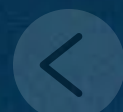


Summary

Sustainable Switzerland Forum 2024

22 August 2024, Kursaal Bern



Sustainable Switzerland Forum 2024

The Forum is a powerful exchange and experience conference for business, science, politics and the general public.

As part of our overall initiative, the aim of the Forum is to inspire our participants to think and act together through experiences, insights and encounters. In this way, we want to make a contribution to the transformation towards a sustainable economy.

Content

Focus Topics

Mobility & Energy

**Alpine Environment and
Biodiversity**

**Sustainable Corporate
Governance**

Main Stage Plenary

Networking Zone

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Mobility & Energy

Block 1 | Focus Mobility

The future of sustainable road mobility

Alex Koster, Sabine Loetscher

Decarbonisation - the supply chain as a determining factor

Hendrik Lang

Mobility strategy in companies

Sarah Troxler

Block 2 | Fokus Energy

Is nuclear power the solution to achieving the 2050 climate targets and meeting energy needs?

Irene Aegerter, Thierry Burkart, Jürg Grossen, Roger Nordmann

Fusion energy: the option of making a star on earth

Ambrogio Fasoli



Block 1 | Focus Mobility

“We need new circular business models for a sustainable future of mobility.” – Sabine Loetscher

The discussion with Koster and Loetscher made it clear that sustainable road mobility faces major challenges and opportunities. Reducing the environmental footprint is essential, but so are new business models such as multimodal transport and the use of electric cars to store electricity.

This is complemented by a comprehensive decarbonisation of supply chains, as Lang shows with the example of BMW. The path to carbon neutrality requires a detailed analysis of the entire value chain, which can only be achieved through digitalisation and transparency in supply chains.

Finally, Sarah Troxler explains how Luzernmobil contributes to sustainable mobility by supporting people and companies with practical campaigns and tools. The focus is on motivating people to see sustainable mobility not just as an obligation, but as a desire and a responsibility.



Alex Koster
Boston Consulting Group



Sabine Loetscher
Quantis, a BCG Company



Hendrik Lang
BMW Group



Sarah Troxler
Canton of Lucerne

Block 2 | Focus Energy

“Fusion plants are inherently complex and large-scale; they therefore require extensive international cooperation and public-private partnerships.“

– Ambrogio Fasoli

In the Munk debate, there is controversy over whether nuclear power is the solution to meeting the 2050 climate targets and future energy needs. While some, like Burkart, see nuclear power as a safe, cost-effective and necessary complement to renewables to ensure a reliable energy supply, others, like Grossen, are strongly opposed to new nuclear power plants. They stress the importance of a fully renewable energy supply and the risks of nuclear energy. Aegerter argues that renewable energy is insufficient in winter and that only nuclear energy can guarantee a constant supply, while Nordmann points to the long-term risks and uncertainties of nuclear energy projects.

In his keynote speech, Fasoli explains the potential of fusion energy as a safe, clean and greenhouse gas-free energy source of the future. However, he stresses the enormous technical challenges and the need for international cooperation and partnerships to successfully develop this technology. Fusion energy could play a crucial role in base-load power supply, but it will require large, complex facilities and long-term global cooperation and partnerships.



Jürg Grossen
GLP



Roger Nordmann
SP



Irene Aegerter
Stiftung für eine sichere Stromversorgung



Thierry Burkart
FDP



Ambrogio Fasoli
EPFL, EUROfusion

Alpine Environment and Biodiversity

Block 1 | Focus Alpine Environment

Noticeable change in the Alpine Environment

Evelyne Binsack

Study: Perception of the Alpine Environment

Michael Hermann

Energy strategy, cultural heritage and nature conservation: a balancing act in the Alpine Environment

Margarita Aleksieva, Boris Previšić, Raimund Rodewald

Block 2 | Focus Biodiversity

Biodiversity and environmental DNA

Kristy Deiner

Nature-based solutions for finance

Simon Zadek

RETHINKING Biodiversity: From Nature-Based Solutions to Sustainable Finance

Judson Berkey, Kristy Deiner, Simon Zadek



Block 1 | Focus Alpine Environment

“For 60 years we haven’t bothered and now the bill is coming. The huge challenge now is to turn this around in much less time.”

