



Media release - embargo until Wednesday, 24 March 2021

Key players from business and environmental protection launch «Green Business Switzerland»

The Swiss Environmental Foundation and the association "Go for Impact" are launching "Green Business Switzerland". Under this name, they will realise the "Green Business Award" and, from summer 2021, also the "Green Business CEO Rating". Mirjam Staub-Bisang, CEO Blackrock Switzerland, will be its jury president.

"Green Business Switzerland" brings into focus the positive connection between entrepreneurial success and sustainable action. If we want to preserve our planet for future generations, business must be part of the solution. This requires a change in awareness and role models to guide decision-makers. "Green Business Switzerland is committed to this cause in various formats. The forward-looking cooperation of key players from business and environmental protection is backed by economiesuisse, öbu, Pusch, Swissmem, the Swiss Environmental Foundation and WWF Switzerland, among others.

Together they present the "Green Business CEO Rating", which highlights the most sustainable Swiss CEOs. This will be published for the first time in the July 2021 issue of BILANZ and in PME. The rating analyses both the company's performance and the CEOs' personal contribution with a view to driving social and environmental impact. The focus is on companies in the SMI Expanded and the largest Swiss employers. "The Green Business CEO Rating is intended to become the national barometer for the sustainability impact of Swiss business leaders and thus create a visible incentive for CEOs not only to be economically successful, but also to make a positive contribution to solving significant social problems," says Mirjam Staub-Bisang, jury president of the rating. The "Institute for Business Sustainability" from Lucerne developed the underlying scientific methodology especially for this rating. It is unique worldwide in its depth and informative value.

"Green Business Award": The "Business Environment Award" under the chairmanship of Doris Leuthard has been renamed "Green Business Award". This award honours innovative companies that combine economic success with ecological impact. A unique selection process via national business associations and environmental organisations guarantees that the most convincing solutions are sought out each year. This year's nominated companies will be announced on 20 April 2021 and the finalists will be communicated on 2 July 2021. The award ceremony will take place on 22 September at "CE2 - Circular Economic Entrepreneurs" - a conference run by the Swiss Economic Forum. As the presenting partner of the "Green Business Award", Swiss Post is committed to being a pioneer in its industry in the area of corporate sustainability.

The most outstanding leaders from the award and CEO rating are united in the "Green Business Community". They are pioneers and signposts of sustainable entrepreneurship in Switzerland. As part of "Green Business Global", "Green Business Switzerland" will launch them onto important international platforms such as "Bloomberg New Energy Pioneers".

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Note: With the change of the overall appearance, the brand "Environmental Business Award" will also change. We kindly ask you to use only the new brand "Green Business Award" in your communication: [Download](#).