

Your

GUIDE

to be an active part of the
GreenTech Startup Battle

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Why this is important.

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Battle is all about.**

Activity explained.

How you can get involved.

What you should **keep in mind.**

WHY

...is sustainability so important?

Companies across all industries are becoming more aware of the importance of sustainability. Today, 62% of executives believe an **effective sustainability strategy** is essential to remain competitive, and another 22% believe it is necessary in the future¹.

Sustainable business practices take into account how an organisation operates in an ecological, social, and economic environment when creating **long-term value**. The foundation of sustainability is that such strategies foster company longevity.

In light of increasing expectations regarding **corporate responsibility**, as well as increasing transparency, more and more companies are recognizing the importance of sustainability. Effective communications and good intentions no longer suffice.

WHAT

...is the GreenTech Startup Battle all about?

Greentech in our definition consists of all the technologies, industries and services that preserve and protect natural resources. Simply put, greentech is the service or technology that enables the efficient use of resources.

The GreenTech Startup Battles has the aim to promote Switzerland as a centre of excellence for sustainable technologies in order to encourage the development of its companies and research organisations. The need for **more visibility** of Swiss environmental and energy startups is addressed by bringing together startups, established companies, public institutions, investors to foster collaboration opportunities and relationships.

¹ Knut, 2016. IMD:
<https://www.imd.org/research-knowledge/articles/why-all-businesses-should-embrace-sustainability/>

Greentech in Switzerland².

Between 2000 and 2018, **Switzerland's greentech sector grew** faster than the country's economy as a whole in terms of added value and jobs.

Every year, more than **30 new startups** in the field of greentech are established in Switzerland.

1 startup out of 10 is in the field of sustainability.

Two centres are particularly prolific when it comes to enabling greentech startups: Zurich and Lausanne, which host the country's' Federal Institutes of Technology.

Zurich, Vaud and Valais represent 60% of Switzerland's greentech startups.

² Swiss Cleantech report, third edition, 2020.

Activity explained:



The GreenTech Startup Battle is a series of events under the umbrella of the Swiss Digital Days 2022. It will take place **in the 7 regions of Switzerland** from September 5th until October 23th. We are anticipating the participation of many promising greentech startups from each region of Switzerland to showcase and present in front of **local key actors** from the ecosystem their creativity and efforts rolled out by Swiss industry to overcome challenges presented by climate change, in particular through **sustainable solutions, environment and digital technologies**.

Why regions³:

- While most of the startups still experience negative effects of the COVID-19 situation, the difference between each region is quite diverse.
- In Ticino and Western Switzerland, 67% and 61% of the startups are severely impacted by the lack of support and financing.
- Also the satisfaction with the support differed, in the German speaking part of Switzerland more than 60% of the startups felt well supported while this was only the case for about 30% in the rest of Switzerland.

Hence, we believe that each region needs to be addressed distinctly and that local startups need local support and visibility with our local presence and events.

Benefits for startups who join:

- Our goal is to promote and give the voice to local startups and sustainable solutions
- Visibility on a regional and national level
- Enabling synergies between emerging and established companies.

³ Marchand, 2021. Swiss Environment & Energy Innovation Monitor Survey 2021.

- Connecting with incumbents and public institutions seeking for innovative solutions in the sustainability field and local actors of the startups ecosystems aiming to support promising opportunities.
- Representing and positioning your region as a champion of innovation and sustainable solutions.
- Sharing insights and understanding of the future of innovation through technological and sustainable trends.
- Prize for the winner: 10'000.- CHF in cash and co-working spaces for the duration of one year