



Media release, Berne, 13 September 2023

## **LEDCity wins the “Green Business Award 2023”**

**The most important sustainability prize awarded by the Swiss economy goes to LEDCity. With its intelligent lighting system, the Zurich-based company convinced the jury around jury president and former Federal Councillor Doris Leuthard the most. The “Green Business Award” was presented today as part of the Sustainable Switzerland Forum and honours companies that combine ecological innovation with entrepreneurial success.**

The participants at the Sustainable Switzerland Forum eagerly awaited the jury’s decision on the “Green Business Award”. Patrik Deuss, founder and CEO of LEDCity, had reason to celebrate. The energy company beat 27 competitors to win the “Green Business Award”, worth 25,000 Swiss francs. Jury president Doris Leuthard said of the jury’s decision, “LEDCity’s solution convinced us because it shows how we can use technology and artificial intelligence to tackle the challenges in the energy sector.” The other two finalists were Haelixa with its DNA marker for raw materials and namuk with its high-quality children’s outdoor label. ETH professor Reto Knutti presented the award on behalf of the 16-member jury, which also includes Post CEO Roberto Cirillo and Digital Ethics Expert Cornelia Diethelm.

### **The lighting of the future**

“We are very pleased to have won the ‘Green Business Award’. Winning underlines our commitment to sustainable innovation and confirms that we are on the right track with our energy-saving and at the same time quickly amortisable lighting system,” says Patrik Deuss, founder and CEO of LEDCity. LEDCity makes the lighting in commercial buildings easier to use and more resource-saving by having the intelligent lighting system automatically adjust lights to the actual light duration and intensity required. This is made possible by up to five sensors per light source. They not only measure brightness and movement, but also humidity, temperature and CO<sub>2</sub>, for example. The data is used to optimise and automate operation. For instance, the data can be linked to security systems or used to deploy cleaning staff in a targeted manner. LEDCity’s luminaires save an average of 90 % energy compared to conventional fluorescent tubes and around 50 % compared to new LED lighting systems with motion detectors. The young company’s goal is for their solution to save electricity consumption equivalent to the amount generated by a nuclear power plant by 2030.

### **The idea for LED City was born during a bachelor’s thesis**

LEDCity AG was founded in 2017 by Patrik Deuss and Florian Gärtner. While studying to become an energy and environmental engineer at the ZHAW university of applied sciences, Deuss recognised the high energy consumption in the lighting sector and the lack of innovation. He developed the first prototype of the smart lighting device in 2016 as part of his bachelor’s thesis. He then brought in electrical engineer Gärtner and together they founded the start-up. Today, LEDCity employs around 45 people and is active in three countries (Germany, Spain, Switzerland). Customers include Zurich Airport, the Dolder Grand Hotel and the University of Zurich.



### **The Swiss economy's most coveted sustainability prize**

The "Green Business Award" was presented for the fifth time this year. It honours the best solutions that combine ecological innovation with economic success. Among the winners of recent years are renowned companies such as Planted (2022) or Eberhard Bauunternehmungen (2020). "Change requires role models that others can look to for guidance and inspiration. We are proud to give these role models visibility with the 'Green Business Award' and to honour their work," says Cédric Habermacher, Director of "Green Business Switzerland". The selection process is carried out in a unique, multi-stage procedure, that makes the award the most coveted sustainability prize in Swiss business. The presenting partner of the "Green Business Award" is Swiss Post, while Mobiliar supports the award as a partner.

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

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### **«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.