

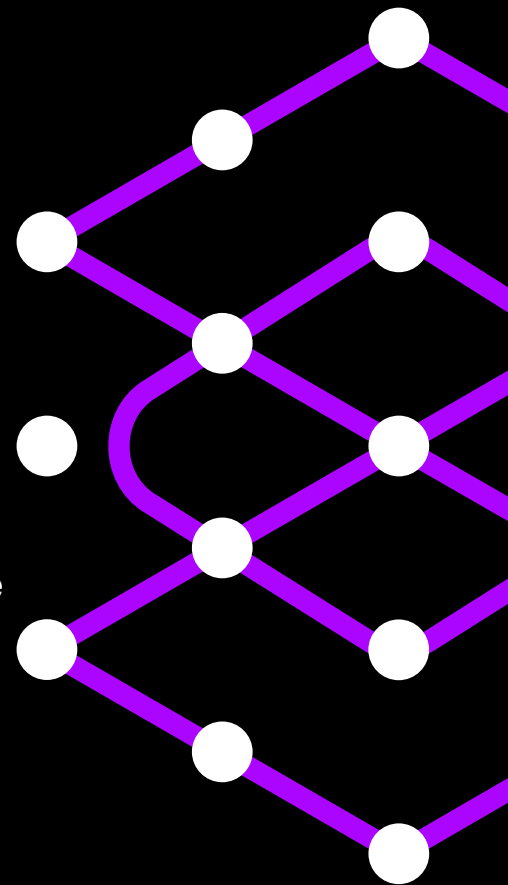
June 2023

# Catalysing the Net-Zero Mobility Transition in Switzerland

Mobilize financial capital in Switzerland in order to reduce Greenhouse Gas (GHG) emissions through both accelerated electrification and reduction of private motorized mobility solutions towards a low-carbon, climate-resilient, just, and inclusive Swiss mobility system



TransCap Initiative  
Systemic Investing for Sustainability



# About the TransCap Initiative

## Vision

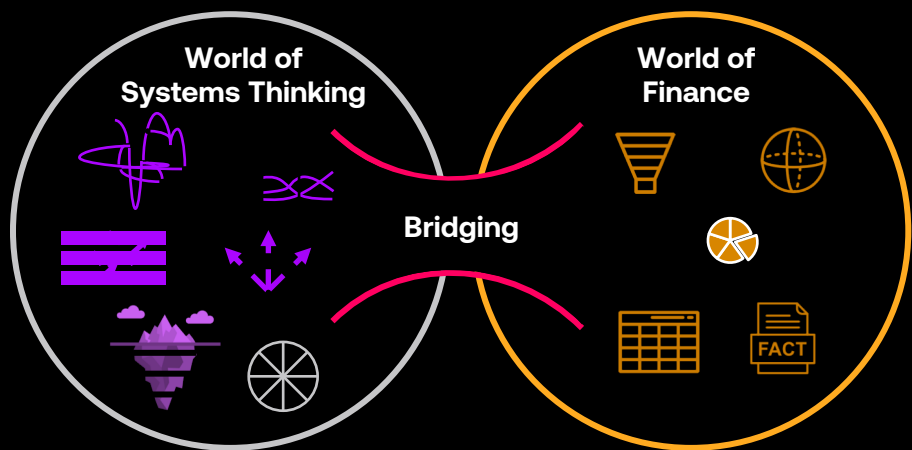
To improve the way sustainable finance is purposed, programmed, deployed, and managed so that money can become a transformative force in building a low-carbon, climate-resilient, just, and inclusive society

## Mission

To build a collaborative and inclusive innovation space for developing, testing, and scaling a new investment logic at the intersection of systems thinking and finance practice

