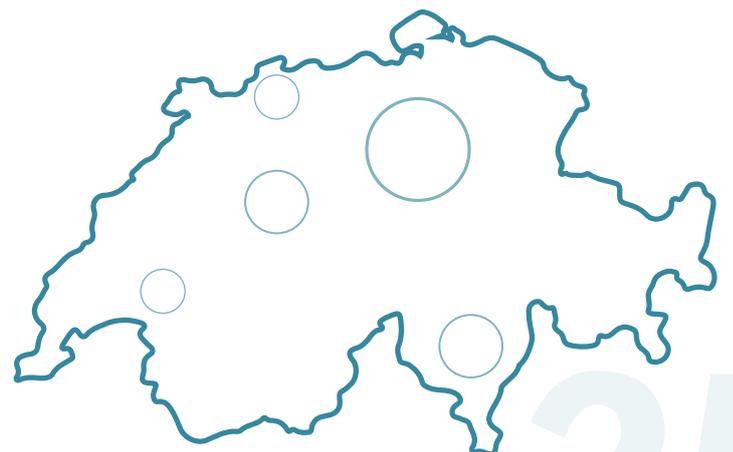
INSTAGRAM AGE DISTRIBUTION



INSTAGRAM GENDER DISTRIBUTION

GEOGRAPHIC DISTRIBUTION

All social media platforms



WRITING ABOUT ZETA

PRESS REVIEW

“

ZETA MOVEMENT VUOLE CONTRIBUIRE A DESTIGMATIZZARE UN TEMA CHE FA PAURA: SE QUALCOSA NON VA NELLA MIA TESTA SONO MATTO? NO: SUCCEDA, NON SOLO A TE, E SI PUÒ FARE QUALCOSA. LA SALUTE NON È L'ASSENZA DI MALATTIA, MA LO STARE IL MEGLIO POSSIBILE NELLE CONDIZIONI IN CUI SI VIVE.

- TICINO 7, 16.01.21

“

BALD WIRD SIE FÜR ZETA MOVEMENT SCHULBESUCHE MACHEN UND ÜBER IHRE PERSÖNLICHEN ERFHRUNGEN SPRECHEN. "ICH MÖCHTE, DASS ES GAR NICHT SO WEIT KOMMT WIE BEI MIR – BIS ZU SUIZIDGEDANKEN UND SUIZIDVERSUCHEN. UND DASS DIE JUGENDLICHEN WISSEN, DASS SIE NIEDERSCHWELLIG HILFE BEKOMMEN KOENNEN", SAGT SIE.

- BERNER ZEITUNG 07.09.21, AMBASSADOR CHANTAL RUCHTI



SERVING YOUNG PEOPLE EVEN IN DIFFICULT TIMES

ACHIEVEMENT

On September 15, Democracy Day, we were awarded with the Swiss Democracy Award in the Civil Society category.

This award has acquired great significance for us and for the whole community: it represented a recognition that wellbeing is made up of many factors, including mental health, and in which the functioning of society and democracy also depends on the well-being of its smallest components: each and every one of us.

“ VOLUNTEERS, WITH CREATIVITY, COMMITMENT AND DIVERSITY OF IDEAS TO IMPROVE THE QUALITY OF EVERYDAY LIFE DESPITE THE COVID-19 PANDEMIC, ESPECIALLY FOR VULNERABLE GROUPS AND PEOPLE
- NEUE HELVETISCHE GESELLSCHAFT
CIVIL SOCIETY CATEGORY, SWISS DEMOCRACY AWARD

FINANCES

2021 Financial Report

finance@zetamovement.com

ANOTHER STEP FORWARD

COMMUNICATION AND FINANCE NOTE

Since 2021 ZETA Movement is tax-exempted, which also allowed the association to move from its zetamovement@gmail account to the creation of several email accounts (info@zetamovement.com, events@zetamovement.com, ambassadors@zetamovement.com, finance@zetamovement.com, communication@zetamovement.com) thanks to the Google space for nonprofits program.

This has increased the image of professionalism that the association conveys to the outside world and has been an important milestone in the development of the association.

