



# UMWELTPREIS

DER WIRTSCHAFT

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THE MOST IMPORTANT ENVIRONMENTAL  
PRIZE IN SWITZERLAND

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## The most important environmental prize in Switzerland

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Climate change and scarcity of resources will affect our livelihood! Not enough attention has been paid to these realities in commerce because the problem has been approaching quietly. However, when it becomes truly noticeable, it will be too late. For this reason, economic growth and environmental stress must become dissociated from one another.

The vision of a sustainable future requires entrepreneurs who are aware of their central role and who will develop resource-saving, innovative business models, goods, and services, with which sustainable profits can be generated. For this reason, the «Umweltpreis der Wirtschaft» focuses on entrepreneurial solutions. They must have the potential to inspire and urge decision makers in business to take action towards true entrepreneurial sustainability.

When should these urgent changes begin to take place, if not now?

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## Who can be nominated?

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We are looking for innovative products, technologies, services or business models with pioneering character, which will contribute towards sustainable development in line with the Sustainable Development Goals.

- Focus is concentrated solely on companies that combine outstanding ecological innovation with economic success.
- Their environmental impact must be measurable or allow for a credible estimate.
- The nominated solutions must have been established successfully on the market (growth phase has been reached).
- The potential prize-winner must not be negatively tangent to the social dimension of sustainability.
- The solutions must be relevant to commerce situated in Switzerland
- Potential prize-winners must have the power to inspire people.

**The following are excluded from participation:** administrative bodies, NGOs and foundations (exception: as part of public private partnerships) as well as sponsoring partners.

There is no right of appeal.

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## Award ceremony

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The «Umweltpreis der Wirtschaft» will be awarded as part of the CE<sup>2</sup> Day of the Swiss Economic Forum on 27th June 2019 in Langenthal. This new circular economy platform will bring together key economic players to shape the entrepreneurial world of tomorrow with pioneering spirit and passion.

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## Prizes/benefits

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### All three finalists will receive:

- An elevator pitch on CE<sup>2</sup> Day in front of top class decision makers in Swiss economics
- Facilitated access to the growth initiative SEF4KMU of the Swiss Economic Forum
- 2 guaranteed tickets for the CE<sup>2</sup> Day per company

### Additionally, the winner will receive:

- Prize money in the sum of Fr. 25'000.-
- Complete package for SHIFT Switzerland 2020
- Video portrait on the internet platform «Business Sustainability Today»
- Visibility: national and regional media coverage

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## Sponsorship

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The prize is awarded on a partnership basis by the Swiss Environmental Foundation and the «Go for Impact» association. The latter unites some of Switzerland's most important environmental and economic organisations: i.e. Federal Office for the Environment Bafu, economiesuisse, öbu, PUSCH, scienceindustries, Swissem, Swiss Textiles and WWF.

The Swiss Environmental Foundation is responsible for the organisation of the entire process.



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## Expiry and Dates

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The adjudication of the «Umweltpreis der Wirtschaft» is carried out in a multi-staged process.

### By 1st February 2019: nominations

The members of «Go for Impact», as well as other partners, will have nominated a total of 30 innovative solutions.

### By 15th March 2019: applications

The nominated companies will have filled in the necessary application documents online.

### 17th April 2019: preliminary adjudication

The preliminary jury will select the five best solutions from all input.

### 5th June 2019: adjudication

The five nominees will present their solutions to the jury with a pitch. The jury will determine the three finalists and the winner.

### 27th June 2019: prize-giving

The finalists will present their solutions on CE<sup>2</sup> Day. Afterwards, the winners chosen by the jury will be announced and the «Umweltpreis der Wirtschaft» 2019 will be officially awarded.



## Preliminary jury

- **Barbara Dubach**, CEO engageability
- **Cornelia Giger**, Project Leader CE<sup>2</sup>, Swiss Economic Forum
- **Linda Kren**, Environmental Protection & Responsible Care, Scienceindustries
- **Dr. Andy Spörri**, Ressources & Waste, EBP
- **Daniel Zürcher**, Head of Section Innovation, Federal Office for the Environment, Bafu

## Jury

- **Daniel Bloch**, VRP & CEO Camille Bloch SA
- **Cornelia Diethelm**, Founder Centre for Digital Responsibility, Director Shifting Society AG
- **Prof. Dr. Thomas Dyllick**, Professor for Sustainability Management, HSG
- **Roman Hirsbrunner**, CEO Jung von Matt/Limmat
- **Dr. Dominik Isler**, CEO Swiss Economic Forum
- **Prof. Dr. Reto Knutti**, Professor for Climate Physics, ETH Zürich
- **Patrizia Laeri**, SRF Business Editor
- **Jean Laville**, Deputy CEO Swiss Sustainable Finance
- **Ruedi Noser**, Entrepreneur & Council of States
- **Anna Stünzi**, Leadership Council SDSN Switzerland

## CE<sup>2</sup> – Shaping the future of business together

«Circular Economic Entrepreneurs – CE<sup>2</sup>» is the new platform launched by the Swiss Economic Forum (SEF) in 2019. Its focus is on circular economy as a viable model that is capable of making a significant contribution to a sustainable economy in Switzerland. The aim is for innovative Switzerland to be perceived internationally as one of the leading countries in circular economy within a few years' time

The «Umweltpreis der Wirtschaft» will be awarded during CE<sup>2</sup> Day on 27th June 2019 in Langenthal.

[www.ce2.ch](http://www.ce2.ch) 

## SHIFT Switzerland 2020

SHIFT Switzerland is a new organisation concerned with more measurable sustainability in Switzerland and is paving the way in the growing market of cycle economy. Its focus is on effective business initiation.

Exhibitors and trade fair visitors will benefit from the tried and tested Complete Package (analogue and digital) in order to attract new customers: including two days in Lucerne, as well as 365 days via digital showcases, modern content marketing and partner workshops throughout Switzerland.

The winner of the «Umweltpreis der Wirtschaft» will receive a complete trade fair entry package free of charge for 21st – 22nd January 2020.

[www.shiftswitzerland.ch](http://www.shiftswitzerland.ch)



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## Information und Contact

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For questions regarding the nomination procedure, please contact:  
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[www.umweltpreis.ch](http://www.umweltpreis.ch)

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**SCHWEIZERISCHE  
UMWELTSTIFTUNG**

**GO FOR  
IMPACT**

Die Zukunft der  
Schweizer Wirtschaft  
gestalten.



circular  
economy  
entrepreneurs



**RepRisk**  
Due diligence on ESG  
and business conduct