– Boris Previšić

Binsack gives an impressive insight into her daily work and illustrates the rapidly changing conditions in the mountains due to melting permafrost and glaciers. She emphasises how difficult mountaineering is becoming, but points out that nature is adapting - lakes and plants are appearing where glaciers used to be. People will also have to adapt to the new conditions.

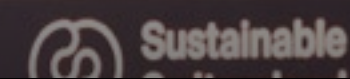
Hermann presents the results of the Sotomo study on the importance of the Alps and the conflicting objectives of energy projects and nature conservation. He looks at the different perceptions of challenges such as biodiversity and affordable housing. It shows that the Alpine population tends to see the region as a resource, while the non-Alpine population sees it as a source of biodiversity.

Finally, the need for cooperation and transparency is highlighted in a lively discussion. 43% of the audience believe that the development of renewable energies in the Alpine region is lagging behind in order to achieve the 2050 climate goals. The panelists agree that the expansion must take place quickly, but in compliance with the law. Hydropower should be complemented by solar and wind energy, taking into account costs and favourable locations.



Evelyne Binsack

Mountain Guide



Michael Hermann

Sotomo



Raimund Rodewald

Stiftung Landschaftsschutz Schweiz



Boris Previšić

Institute Cultures of the Alps



Margarita Aleksieva

BKW

Block 2 | Focus Biodiversity

“Counting and measuring nature - translating it into financial risks and assets. This changes the way nature is valued and how financial decisions are made.”

– Simon Zadek

Deiner emphasises the crucial role of biodiversity for stable ecosystems and warns of the threats to biodiversity posed by land-use change. She presents environmental DNA (eDNA) as an innovative way to measure biodiversity and calls for the use of modern technology to halt biodiversity loss.

Zadek begins his presentation by saying that he is more positive than he was a few years ago - there has been a change in thinking. He stresses that nature is the basis of our existence and has an immense economic impact. The financial world, as the shaper of the global economy, needs to incorporate natural capital into investments and turn risk into value to promote sustainable decisions.

The topic is continued in a subsequent panel discussion on the responsibility of companies and financial institutions for sustainability and nature conservation. Switzerland is highlighted as a potential pioneer in nature finance and the global bio-economy. The panelists emphasise that, in addition to regulations, incentives are also needed to drive economic change. Such incentives are particularly important for small and medium-sized enterprises, which often face existential challenges.



Kristy Deiner
ETH, SimplexDNA



Judson Berkey
UBS Schweiz AG



Simon Zadek
NatureFinance



Sustainable Corporate Governance

Block 1

Study: on the Sustainability Gap in Swiss Companies

Louisa Hugenschmidt, Julia Schweizer

Regulatory Environment in Sustainability

Markus Reubi

Action instead of reporting – an SME perspective

Beat Brechbühl

Sustainability as a natural part of the corporate strategy

Michael Keller, Jenny Zwahlen

Block 2

Data-driven solutions for greater efficiency and CO₂ reduction - practical experience

Gina Obrecht, Res Witschi

Living sustainability at Google Switzerland

Christine Antlanger-Winter



Block 1 | Sustainable Corporate Governance

“Let’s take action and invest in innovation instead of filling out reports.”

– Beat Brechbühl

The Mobiliar study makes it clear that performance and sustainability are not mutually exclusive, but that there is a clear ‘sustainability gap’ between strategy and operational implementation, especially for SMEs. Schweizer and Hugenschmidt emphasise that SMEs often lack the necessary resources and support to effectively implement sustainability goals. The Mobiliar commissioned the study in order to close this gap and support SMEs with targeted products.

Reubi then highlights Switzerland’s role in implementing the UN’s 17 SDG goals, pointing out the lack of clear metrics. Nevertheless, the Federal Council has drawn up a roadmap that prioritises the economy, CO2 reduction and equal opportunities.

Brechbühl calls on SMEs to invest in sustainable products that will ensure prosperity for future generations.

In conclusion, Zwahlen and Keller stress that sustainability is a key leadership issue that must be actively demonstrated. Despite global challenges, climate protection must not take a back seat - it is time to take decisive action against climate change.



Julia Schweizer
die Mobiliar

Louisa Hugenschmidt
BAK Economics



Markus Reubi
EDA



Beat Brechbühl
Kellerhals Carrard



Jenny Zwahlen & Michael Keller
UBS Schweiz AG

Block 2 | Sustainable Corporate Governance

“Partnerships are important. No one can achieve sustainability alone.”