FINANCIAL REPORT

FINANCE OVERVIEW

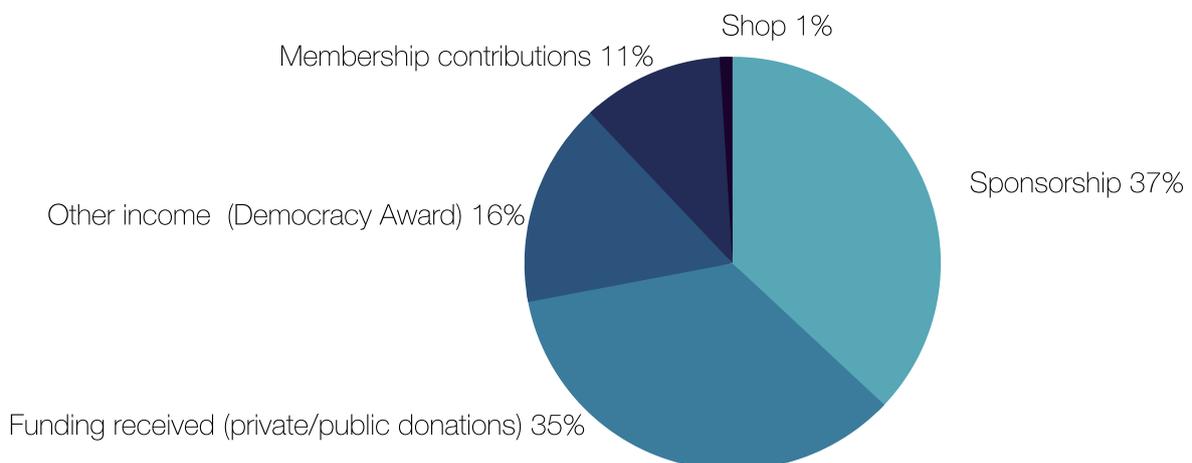
ZETA Movement presents its first official financial report for the year 2021. As we look ahead towards growth and expansion all over Switzerland, we remain committed to our main goals, ensuring sustainability in the long run and a safe environment for our community to grow.

REVENUES

ZETA Movement had the honor to win the fourth Swiss democracy award 2020/21 in the category Civil Society. This victory was not only an important recognition of the association's hard work in raising awareness of the issue of mental health, but also an influential financial aid that will enable the initiation and support of several projects.

The association is very proud to have garnered support from everyone, and is especially thankful to the growing number of members who wanted to be part of the movement while also sustaining its work financially (11%). This achievement brings ZETA Movement closer to the goal of creating a community which is ready and able to speak about mental health, fighting the tabus around it. In late 2021, the association also chose to invest in the online shop (tote bags, t-shirts) and the response was positive.

ZETA Movement is growing and for this reason it is actively working to secure sponsorships that can ensure financial stability in the long term and thus sustainability to the various projects in the pipeline. Last year in fact, official sponsorships represented the major revenue of the association (37%). ZETA Movement is also proud to report a year of solid support from its donors (35%): They enabled the organization of short-term activities and events, while helping to develop long-term projects with generous financial contributions.



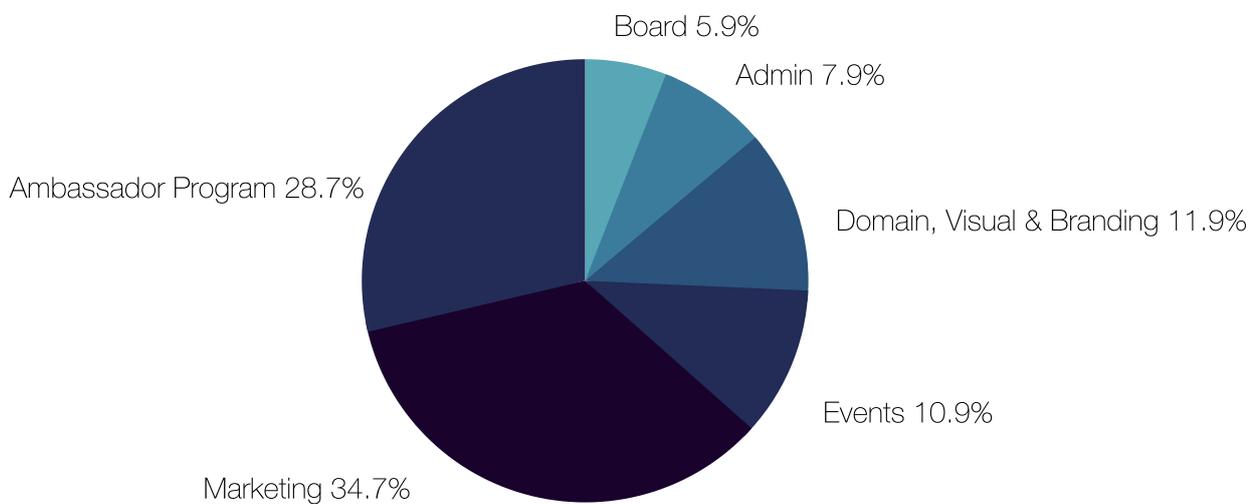
EXPENSES

In 2021, ZETA Movement primarily invested in marketing (34.7%). These expenses relate in particular to a big order of gadgets for our new online shop and material to be distributed during events, meetings, and networking to adequately present the association in Switzerland. ZETA Movement further spent 28.7% of its resources to develop its main project with the ambassadors and therefore sensitise about the topic of mental health among young people.

