

Media release

## The finalists for the “Umweltpreis der Wirtschaft” prove that sustainability can also bring financial rewards

Lucerne, - 2 July 2020 // 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. The finalists for the “Umweltpreis der Wirtschaft” are pioneering companies who are all passionate about shaping tomorrow’s entrepreneurial world. They are successful in their markets and also raise the profile of ecological solutions.

“Switzerland needs the “Umweltpreis der Wirtschaft” because changes begin with lighthouse projects which provide orientation,” says Doris Leuthard, jury president of the “Umweltpreis der Wirtschaft”. Economic success and sustainable principles are not contradictions, as impressively proven by the three finalists Eberhard, KITRO and Pickwings.

Climate-friendly management and sustainable development are becoming necessities; in line with this, key measures to reduce CO2 emissions and preserve biodiversity throughout the world should be implemented by 2030. The business segment also offers great potential – according to trade association Swiss Sustainable Finance (SSF) sustainable investment on the Swiss financial market is at an all-time high. “Actions, not words, are essential to create future-oriented solutions and to combine entrepreneurship and environmental awareness,” underlines Cédric Habermacher, Director of the Swiss Environmental Foundation.

The award is given in partnership by 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.

The “Umweltpreis der Wirtschaft” will be awarded on 17 September 2020 at the “CE<sup>2</sup> - Circular Economic Entrepreneurs”, the Swiss Economic Forum’s new platform, in Interlaken. The three finalists will have the opportunity to present their solutions to the audience, following which the winner will be announced. In addition to CHF 25 000 prize money, the winner will also be given the opportunity to present their solution at the SHIFT Switzerland 2021 exhibition.

### Who are the three finalists for the “Umweltpreis der Wirtschaft”?

For an overview of Switzerland’s most innovative solutions in the field of entrepreneurial sustainability, visit the [www.umweltpreis.ch](http://www.umweltpreis.ch) website.

### Media service

Photographic and video material will be produced at the “CE<sup>2</sup> – Circular Economic Entrepreneurs”, the Swiss Economic Forum’s new platform. Are you interested? Then please send an email to [seraina.branschi@swisseconomic.ch](mailto:seraina.branschi@swisseconomic.ch) by stating what material you require.

Places will be available for interested media representatives., however due to their limited number, a binding reservation will be required. Allocation of places will be based on the chronological order in which applications were received.

Requests for accreditation for the CE2 Day should be sent to: [seraina.branschi@swisseconomic.ch](mailto:seraina.branschi@swisseconomic.ch)

## “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 CE<sup>2</sup> Day event before deciding on the winner.

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 (Federal Department of the Environment), economiesuisse, öbu, Swissmem and WWF Schweiz, among others.

### Presentation of the prize on CE<sup>2</sup> Day

The “Umweltpreis der Wirtschaft” will be awarded on 17 September 2020 at the “CE<sup>2</sup> - Circular Economic Entrepreneurs”, the Swiss Economic Forum’s new platform, in Interlaken.

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