– Christine Antlanger-Winter

Digitalisation is proving to be a key driver of sustainability, enabling fundamental change and creating new, innovative approaches to achieving sustainability goals. Choosing the right sustainability software plays a critical role in accurately tracking environmental impacts and developing targeted measures to reduce carbon emissions. Obrecht and Witschi stress the importance of collaborative and user-friendly IT solutions that are accessible to SMEs, despite the costs involved, and that enable long-term cost savings.

Google, one of the largest employers in Switzerland, takes its responsibility for sustainability seriously, particularly with regard to the high energy consumption of its servers. Antlanger-Winter stresses that Google aims to use 100% renewable energy globally by 2030. She also stresses the importance of local initiatives, such as neighbourhood outreach and promoting women in tech. For her, partnerships are another key factor in achieving sustainable goals.

These two examples illustrate how digitalisation and partnerships are key drivers of sustainable development, both locally and globally.



Christine Antlanger-Winter
Google Switzerland



Res Witschi
Swisscom



Gina Obrecht
Swisscom

Main Stage Plenary

Block 1

How can we do justice to the interests of future generations?

Werner Sobek

How to decouple sales from emissions (as a manufacturing company)?

Antje von Dewitz

Carbon neutrality through financing climate project - indulgence or part of the solution?

Bastien Girod, Antoinette Hunziker-Ebnetter, Simon Michel

Block 2

The crisis of the liberal project - or: what good is sustainability without democracy?

Philipp Blom

Entrepreneurial Discussion – Various Approaches to Sustainability

Andreas Christen, Sarah Model, Urs Wullschleger

Creating wealth worth having

James Cameron



How can we do justice to the interests of future generations?

Werner Sobek

“For the first time in history, everyone belongs to the same group - those affected.”

In his keynote speech, Werner Sobek not only emphasises the urgency of joint efforts to combat the climate catastrophe, but also sheds light on humanity’s historical failures when it comes to cooperation. In the past, we have repeatedly failed because of our unwillingness to work together, which has made it much more difficult to solve global problems.

Sobek is scathing about the widespread inaction in the face of the climate crisis, reflected in the continued popularity of oil-fired heating and internal combustion vehicles. This ignorance also permeates the construction sector, where the focus has long been on the building itself, with little attention paid to long-term energy consumption.

Sobek stresses that the current climate crisis is an unprecedented challenge because, for the first time in history, it affects all people around the world and requires them to act as part of a common society. This global cooperation is crucial to avert climate catastrophe and secure the future of humanity. It therefore calls for critical review and reorientation, including in the communication and application of scientific knowledge in society.



How to decouple sales from emissions (as a manufacturing company)?

Antje von Dewitz

“We can no longer afford not to be sustainable.”

In her keynote speech, Antje von Dewitz, CEO of VAUDE, emphasises the immense responsibility of the textile industry, which is responsible for 10% of global emissions. Since taking the helm of the company in 2009, she has been driving change with personal passion.

VAUDE's goal is not just to be sustainable, but to have a real impact on the industry - from a sustainable product lifecycle to a headquarters that is completely powered by renewable energy. Von Dewitz provides insight into the challenging and costly process of this transition, but also highlights the positive changes that have motivated the team. VAUDE is particularly proud of its consistent implementation of the circular economy: “Repair, don't replace“ is the motto that encourages customers to repair their products rather than replace them.

Von Dewitz makes it clear that growth does not necessarily have to go hand in hand with higher resource consumption. Sustainability is not a luxury, but a necessity - even if it means breaking new ground as a pioneer.



Carbon neutrality through financing climate project - indulgence or part of the solution?

Bastien Girod, Antoinette Hunziker-Ebnetter, Simon Michel

„Businesses need to focus on promoting the circular economy and reducing emissions in their own operations.“

– Antoinette Hunziker-Ebnetter

“We need trust and clear standards in the carbon market.“

– Simon Michel

The panel sheds light on the crisis of confidence in the carbon credit market, caused by a lack of transparency and cases of fraud such as the Kariba scandal. Carbon credits have come under fire because many projects fail to deliver the promised emissions reductions. Improved measurability and transparent verification processes are seen as essential to restore confidence in this market.