## Ambition

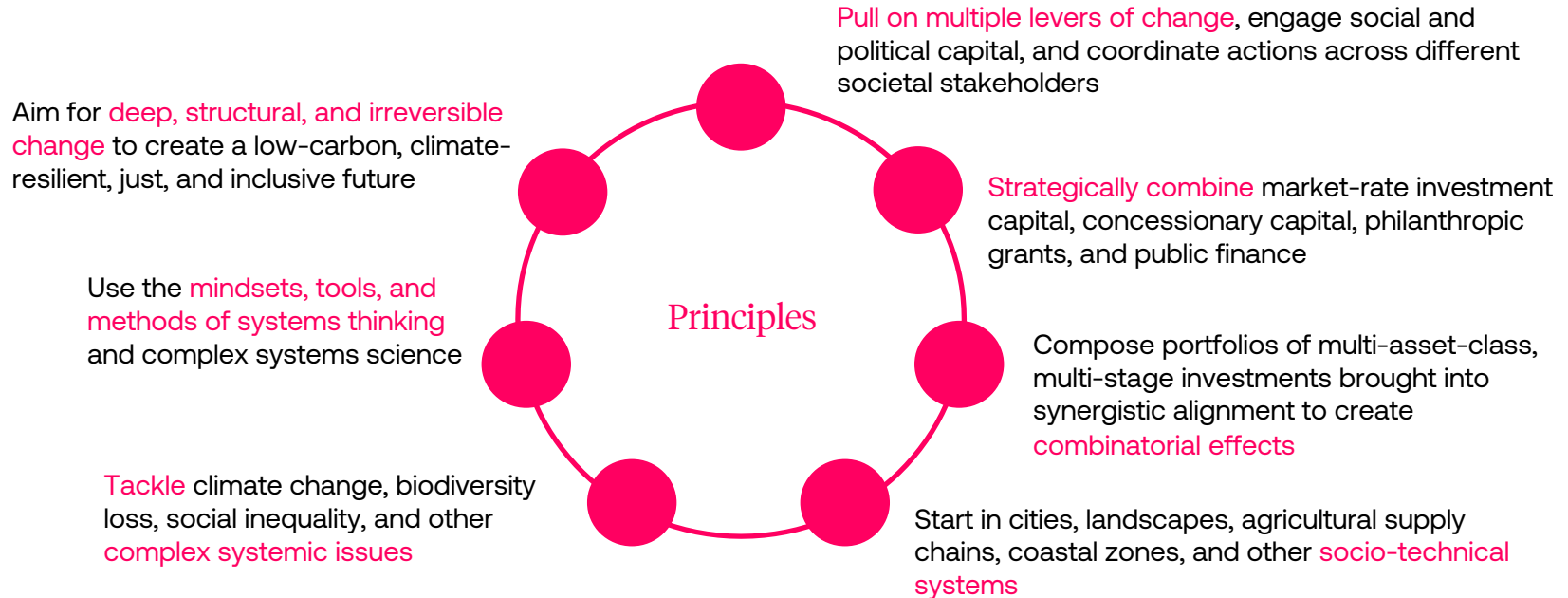
To establish systemic investing as a new sustainable finance paradigm, offering an alternative to more traditional purpose-driven approaches such as ESG, socially responsible investing, and single-asset impact investing



# Core Principles for TransCap's Systemic Investing Practice

## Systemic Investing

is the application of systems thinking to addressing societal problems through the strategic deployment of diverse forms of capital, nested within a broader systems change program and intended to transform human and natural systems.



# Context & Overall Purpose

- The **Net-Zero Mobility in Switzerland** prototype is one of several real-world experiments operating under the global TransCap Initiative.
- Like all TransCap prototypes, its principle purpose is to **put the theory into practice**, in order to...
  - Generate tangible impact for the communities that depend on the systems we aim to improve,
  - Produce knowledge and insights that enable us to refine and improve systemic investing,
  - Provide the reference transactions, proof points, and track record for field-building, and
  - Supply the themes, plots, settings, characters, and stories for our narrative work.



