Mission Model Canvas

Project title:	Created by:	Date:
Extinguish the flames, not the planet.	Rebecca Signer	July 3, 2025

Partners & Support

Project leader: Rebecca Signer, Campaigner at Campax
Project supervisor: Matthias Meier, Director of Fundraising and Campaigns at Campax
Current and potential supports:
-Green Party (Balthasar Glättli)
-Firefighter associations
-Environmental health experts -PFAS-free foam producers (e.g. STHAMEX distributors) -Media

Activities

1) Write and promote petitions and further online actions
2) Organize events, demos, and awareness actions
3) Engage, connect and support cantonal governments

Ressources

1) Budget for materials, events, and promotion
2) Staff time and expertise (research, campaign, communication)
3) Support from environmental health experts

Project

PFAS accumulate irrevocably in our water, soil, food, and bodies, causing serious health problems, including cancer. Immediate action is needed to phase out these harmful chemicals. The firefighting foam sector offers a quick and high impact lever for action: its use is one of the most important sources of PFAS pollution, due to its high concentration and direct release into the environment. The canton of Valais has already switched to PFAS-free foams, and our campaign calls on other cantons to follow suit — through petitions, awareness efforts, and targeted actions.

Relationship, Community

It is in Campax's DNA to involve people. Our community of almost 800,000 people will be actively engaged throughout the campaign — signing petitions, participating in online and offline actions, and joining local symbolic demonstrations.

Channels

We will reach our community through emails and posts on our social media channels, and extend our outreach with online and offline ads, as well as eco friendly stickers linking to the campaign webpage.

Target Groups

-The general population (it is a matter of public health protection)
-Cantons (have every interest to transition because of the reduced cleanup costs)
-Local communities near contaminated sites (gives them a clear, tangible way to act) -Firefighters (less exposure to toxic chemicals)
-Environmentalists (cleaner water and soil)

Budget Impact

-Staff salaries campaign lead

-Staff salaries of other campaigners, management, admin, fundraising, media, social media

-Material costs (offline actions; on- and offline advertising; technology; translations)

-Contingency

Total: CHF 50,000

1. **Impact:** It would help prevent further contamination of groundwater, ecosystems, and the food chain. Impact can be measured by:

-Engagement statistics on social media/webinars/petitions

-Number of cantons switching to PFAS-free foam (training & operation use)

-Cantonal / national policy shifts

2. **Scaling/Expansion/Unfolding:** If financially possible, we could think bigger:
-A round table discussion on the transition to PFAS-free foams with representatives from each canton

-An action in collaboration with firefighters to demonstrate the effectiveness of PFAS-free foam
-An action to encourage swiss foam manufacturers to change their production methods in accordance.
-Local actions near hotspots to demand the speed up of the transition to PFAS-free alternatives in general

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