

Media release

The “Umweltpreis der Wirtschaft” proves that sustainability can also bring financial rewards

Lucerne, – 20 April 2020 // **Economic success and sustainable principles are not contradictions, as impressively proved by the nominees for the “Umweltpreis der Wirtschaft”. These pioneering companies are all passionate about shaping tomorrow’s entrepreneurial world and are not only successful in their segments but also raising the profile of ecological solutions.**

“Switzerland needs the “Umweltpreis der Wirtschaft” because it provides the ecological sector with incentives to strive for commercial success,” says Doris Leuthard, jury president of the “Umweltpreis der Wirtschaft”. As a global master of innovation Switzerland is well-qualified to take on a pioneering role in the sustainable economy – and to reap the commercial benefits of doing so.

As emphasised by the current swissVR Monitor survey, an increasing number of Swiss businesspeople are realising that society expects them to do more than generate profits and create jobs. “Actions, not words, are therefore essential to create future-oriented solutions and to combine entrepreneurship and environmental consciousness,” underlines Cédric Habermacher, Director of the Swiss Environmental Foundation. The award is given in partnership with the Swiss Environmental Foundation and the “Go for impact” association, which functions as an umbrella for the BAFU, economiesuisse, öbu, Swissmem and WWF, among others. As the presenting partner of the “Umweltpreis der Wirtschaft” Swiss Post has taken on the role of trail blazer and role model in the field of sustainable development.

Who are the nominees for the “Umweltpreis der Wirtschaft”?

An overview of Switzerland’s most innovative entrepreneurial sustainability solutions is available at the www.umweltpreis.ch website.

“Umweltpreis der Wirtschaft”

If we want to preserve our planet for future generations, then the economy must be part of the solution. Switzerland’s most influential environmental prize is thus awarded to innovative companies which combine economic success with ecological impact.

A unique selection process involving national business federations and environmental organisations ensures that the most convincing solutions are identified each year.

An interdisciplinary body of experts selects the five best projects from the 40 which have been nominated. These companies then present their ideas to a high-profile jury. Under the leadership of former Federal Councillor Doris Leuthard, the jury then selects three finalists to make presentations at the CE² Day event before deciding on the winner.

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Presentation of the prize on CE² Day

The “Umweltpreis der Wirtschaft” will be awarded on 17 September 2020 at the “CE² - Circular Economic Entrepreneurs”, the Swiss Economic Forum’s new platform, in Langenthal.



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