Funding  
Partner



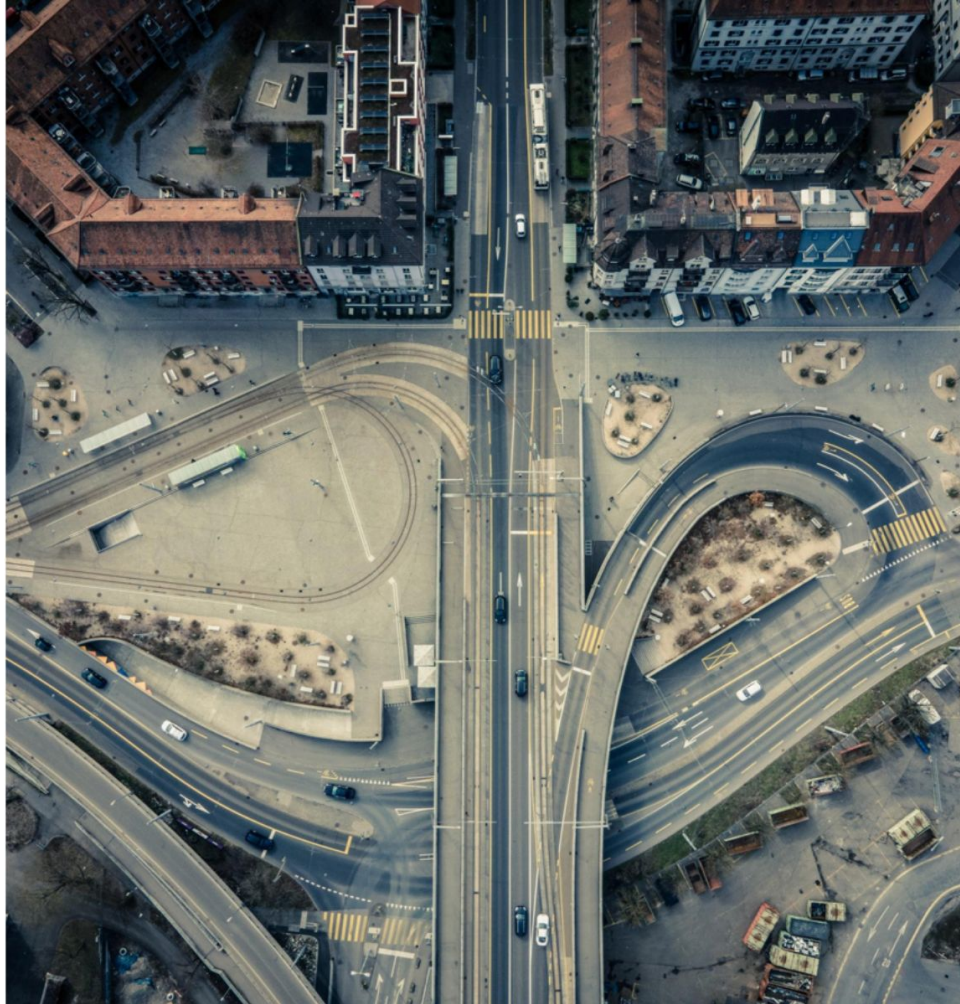
System  
Partner



Financial  
Partner



Systems  
Analysis Partner

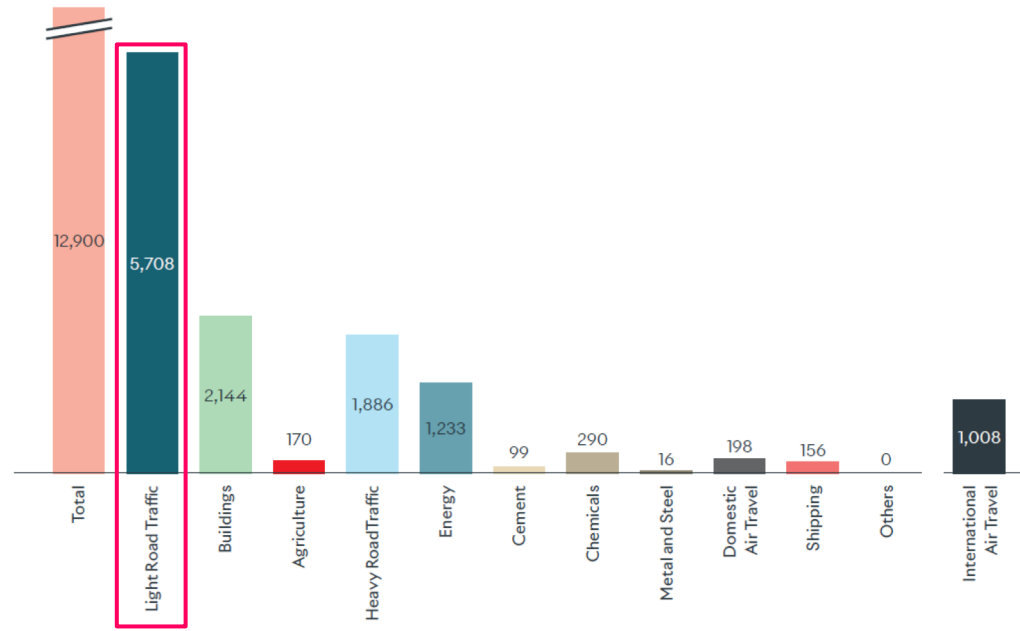


# Why Net-Zero Mobility? Why Switzerland?

Switzerland's net-zero mobility transition provides an **ideal prototyping context** for the TCI because...

