



Media release, Berne, 10 January 2024

Green Business Switzerland cooperates with Ringier Medien Schweiz and Impact Gstaad – for a sustainable economy

Business has the greatest leverage to keep our planet liveable. That is why the Green Business Award honours companies that combine sustainability with economic success. The new cooperation with Ringier Medien Schweiz and Impact Gstaad will make the Award Switzerland's most influential sustainability prize. It offers nominees a larger platform and access to growth financing – an absolutely unique opportunity in Switzerland.

Time is running out for our planet. It is common knowledge that what we need now is decisive, immediate action. Something that politicians have failed to deliver. And that requires consumers to make sacrifices. Green Business Switzerland is therefore convinced that business is part of the solution and can have the greatest impact – because it is fast and able to work on an international scale. In line with this, the Green Business Award recognizes entrepreneurial solutions that combine ecological impact with economic success. “The two new partnerships with Ringier Medien Schweiz and Impact Gstaad enable us to further consolidate Switzerland's most important sustainability prize,” says Cédric Habermacher, Director of Green Business Switzerland.

National publicity for nominees

Ringier Medien Schweiz uses its Green Circle platform to turn the national spotlight on sustainable businesses. Says Ladina Heimgartner, CEO of Ringier Medien Schweiz, “Together with Green Circle our goal is to provide a high-profile platform for sustainable business strategies. As a motivation and inspiration for other companies to also pursue innovative paths.”

Chance to win scale-up financing for inspirational solutions

Green Business Award finalists will be given the opportunity to present themselves and their solutions at the Impact Circle event held by the Impact Gstaad association. Taking the motto “From little Gstaad to the big world” as its starting point, Impact Gstaad's goal is to use its events to bring together sustainability visionaries and potential investors. When asked about the cooperation, Manuel Linder, President of the association's board, says, “For ecological solutions to make a real difference to our planet, they must grow internationally. Until now, obtaining the required financing in Switzerland has been extremely difficult. Together with the Green Business Award we aim to close this gap.”

High-quality selection process will remain in place

The selection process for the sixth round of the Green Business Award will retain its unique multi-phase structure to seek out Switzerland's best solutions each year. The jury is chaired by former Federal Councillor Doris Leuthard, who is convinced that, “The Award plays a key role because business needs role models. We raise the profile of people who are making a real difference, wherever possible helping them to roll out their solutions on a global scale.”



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[Further information on the "Green Business Award"](#)

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The "Green Business Award"

Since 2019, the "Green Business Award" has annually honoured the most innovative Swiss companies that combine economic success with ecological impact. In the first phase, around 20 national scouts in environmental associations and business organisations nominate the best solutions in their sector. An interdisciplinary jury of experts then awards the "Green Business Excellence" label to the five best solutions. These five companies go on to present themselves with a pitch to the main jury. Chaired by former Federal Councillor Doris Leuthard, it made up of 14 further personalities, including Reto Knutti (professor of climate physics at ETH Zurich), Bertrand Piccard (Solar Impulse), Roberto Cirillo (CEO of Swiss Post) and business journalist and entrepreneur Patrizia Laeri. Three of these five companies will be selected as finalists for the "Green Business Award" and one company will receive the coveted prize at Impact Gstaad's Impact Circle on 14 February 2025.

"Green Business Switzerland"

Green Business Switzerland focuses on the positive connection between entrepreneurial success and sustainable action. The forward-looking cooperation of key players from business and environmental protection is backed by Go for Impact, the FOEN, economiesuisse, öbu, Pusch, the Schweizerische Umweltstiftung, Scienceindustries, Swissmem, Swiss Textiles and WWF Switzerland, among others.

Partners

Swiss Post and Mobiliar support the Award as its partners, while simultaneously acting as trailblazers for sustainability in their industries.