



Media release, Lucerne, 19 July 2023

## **“Green Business Award 2023”: Haelixa, LEDCity and namuk reach the finals**

**The “Green Business Award” will be presented for the fifth time in September 2023. From a total of 28 nominees, three companies have made it to the final in Bern. Haelixa, which has developed a DNA marker for raw materials, LEDCity with its intelligent lighting system and namuk, the robust children’s outdoor label.**

Five companies were awarded the "Green Business Excellence" label in May: Fagus Suisse, Haelixa, LEDCity, Microlino and namuk. They were given the chance to present their solution to the prestigious jury chaired by Doris Leuthard. They did not make it easy for the jury. In a neck-and-neck race, three companies prevailed and are thus in the final of the “Green Business Award”:

### **Haelixa – The DNA marker for raw materials**

Transparent supply chains are becoming increasingly important. We want to know where our products come from and what happens in their value chains. ETH chemical engineer Gediminas Mikutis has co-developed a technology that now makes exactly this possible. Haelixa’s chemical solution adds a DNA marker to the raw materials, allowing them to be traced along the entire supply chain. Haelixa’s solution is used, for example, in the jewelry and fashion industry for textiles as well as for raw materials or precious stones. “Non-transparent supply chains can become a problem for companies, especially in terms of sustainability. Haelixa’s innovative process enables companies to ensure 100 percent transparency,” says Doris Leuthard, jury president of the “Green Business Award”.

### **LEDCity – The intelligent lighting system of the future**

Founder of LEDCity Patrik Deuss has dedicated himself to a challenge in energy supply. How can we make lighting for commercial buildings more convenient and resource-efficient? LEDCity’s intelligent lighting system automatically adjusts light levels to the actual light duration and intensity required. This saves an average of 90 % energy compared to conventional ones. The data collected by sensors can also be used to optimize operation by connecting them to security systems or using the data to target cleaning staff. “LEDCity offers the perfect solution to the current situation, when rising energy prices mean that there is growing need for solutions like LEDCity’s,” says Cédric Habermacher, director of Green Business Switzerland, commenting on the jury’s decision.



### **namuk - High quality outdoor clothes for young adventurers**

Franz Bittmann would not have founded his brand if it hadn't been for his oldest son. Levi loved to romp around outside; his clothes were constantly falling apart. A solution was needed and so Franz Bittmann founded namuk, the first Swiss children's outdoor label to use robust materials to manufacture high-quality, long-lasting functional clothing for children. namuk has also introduced the ReUse programme, that buys back used clothes and sells them via its own second-hand platform. Commenting on the jury's decision Doris Leuthard says, "What convinced us about namuk was its comprehensive approach to sustainability - from its values and its own quality standards to its ReUse programme."

The final of the "Green Business Award", which comes with CHF 25,000 in prize money, will take place on 12 and 13 September 2023 at the Sustainable Switzerland Forum in Bern. Interested media representatives can register for the award ceremony at [communication@greenbusiness.ch](mailto:communication@greenbusiness.ch).

[Media release and picture material](#)

[Further information on "Green Business Switzerland"](#)

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

### **Media contact**

Nathalie Eggen & Yvonne Samaritani

[communication@greenbusiness.ch](mailto:communication@greenbusiness.ch)

Tel: +41 44 254 66 00

### **«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 partner organisations - consisting of environmental associations and business organisations - nominate up to three of the best solutions in their sector to compete for the award. A preliminary jury 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. The main jury, chaired by former Federal Councillor Doris Leuthard, is made up of 15 personalities, including Bertrand Piccard (Solar Impulse), Roberto Cirillo (CEO of Swiss Post), Daniel Bloch (VRP & CEO of Camille Bloch) and business journalist Patrizia Laeri. Three of the five "Excellence Label" winners are selected as finalists for the "Green Business Award" and one company will receive the coveted prize at the Swiss Sustainability Forum on 13 September 2023. Swiss Post supports the award as presenting partner and pioneer for sustainability in its industry. Mobiliar will also be supporting the award as a partner from 2023.

### **«Green Business Switzerland»**

Green Business Switzerland focuses on the positive connection between business 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 with various formats. The forward-looking cooperation of key players from business and environmental protection is backed by Go for Impact, the FOEN, economiesuisse, öbu, Pusch, the Swiss Environmental Foundation, Scienceindustries, Swissmem, Swiss Textiles and WWF Switzerland, among others.

### **Presenting Partner: «Schweizerische Post»**

Swiss Post is the presenting partner of the Green Business Award. Swiss Post is active in the communications, logistics, retail finance and passenger transport markets. It contributes to the sustainable development of Switzerland by acting as a role model for CO2 efficiency and contributing to the country's climate goals. Swiss Post provides customer solutions in a sustainable, resource-conserving and socially responsible manner.