

ONE ACTION

CHANNELLING CONTRIBUTIONS FOR A NEARER IMPACT



ANNUAL REPORT
2012



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EDITORIAL

Dear readers, here is the first annual report of a brand new actor on the scene of Swiss non-governmental organizations: OneAction. Curious move, some may say, considering the skepticism that surrounds the field of development aid these days. Creating «another» NGO... What exactly will this bring that is not already provided by another established organization? Why help “foreigners” when problems abound around “us”?

These are relevant questions to which we can respond with a simple observation: whether we ignore it, deny it or accommodate ourselves to it, the world is still suffering. Greed and short-term thinking are devastating natural resources and hence our means of subsistence; ignorance still sets men against one another; vice attracts more than virtue: this is a woeful reality.

Thus, rather than assuming the role of judges, people prefer to become actors. These people do not act to temporarily relieve pain, but to give its victims the means to break free. They teach mankind to live with nature rather than to live off of it; to see in a fellow man a partner, and not a rival; to find in every challenge an opportunity to improve, instead of an obstacle to be avoided. In short, these people prove every day that it is possible to move forward while reducing problems rather than multiplying them. The world requires new solutions, a better understanding and examples that inspire; the field of development aid is no exception. It is our responsibility to change the paradigms.

OneAction wishes to take action. From a few ideas scribbled on a piece of paper twelve months ago, to a promising presence on three continents, we have made good progress. Join us and help us to continue our beautiful endeavour!

Jan Isler, Director





THE BIRTH OF ONEACTION

OneAction was born from this strong impetus on December 4th, 2011, as a non-profit association. Based in Geneva, it has set itself the goals of promoting human interactions, supporting education, protecting the environment, encouraging social entrepreneurship and instilling humanistic values.

To fulfill this mission, OneAction launches or develops projects wherever it sees the potential of a constructive and sustainable help that can deliver new perspectives for the persons involved. We prioritize **educational** and **environmental** actions, since we deem these two fields to be the most fundamental for a transition towards a more harmonious world. Having observed the recent evolution of international solidarity, OneAction has perceived a real potential in trying to find innovative ways to reach concrete and sustainable impacts. Concretely, OneAction develops a wide range of activities promoting social entrepreneurship as a founda-

tion towards a more participatory and environmentally-friendly economy. This idea led us to give the opportunity to anyone to become an agent of change by using our platform to develop initiatives of humanitarian interest. For optimal results, we strive to maintain a sense of proximity by building direct bridges between the contributor and the beneficiary in the most transparent and efficient way possible.

OUR PROJECTS

We have classified our activities into educational, environmental, and fundraising projects. However, in reality, most of these categories are intertwined: some of our projects include for instance educational and environmental aspects; and even our fundraising projects are intended to raise awareness.

EDUCATIONAL PROJECTS

Bodh Gaya, OneAction's first project (Bihar, India)

To meet its objective of facilitating access to education and encouraging self-determination of the most disadvantaged children in Bihar, one of the poorest, most populous and conservative Indian States, OneAction collaborates since 2012 with the Gyan Niketan Charitable Trust, which offers free education for almost 300 students in its school in Durgapur.

Having found greatly damaged infrastructures during its first trip, OneAction contributed to providing tables and chairs, school supplies and uniforms, and started an awareness raising initiative on environmental issues, organizing for example garbage-collection activities and other thematic workshops.



"In just a few months, we could already observe the improvement in the children's lives thanks to the daily meals. They seem healthier, happier and more attentive."

Brajesh Kumar, Project Manager

Subsequently, in April 2012, we developed a project called *One Meal a Day* to fight against malnutrition, a common affliction in the area. Since the beginning of the project, OneAction has fulfilled its commitment to provide a daily balanced meal to the 300 schoolchildren who are also sensitized to basic hygiene practices. This daily routine is crucial for the health, dignity and attentiveness of every student. Once they have finished eating, a dozen of younger children from the village, who lack the opportunity to receive a balanced diet at home, benefit from the food as well. Nothing is left to waste, since the water of the cooked rice and any last leftovers are used to feed the cattle.