It is emphasised that companies should first reduce their own emissions and focus on the circular economy before resorting to offsets. The voluntary market could be stabilised by stricter standards and possible regulation. In this context, insetting - reducing CO2 emissions within a company's own value chain - is becoming increasingly important. Politics and business need to work together to develop credible solutions to restore the market.



The crisis of the liberal project - or: what good is sustainability without democracy?

Philipp Blom

“What we are experiencing is apparently not the end of history, but the end of a meaningful future.“

In his keynote speech, Dr Philipp Blom examines which form of government is best suited to bring about the necessary change towards a sustainable future and net zero emissions. He emphasises that democracy itself must be geared towards sustainability. He warns of the risks posed by growing inequality, rapid technological progress and globalisation. According to Blom, these developments lead to disorientation and a growing mistrust of elites, which threatens the stability of democratic structures.

Blom argues that a society without shared visions and a common understanding of history will fall apart. He advocates democratic reforms such as citizens' councils that can make long-term, informed decisions. He also stresses the need to involve citizens as informed and active participants in political processes, rather than seeing them as mere consumers.

Finally, Blom stresses the urgency of a shared ecological vision as the cornerstone of a just and sustainable future and calls for collective action.



Entrepreneurial Discussion – Various Approaches to Sustainability

Andreas Christen, Sarah Model, Urs Wullschleger

“You really have to calculate a product from cradle to grave, and longevity is crucial.” – Andreas Christen

The three entrepreneurs take the stage to introduce themselves and their companies, each from a different industry and with different approaches to sustainability. A lively discussion ensues on whether sustainability is really deeply rooted in the DNA of SMEs. The debate also revolves around the central question: what is more important - profit or sustainability?

The audience survey shows that the guests present place more importance on sustainability. However, the three entrepreneurs shared their experience that although this awareness is often embedded in strategy, it is still far from being recognised by strategic buyers.

When asked about government regulation, the three have different views. Andreas Christen does not think there is too much regulation in the aviation industry, but calls for close cooperation between politics and industry. Sarah Model speaks of many obstructive bans and that government regulation is going in the wrong direction. Urs Wullschleger, on the other hand, believes that the construction industry is less affected, but mentions the many objections that delay construction projects.



Creating wealth worth having

James Cameron

“To create prosperity worth keeping, your decisions must include the next generation.”

In the closing keynote, James Cameron sums up the key themes of the day and emphasises the importance of innovation. Innovation is needed not only in technology, but also in politics and society to accelerate transformation. It is particularly important to exponential developments in the energy sector.

Cameron stresses the need for cooperation between disciplines, companies and countries to overcome regulatory hurdles. Given the geopolitical situation, he calls for a stronger link between energy and climate security and the creation of resilient systems.

Finally, Cameron calls for intergenerational cooperation to make decisions that will benefit future generations. Melati Wijsen, a young and impressive changemaker and founder, supports his message and stresses the importance of collective efforts.

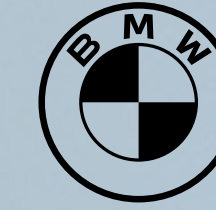


Networking Zone

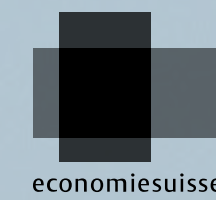


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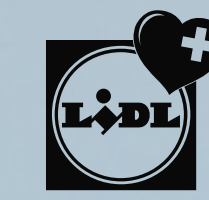
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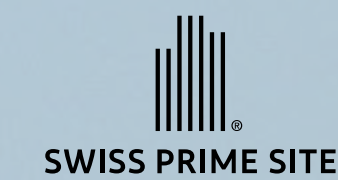
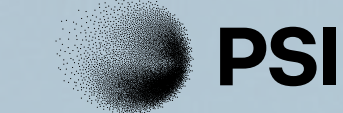
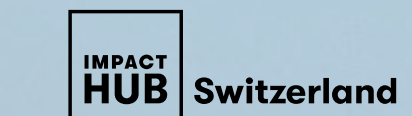
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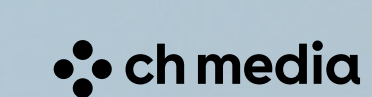
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