- Switzerland is a strong economy with little political and currency risk, therefore being attractive for investors.
- The mobility system is complex yet tangible and can be thoroughly analysed. It also offers varied entry points for investment and a rapidly evolving investable universe.
- The challenge of net-zero mobility transition is highly relevant, as “Light Road Traffic”—the focus of our work—is the Swiss economic sector with the greatest net-zero investment need.

Swiss net zero investment volumes p.a., 2020–2050  
[CHF m]



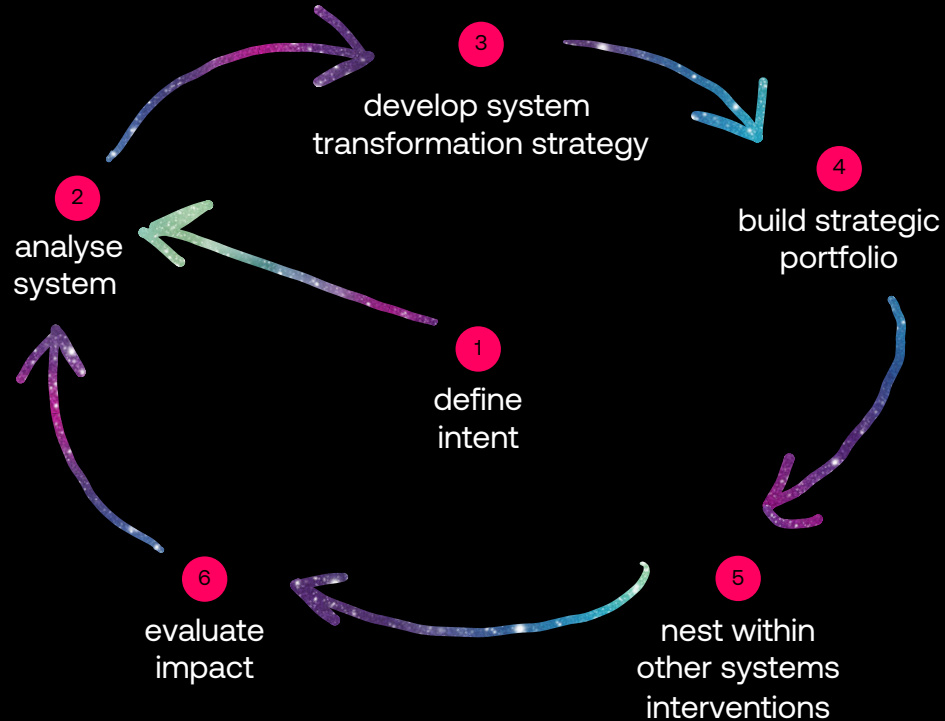
Source: SBA & BCG (Aug 2021), *Investment and Financing Needed for Switzerland to Reach Net-Zero by 2050*, available [here](#).

# Specific Objectives

Generate **demonstration effects** around the essential process steps in systemic investing, including:

- Mapping the Swiss mobility system in a way that informs portfolio construction,
- Designing, structuring, and capitalizing a multi-asset-class strategic investment portfolio,
- Nesting the investment portfolio within a broader system intervention approach, and
- Running learning and sensemaking protocols to extract strategic insights for follow-on investments

The **key output** is a set of assets that will build the cornerstones of an investment structure open to third-party private and institutional investors.

