

Media release

## Eberhard – a pioneer of sustainable building – wins the 2020 “Umweltpreis der Wirtschaft”

Lucerne - 17 September 2020 // Every year the “Umweltpreis der Wirtschaft” demonstrates the positive link between economic success and sustainable principles. This year the prize goes to Eberhard Unternehmungen. The pioneering construction company is passionate about shaping tomorrow’s entrepreneurial world.

“Switzerland needs the “Umweltpreis der Wirtschaft” because changes begin with lighthouse projects which provide orientation,” says Doris Leuthard, the jury’s president. This year’s winner is a pioneer in the urban mining segment and thus acts as a lighthouse for the construction industry. Eberhard transforms building rubble into a raw material and cities into “mines of the future”.

For decades now this strategy has brought the company success in the market and made it a guarantor of ecologically sustainable solutions. This is all the more surprising in an industry which is very attached to its traditions. Patrick Eberhard, Division Manager Building Materials, says that the construction sector in particular often lacks the awareness that waste building materials are Switzerland’s largest waste stream. The industry should demonstrate a commitment to investing in environmental protection and sustainability. Eberhard’s contribution in this regard is the urban mining concept. Demolished houses are recycled to produce new raw materials which can then be used to construct completely new buildings – an important contribution to the circular economy.

The family-run business recognised the enormous significance and potential of the sustainable economy as early as 1983 and has invested heavily in the segment ever since. Today the Eberhard Building Materials Recycling Centre handles up to 450 000 tonnes of mineral building rubble per year, processing it for use in new buildings – without any loss in quality. The new Europaallee road in Zurich is a prime example of this, being constructed from 99 percent top-quality recycled building materials.

Eberhard presented an enthusiastic pitch at the “CE2 - Circular Economic Entrepreneurs”, the Swiss Economic Forum’s newest conference, which enabled the company to beat its fellow finalists Pickwings and KITRO.

### **Who are the finalists for and the winner of 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.

## “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.

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.

### Media service

The press photo of the award ceremony you may download here: <https://umweltpreis.ch/award/downloads/>  
Should you require further photographic material from the CE2, please contact Seraina Branschi at [seraina.branschi@swisseconomic.ch](mailto:seraina.branschi@swisseconomic.ch) or visit [www.ce2.ch](http://www.ce2.ch)

### Media contact

Martina Loetscher, Head of Communications & Partnerships  
[m.loetscher@umweltpreis.ch](mailto:m.loetscher@umweltpreis.ch) | [www.umweltpreis.ch](http://www.umweltpreis.ch)

### Prize winner & finalist contacts

Eberhard      Astrid Gloor, Head of Advertising /PR/Sponsoring, [astrid.gloor@eberhard.ch](mailto:astrid.gloor@eberhard.ch),  
+41 (0)43 211 22 18 / +41 79 25675 78

KITRO          Naomi MacKenzie, Co-founder and Partnerships, Sales & Product Development,  
[naomi.mackenzie@kitro.ch](mailto:naomi.mackenzie@kitro.ch), +41 (0)78 633 13 69

Pickwings      Randy Wicki, Sales Manager, [randy@pickwings.ch](mailto:randy@pickwings.ch), +41 (0)41 709 51 67