



KlimUp application form for non-profit organisations (NPOs): One-off project contributions or Multi-year operating contributions

FORMAL REVIEW

With my application, I confirm that

- our organisation pursues objectives that serve the common good of our target group;
- our organisation does not operate out of self-interest;
- our organisation does not distribute profits to shareholders, owners or employees;
- our organisation uses the funds generated to promote the specified non-profit purposes;
- our organisation has already been founded or will be founded within three months of any funding approval;
- our organisation has its headquarters or a branch in Switzerland, or a relocation to Switzerland will occur no later than six months after any funding approval;
- our proposal contributes to raising awareness among the target groups with a view to achieving the promoted objectives;
- our organisation meets the requirements for tax exemption under federal and cantonal tax legislation.¹

Applicant

1. Legal name of the organisation:
2. Street: Building number:
3. Postcode: Town/city:
4. Website of the organisation:
5. IBAN of the organisation:
6. Name of the account holder:
7. Legal form: *Select an element.* (Not yet founded, AG, GmbH, Sole trader, Association, Cooperative, Collective proprietorship, Foundation, Other)
8. What evidence of non-profit status do you have?
You have got the following possibilities:
 - Tax exemption order from the responsible tax authority
 - Evidence of submission of an application for tax exemption (e.g. copy of the application or confirmation from the relevant tax authority)
 - Evidence of low profits and non-profit activities: No evidence order of tax exemption. Evidence that our profits are not taxed under federal or cantonal tax law as the amount is below the threshold of tax payments. (Up to date tax invoice or tax estimate or annual account.) Evidence of non-profit activities (eg. articles of incorporation, annual plan).



- Evidence of non-profit activities. No evidence as we are applying for less than CHF 10,000. (eg. articles of incorporation, annual plan).
 - Evidence of tax exemption submission
 - Evidence of tax exemption
 - Evidence of low profits and non profit activities
 - Evidence of non profit activities

Please upload a bundled .pdf with all documents in "Attachments --> evidence of non-profit status/taxes".

Contact person

1. First name:
2. Last name:
3. Telephone number:
4. E-mail address:

Proposal

1. What is the idea, and what benefit does it provide to which target group? (Note: this text will be published on our website with your approval.)
2. Which challenge and which target group are addressed? (Note: this text will be published on our website with your approval.)
3. What is the objective of the proposal? (Note: this text will be published on our website with your approval.)

Impact potential

1. Which areas of impact does your proposal address mainly?
Select an element. (Reduction of direct emissions, Reduction of indirect emissions, Negative emissions technology, Intelligent use of resources)
2. What is the environment benefit of your proposal?
3. Which environmental field or fields does your proposal address mainly?
Select an element. (Building, Education, Nutrition (Food production, cultivation, processing), Finance, Foodwaste, Heating, Cloth and textile production, Mobility/transport, Electricity production and storage, Strategies/monitoring/reporting, Greenhouse gas storage (negative emissions technology), Networking, Reuse/second hand/repair, Other)
4. Consumption / Circular economy fields. Select an element. (Reduction of (primary) resource input through non-consumption (sufficiency) or as a possible additional benefit from the impact contributions; Innovative, resource-saving designs and production processes (e.g. efficiency, reparability); Closing the product cycle: extending the useful life of products (reprocessing, repairing, reusing, sharing); Closing the material cycle (e.g. through recycling, taking into account the ecological costs and benefits, others)



TECHNICAL REVIEW

Impact (a short guide for the impact assessment of KlimUp is available [here](#))

1. What is the starting situation today?

2. Apart from your proposal, what similar **solutions/offerings** already exist in this field/for the challenge being addressed?

3. Impact climate protection: Which climate impact do you aim for?

Please explain the aimed values of gashouse emissions reductions in tons of Co₂eq (indicator) for the entire time period showing a comprehensible calculation or fill in "not estimable" (e.g. Replacement for 1000 fossile heaters = 1000 x XY CO₂eq per heaters = X tons of CO₂eq in total).

4. Impact consumption/circular economy: Which climate impact do you aim for?

Please explain the aimed value for your indicator for the entire time period showing a comprehensible calculation (e.g. Number of exchanged cloth pieces).