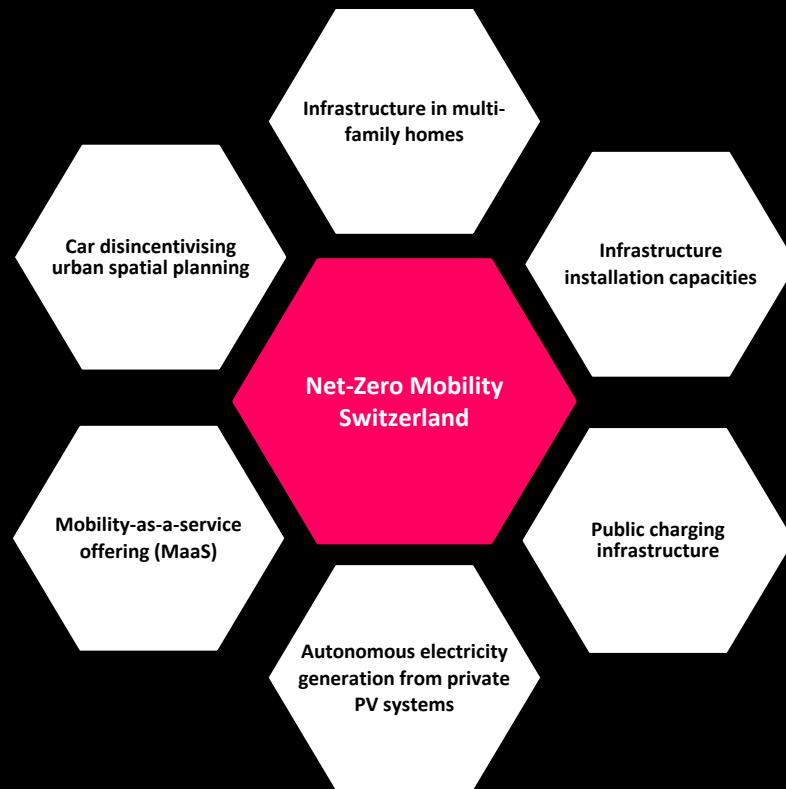


# Where We Stand Today

Leveraging models and methodologies from **complex systems science** and **futures thinking**, we have:

- Conducted comprehensive secondary research & interviews, sensemaking sessions and workshops with stakeholders from finance, industry, academia, politics, and civil society.
- Refined our understanding of electric vehicles as a key enabling technology in the overall mix of Switzerland's net-zero mobility ambition through tools such as the 3 Horizons model.
- Depicted the Swiss mobility system in a systems map, a web of interrelated elements and connections forming causal loops which allow for deep analysis of the fundamental dynamics enabling or blocking transformative progress.
- Identified a set of high-potential strategic leverage points, which we understand to be places within complex systems where a small shift in one thing can produce big changes in everything else.

These insights inform a **system transformation strategy**, describing how a select set of interventions can be used to help shift the Swiss mobility system towards a low-carbon, climate-resilient, just, and inclusive future.



# Our Theory of Change

## Combined intervention strategies

1. Supporting the build-up of clean infrastructure in Switzerland (PV systems and charging infrastructure)
2. Increasing installation capacities in Switzerland for clean infrastructure
3. Increasing the availability and attractiveness of “mobility as a service” offerings in Switzerland
4. Accelerating urban spatial planning that disincentivizes car-usage
5. Supporting infrastructure build-up for white spots (underserved areas due to low utilization rate)



Rewire  
Feedback  
Loops – correct  
or amplify  
system  
dynamics – to  
achieve the  
following  
outcomes

## Outcome

1. Increased willingness to shift, leading to accelerated transition from internal combustion engine to electric vehicles
2. Increased willingness to adopt alternatives to car ownership, leading to reduced numbers of cars



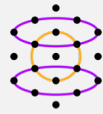
New system  
dynamics  
leading to  
intended  
change on  
societal level

## Impact

**Accelerate the decarbonization of the Swiss mobility system through significant greenhouse gas emission reductions, while ensuring equal access to mobility solutions across the country and society.**



# What's next



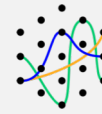
## Funding Architecture

Taking a polycapital approach to funding different interventions in a systems change program



## Investment Program Design

Designing investment programs with appropriate accountability, governance, and legal structures



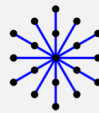
## Strategic Investment Portfolios

Building multi-asset-class, multi-stage portfolios of strategically linked investments



## Nesting

Nesting an investment portfolio within a broader systems intervention approach



## Systemic Impact Evaluation

Focusing on system dynamics and properties in measuring success, not on static outputs



## Learning & Sensemaking

Continuously studying and integration emerging dynamics within a system to refine insights

# Prototype Team



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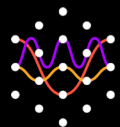


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Made possible by  
**MIGROS**  
Pioneer Fund





# TransCap Initiative

Systemic Investing for Sustainability

## Learn More

Read our [white paper](#)  
Read our [strategic plan](#)  
Explore our [key concepts](#)  
Visit our [website](#)

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