To ensure the sustainability of the *One Meal a Day* project, we wish to expand the organic garden around the school to provide vegetables and fruits for the daily meals. In addition, we are committed to continuing the efforts put in place in 2012 to develop an orphanage within the school, in order to shelter the children in need of a home in the surrounding area.

Pilot Project (Quito, Ecuador)

In September 2012, OneAction started a partnership with the INEPE, an institute that promotes holistic education, for instance by encouraging student empowerment and creativity, and that also works to protect the environment through its reforestation, environmental education and sustainable agriculture projects. Because these fields perfectly embody the values that OneAction promotes, we decided to make this partnership our pilot project.



*Canteen of
the INEPE*

"Our goal is to encourage the development of human consciousness by generating actions that promote collective participation."

Patricio Raza, Director

In order to ensure better food security for the students, we are building a new greenhouse in the school's garden. This will serve as a tool to produce more food and ensure a balanced nutrition for the students, and will also be a space to grow native seedlings for the INEPE's reforestation activities. Currently, about 50% of the students' food needs to be purchased separately; a percentage that we expect will drop once the new greenhouse is underway.

To ensure the production and security of the food products, we have also set up a project to construct a 70m² shack to accommodate the garden keeper. In addition, we wish to launch a sponsorship programme in which individual donors will be able to guarantee two meals every school day for students.



The Amazon

ENVIRONMENTAL PROJECTS

Ecotourism in the Ecuadorian Amazon (Pastaza, Ecuador)

In its efforts to protect the environment and to assist communities into becoming more self-sufficient, OneAction launched a project in September 2012 by partnering with Vitalideas, an Ecuadorian organization whose actions are focused on natural resources conservation and rural community development.

OneAction is assisting the community of Cajabamba II by expanding its current ecotourism activities, so as to help decrease the serious threats caused by logging for timber in the area. Community members have already successfully opened their own Eco Lodge and receive several ecotourists annually who participate in the reforestation of the abandoned agricultural land. In order to attract more visitors and stimulate the local economy, we have launched a project with community leaders which consists in building an environmentally friendly shack in which to provide locally produced and mainly organic lunches to the ecotourists.



From left to right: an employee of CanopyCo, and the school in Cajabamba II.

Reforestation Northern Ecuador (Otavalo, Ecuador)

OneAction has also launched a reforestation project near Otavalo, in the heart of one of the ten most biodiverse ecosystems in the world. By collaborating with the Ecuadorian organization CanopyCo, we provide individuals and companies with the possibility of voluntarily offsetting their carbon emissions by planting native trees. These trees sequester carbon present in the atmosphere, replenish groundwater aquifers and create biological corridors to protect the region's unique wildlife. Those who so desire can either directly select a set number of trees to be planted, or can offset carbon emissions of a specific activity via an independent third party in charge of calculating the emissions. CanopyCo plants an average of 10,000 trees annually: a capacity that OneAction wishes to expand in order to reforest more land, and to provide stable jobs for locals who directly participate in the project.

Reforestation the cerrado (Mato Grosso do Sul, Brazil)

In the past 30 years alone, the expansive primary vegetation in the Brazilian *cerrado* has undergone drastic transformations as a consequence of the mass development of the agro-industry. In order to restore the biodiversity of the ecosystems on which local fauna and populations rely, OneAction chose to partner with the Brazilian NGO Oréades. The joint project consists in reforesting 24,1 hectares of deforested and extremely

degraded land in the Rio Taquari State Park to provide essential habitat for the local wildlife that suffers from industrial agriculture. We expect 26,600 trees will be necessary to reforest this area; and they will sequester more than eight thousand tons of carbon from the atmosphere after 30 years. Alongside the clear environmental benefits, there will be positive and lasting socio-economic impacts for the communities of the region, who will be producing the trees necessary for reforesting this land. This unique opportunity, which requires only part time work, provides the families involved with the security of receiving about CHF 1,000 worth of extra income annually. This leads to an improvement in their quality of life and raises awareness on the importance of environmental protection.