5. Which other environmental impact do you aim for?

Please explain the aimed value for your indicator for the entire time Please explain the aimed value for your indicator for the entire time period showing a comprehensible calculation (e.g. Number of planted trees in Altstetten in one year in order to reduce heat)

6. Impact sensibilization and behaviour change: How does your project contribute to sensibilization and behaviour change of people or organisations? (e.g. signaling effect, role models, best practice, proof of feasibility)?

7. Which social, economical or other benefits offers your project?

E.g. participation of population in the district)

8. Sources: If available, provide sources or upload documents relevant to the information above on the separate "Attachments" subpage in a bundled .pdf (e.g. indication of starting situation baseline or savings study).

Value proposition

1. Link to a video no longer than one minute – briefly introduce your proposal in a video where you explain what you do and why. (Note: a professional recording is not required. Please use YouTube or Vimeo.)

2. Target group(s): Who benefits from your solution and how do you ensure that the target group(s) find out about your solution (communication and sales information)?

3. Initial situation: What challenge or problem is/are your target group(s) facing?

4. Value proposition: Which solution do you propose to provide value and what key activities will you perform to solve the problem?

5. Innovation element: Why is your solution better than others?



Team

1. How many members are in your team?

Member 1–5

First name:

Last name:

E-mail address:

LinkedIn profile:

Skills/expertise:

Role(s) in your team:

Market

1. Do you have any partnerships? If so, with which partners are you already working and within what framework? With which partners would you like to continue working in the future to achieve your proposal and why?
2. Market potential: Is there a user field?
3. Competitor analysis: Are there any competing offerings, and how do you position yourself and stand out from these?
4. Opportunities and risks: Which opportunities and risks (legal, technical, etc.) do you foresee, and what framework conditions must be met so that your proposal can be implemented?

Proposal

1. Current situation: Where do you currently stand (with your proposal) and do you already have a minimum viable product (MVP)?
2. Reach: What is the extent of your reach (number of people and/or geographical reach)?
3. Scalability: Is your proposal scalable?

Road map

1. Implementation plan: What will be your approach over the duration of the proposal, and when do you plan to take which steps/measures?
2. How will you ensure financing and staff deployment for the duration of your proposal?

Financials

1. How much will your proposal cost in total?
2. How much total funding are you requesting from KlimUp?
3. What are the sources of your income, and what is the amount of your income? What is the extent and purpose of your costs?
4. Over how many years is the project/operation spread? Specify up to four years.
 - Year X – revenue (e.g. services sold, grants, donations, patronage programmes, foundation funds, etc.)
 - Year X – costs (personnel costs, office costs, IT costs, etc.)
 - Year X – difference in revenue/income/grants minus costs



Year X – managing the difference: please describe how you will manage the difference between revenue/income/grants and costs – what will you do with any “surplus” and what will you do with “gaps”? Please note that contributions from KlimUp can be cumulated with other funding contributions as long as this does not result in double financing of individual items.

5. As things stand, how would you finance yourself beyond the funding programme?

Other

1. Are you currently participating or have you participated in a collaboration with the City of Zurich?

Yes

No

If so, with which service departments and in which context?

2. How did you find out about the KlimUp programme?

City of Zurich newsletter

City of Zurich website

City of Zurich social media channel

BlueLion

Startzentrum

3. Is there anything else you would like to share with us?

Uploads

Please upload the following documents:

1. Evidence of legal form
2. Evidence or proof of non-profit status
3. Business model canvas (based on our [template](#) or your own template)
4. Detailed financial plan (based on our [template](#) or your own template)
5. Logo (if available)
6. Terms of cooperation (if there is or was a collaboration with the City of Zurich)
7. Impact analysis documents (if available)

By submitting this application, I confirm that

1. the information I have provided is correct, and I am authorised to represent my organisation;
2. I have read and accepted the regulations;
3. the City of Zurich may use my data in anonymised form for statistical purposes.
4. I consent to the City of Zurich’s partner organisations being involved in processing/reviewing my application.

I would like to subscribe to the City of Zurich’s climate newsletter.