The admin expenses (7.9%) refer mostly to bank service charges, printing and shipping costs of admin documents and lastly the tax exemption process. Furthermore, domain, visual and branding costs (11.9%) relate especially to the design of the t-shirts as well as expenses for the website and some licenses entirely used by the association (e.g. Zoom).

Board members played an essential role over the past year, presenting the association all over Switzerland through participation at events, interviews, networking and accompanying ambassadors during their activities. The association has borne the travel costs (almost exclusively by public transport), this amount corresponds to 5.9% of the total expenses.

Due to the pandemic, the association's activities remained numerous and diversified, but their modality moved online therefore significantly lowering the correlated expenses (10.9%). Visits to schools and in-person meetings also decreased, thus saving the association money in comparison to the budgeted amount.



BALANCE SHEET

BALANCE SHEET 2021

in CHF

| | 01.01.21 | 31.12.21 |
|--|------------------|-------------------|
| ASSETS | | |
| Current Assets | | |
| 1020 Bank account Valiant | 5'503.15 | 21'671.27 |
| 1200 Stock | | 844.16 |
| 10 Current Assets | 5'503.15 | 22'515.43 |
| 1 TOTAL ASSETS | 5'503.15 | 22'515.43 |
| LIABILITIES | | |
| Short-term third party capital | | |
| 2300 Deferred income | | -13'970.00 |
| 20 Short-term third party capital | | -13'970.00 |
| Long-term third party capital | | |
| 2600 Provisions | | -1'500.00 |
| 24 Long-term third party capital | | -1'500.00 |
| Equity Capital | | |
| 2850 Capital of Association | -5'503.15 | -5'503.15 |
| 289 Profit or Loss | | -1'542.28 |
| 28 Equity capital | -5'503.15 | -7'045.43 |
| 2 TOTAL LIABILITIES | -5'503.15 | -22'515.43 |

FINANCE NOTE

OVERALL

The financial year closes with a positive result of CHF 1'542.28. Compared to the allocation of almost CHF 14'000 for the activities planned in 2022, this is a very good result. The positive balance is due to the active engagement in fundraising and the precious development of relationships and partnerships as well as the lower activity expenses due to

ASSETS

Assets have nearly quadrupled thanks to the consolidated support of private and public donors, as well as our member community and the investments in newly designed gadgets for our shop (tote bags and t-shirts). Financial management is therefore stable compared to the expectations.

LIABILITIES

The short-term third party capital has increased: all invoices for 2020 have been paid. Some provisions have been allocated for the organization of future events, such as a launch event of the association in the French-speaking region of Switzerland. This sum is booked under the long-term third party capital.

PROFIT & LOSS STATEMENT IN CHF

| | 01.01.21 | 31.12.21 |
|---|-----------------------|------------------|
| INCOME | | |
| Membership contributions | | |
| 3000 Membership contributions | | -50.00 |
| 300 Membership contributions | | -50.00 |
| Funding received | | |
| 3100 Private donations | | -2'711.42 |
| 3120 Public sector Donations / Subsidies | | -192.65 |
| 310 Funding received | | -2'904.07 |
| Proceeds from activities and services | | |
| 3300 Revenues from sales of goods and materials | | -220.00 |
| 3310 Proceeds from services | | -600.00 |
| 330 Proceeds from activities and services | | -820.00 |
| Other revenues | | |
| 3620 Other Income | | -3'500.00 |
| 360 Other revenues | | -3'500.00 |
| 3 TOTAL INCOME | | -7'274.07 |
| EXPENSES | | |
| Expenses for activities and services | | |
| 4000 Goods and materials | | 1'186.54 |
| 4400 Expenses for contracted services | | 331.10 |
| 4500 Services to the benefit of the association | | 1'548.50 |
| 4 Expenses for activities and services | | 3'066.14 |
| Other administrative expenses | | |
| 6200 Vehicle and transport costs | | 406.30 |
| 6510 Telephone, Internet, Post | | 405.40 |
| 6540 Expenditure, compensation and expenses Board | | 226.45 |
| 6570 Computer and Internet expenditure | | 15.00 |
| 6600 Advertising and marketing effort | | 728.25 |
| 6660 Contributions, donations, gifts | | 600.35 |
| 6700 Other Association expenses | | 200.00 |
| 6 Other administrative expenses | | 2'581.75 |
| Financial costs and revenue | | |
| 6940 Expenses and fees | | 83.90 |
| 69 Financial costs and revenue | | 83.90 |
| 4 6 TOTAL EXPENSES | | 5'731.79 |
| 2 Loss(+) Profit(-) from Profit & Loss Statement | | -1'542.28 |
| <i>0 Difference must be zero or empty</i> | | |
| COST CENTERS | | |
| Projects | | |
| .P1 | Ambassadors Program | 1'028.15 |
| PR | Total Projects | 1'028.15 |