FUNDRAISING AND AWARENESS RAISING PROJECTS

One of the main objectives of OneAction is to stabilize and diversify its funding sources, in order to develop self-sustaining projects in the long term and to be able to replicate similar initiatives elsewhere.

Smart Actions by Kids for Kids

In 2012, OneAction launched its *Smart Actions by Kids for Kids* project by organizing fundraising and awareness raising activities in Geneva primary schools on the themes of environmental protection and world disparities. Concretely, we presented our various projects to the pupils with the objective of helping them become aware of the different economic realities and environmental issues, and then offered them the memorable opportunity to act in solidarity by finding friends and family willing to sponsor activities such as spelling bees and Christmas sales.

Other projects

To sensitize consumers to international solidarity, and to encourage them to support charitable projects, OneAction partnered with World Solidair, a French association that encourages individuals to be more responsible and generous when purchasing goods. This association has placed its logo on a series of chosen products in French bakeries run by La Mie Câline, and 5% of the price of sold products will be redistributed to OneAction's various projects.

We are planning on replicating this model with other businesses as a corporate social responsibility project. Furthermore, OneAction is looking to establish other significant sources of funding, such as a green management project in hotels to support our reforestation projects, the sales of OneAction products, and the development of our own social businesses.

Gyan Niketan school





ACTIONS

Over the course of the year, OneAction also seized various opportunities to make itself known. For instance, we organized a launch event in Geneva, participated in the renowned Course de l'Escalade, and taught in universities (*The multiple challenges of development aid* at the Austral University of Buenos Aires and *The creation of an association* at the Law department of the University of Geneva).

FINANCIAL STATEMENT

BALANCE SHEET (CHF)

ASSETS

Current account	20,184.91
Total debts	106.15
Total assets	20,291.06

LIABILITIES

Total debts and short-term liabilities	(665.83)
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NET ASSETS

20,956.89

OPERATING STATEMENT (CHF)

REVENUE

Earmarked revenues

New Tools for New Perspectives	25,115.55
Total of earmarked revenues	25,115.55

Non-earmarked revenues

Membership fees	1,980.00
Donations	59,926.95
Various projects	14,731.20
Total of non-earmarked revenues	76,638.15
<i>Total revenues</i>	101,753.70

FINANCIAL RESULT

Bank interests	19.70
Others	0.07
Bank charges	(178.15)
<i>Financial result</i>	(158.38)

EXPENSES RELATED TO PROJECTS

New Tools for New Perspectives projects	(21,780.05)
Keep it Green projects	(6,414.10)
Fundraising and awareness raising projects	(16,706.76)
<i>Total expenses related to projects</i>	(44,900.91)

EXPENSES RELATED TO STAFF

Total wages	(27,750.00)
Total social insurance	(3,533.42)
Other expenses related to staff	(767.90)
<i>Total expenses related to staff</i>	(32,051.32)

OPERATING COSTS

Total operating costs **(3,686.20)**

SURPLUS

20,956.89

OUR PARTNERS

OneAction wishes to express its gratitude to the partners who supported us over the course of 2012. These include a large number of private individuals, two companies based in Geneva, a hedge fund and the municipality of Vandœuvres. We wish to thank the teachers of the primary schools of Cartigny, Satigny and Devin-du-Village for their generous contribution to our *Smart Actions by Kids for Kids* project. Finally, we would like to thank our members who contribute to making OneAction better known.



ONE ACTION

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BECOME A MEMBER

If you wish to become a member of OneAction, please address a letter to the Association's headquarters or send us an email in which you express your desire to join us. Make sure to include your postal address.

PARTICIPATE

You can help OneAction in Switzerland or abroad as a volunteer or by submitting your own project. More information is available on our website: www.oneaction.ch/how-to-help-us/