SUSTAINABILITY

Seeking best practice in respecting those who work with and for us, as well as the environment around us

WE ARE THE GENERATION THAT SHAPES OUR TOMORROW

SUSTAINABLE PRACTICES

SUSTAINABLE CONDUCT

All our members and ambassadors are required to sign a Code of Conduct (CoC) when joining the association. The CoC includes elements that are linked both to social and environmental sustainability. Members and ambassadors commit to contribute in keeping the ecological impact of the association as low as possible and they further commit to respect zero discrimination and zero violence policies. In particular, the association does not tolerate any form of discrimination such as, but not limited to, racism, xenophobia and homophobia. Its members are also required to refrain from any kind of discrimination on the basis of origin, race, gender, sexuality and physical or psychological impairment. No one may be injured in his or her integrity and in this framework we clearly distance ourselves from sexism and sexual harassment.

SOCIAL SUSTAINABILITY

ZETA Movement promotes inclusive policies, in particular it develops its projects around the people directly affected by mental health issues, therefore empowering them, highlighting the importance of their involvement in society and reducing prejudices around mental health issues and the consequent marginalisation of affected people. This was also recognized by the Neue Helvetische Gesellschaft which attributed us the Swiss Democracy prize. Furthermore, we established partnerships with private, public and institutional actors working in the field of mental health and beyond to create a solid network working towards inclusion.

ENVIRONMENTAL SUSTAINABILITY

All volunteers working for ZETA Movement are asked to commit to reduce their environmental impact by, among others, using public transports whenever possible.

The products sold on our store are made of 100% biological cotton, printed in Switzerland or Germany by firms that ensure that fair wages were paid throughout the supply chain. Our pens are entirely made of recycled material.

SUSTAINABILITY IN CONTEXT

SUSTAINABLE DEVELOPMENT GOALS (SDGS)

ZETA Movement is completely aware to be part of an interconnected world and that its work is embedded, among others, in a broad collective effort to carry today's society into the future through sustainable development. It therefore pays particular attention to the various ways in which it can contribute to the achievement of the SDGs.



Target 3.4: By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being

ZETA Movement contributes mainly to the achievement of SDG 3 by promoting mental health and well-being with a 360° perspective.



Target 4.7: By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development.

The association engages in education in various forms throughout its activities and projects.

Social Media communication is particularly targeted at sharing formal and informal tips and information on sustainable lifestyles and wellbeing.

ZETA Movement is furthered promoting education in this sense by organising training workshops for its ambassadors and conferences by experts on mental health. Finally, partnerships like the one ZETA has with Pro Mente Sana play a huge role in contributing to sustainable development by encouraging and promoting education and trainings in the field of mental health (see the discount on ensa courses).



Target 5.5: Ensure women’s full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life

ZETA Movement promotes the role of women within the association at all decision-making levels. At the present time 4/5 members of the board are female and women constitute more than 90% of the active ambassadors force. However, we acknowledge that the stigma on mental health might affect men disproportionately, which is why we are committed to ensure male participation in our projects and in the future development of the association.



Target 10.2: By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status

Target 10.3: Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard

ZETA Movement takes SDG 10 in great consideration as it aims at promoting the involvement and engagement of people affected by mental health issues in society as well as at sensitising the public on mental health in general, in order to create a society that is more inclusive and less discriminatory. To achieve this, we operate at various levels, from communication on social media and mass media to cooperation with public institutions.

READY FOR THE NEXT STEPS

OUTLOOK 2022

ZETA Movement is ready to develop on multiple fronts and intends to do so immediately, using the successes of 2021 as a crucial starting point. We will work in parallel on several levels, on the one hand strengthening and expanding our network in terms of collaborations, on the other hand developing projects and activities to attract the attention and interest of those who work closely with young people. We will also focus our efforts on extending our reach to other cantons in Switzerland, while respecting the resources at our disposal.

Building on what we have created so far and confident that we can continue to create in a new post-pandemic normality, we will keep working towards greater dialogue by creating safe spaces whenever we will be given the opportunity to do so. .



ZETA Movement

Youth for Mental Health Awareness Switzerland

c/o Damian Stähli
Könizstrasse 34
3008 Bern
Switzerland

<https://www.zetamovement.com>
info@zetamovement.com

Valiant Bank
IBAN: CH15 0630 0505 1286 8509 5