



2030  
**Show  
case**

**31 May 2023**  
**SwissTech Convention Center, Lausanne**

# Showcase 2030

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**Switzerland's Sustainable  
Innovation Summit**

**showcase2030.ch**



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The organization of this summit has been possible thanks to the support of our founding institutions and partners.

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# Welcome to Showcase 2030

**Showcase 2030 is E4S impact summit that brings together the Swiss sustainable innovation ecosystem to drive action towards an inclusive, net positive planet.**

At Showcase we aim to mobilize and empower actors to jointly address the most urgent challenges of our century - climate change, biodiversity loss, social inequalities - by sharing concrete stories of collaborative impact and transformative solutions to scale.

From in-depth and insightful talks by leading impact experts, to hands-on masterclasses and a sustainable solutions exhibition, Showcase 2030 welcomes industry leaders, researchers, startups, investors, international organizations and foundations for a full day of inspiration and open dialogue at the SwissTech Convention Center in Lausanne.



# PROGRAM

## Opening (09:00 - 09:50)



### Want to be part of the revolution?

**Michaël Aklin**, Co-Managing Director, E4S  
**Alessandra Rojas**, Co-Lead Innovation, E4S

### Shifting perspectives: business models with a purpose



**Alex Osterwalder**, CEO Strategyzer & IMD Visiting Professor  
**Yves Pigneur**, Honorary Professor of Management and Information systems, HEC - University of Lausanne

## Climate Action (09:50 - 11:15)



### What is the status of clean solar fuel technology?

**Sophia Haussener**, Associate Professor, Laboratory of Renewable Energy Science and Engineering, EPFL



### Building the supply chain for hydrogen - a case study

**Sabrina Cohen Dumani**, Founder & CEO, Fondation Nomads



### Accelerating the deployment of renewables and energy efficiency through business model innovation

**Carla Della Maggiora**, Deputy Director, BASE Foundation



### Building the Swiss ecosystem for clean energy

**Carla Della Maggiora**, Deputy Director, BASE Foundation  
**Sabrina Cohen Dumani**, Founder & CEO, Fondation Nomads

### Solutions from our exhibition

SoHHytec, Sun-Ways, Voltiris, Frigg



### From offsetting to climate contribution credits

**Augustin Fragnière**, Associate Director, Centre de Compétences en Durabilité, UNIL



### Reducing vs offsetting: how can companies achieve their carbon targets?

**Augustin Fragnière**, Associate Director, Centre de Compétences en Durabilité, UNIL  
**Carlos Cordon**, Professor of Strategy and Supply Chain Management, IMD  
**Owen Bethell**, Environmental Impact Lead, Nestlé



### The planet we want: the view of youth on climate

**Jean-Valentin de Saussure & Ludwig Luz**, Co-Presidents, Swiss Youth For Climate Association





## Masterclasses (11:15 - 12:00)



**Thrive within the planetary boundaries: how to (re)design your business in a climate urgency?**

### Room 2BC

**Jean-Valentin de Saussure,**

Co-President, Swiss Youth for Climate

**Ludwig Luz,** Co-President, Swiss Youth for Climate

**Clothilde Mahroua,** Senior-Impact Analyst, QUADIA



**Leveraging foresight, customer insights, and emerging technologies to drive a sustainable transformation**

### Room 1BC

**Federico Matteini,** Co-Lead, Foresight Initiative and Head of KNOVA Open Innovation Platform, EPFL

**Thomas Robinson,** Co-Lead, Foresight Initiative and Partner, Nextnow.ch



**Catalytic nature investment – shaping tomorrow's nature markets**

### Room 1A

**Simon Zadek,** Executive Director, NatureFinance

**Hiba Larsson,** Principal in Nature Investments, NatureFinance



## Lunch Break (12:00 - 13:00)

## Nature & Biodiversity (13:00 - 14:30)



### The biodiversity agenda for 2030

**Thomas Brooks**, Chief Scientist, International Union for Conservation of Nature (IUCN)



### Can finance and technology make it work for nature?

**Jessica Smith**, Head of Nature, UNEP Finance Initiative  
**Simon Zadek**, Executive Director, NatureFinance



### Adding nature in the balance sheet

**Renata Pollini**, Head of Nature, Holcim  
**Lindsay Lessard**, Senior Sustainability Consultant, Quantis



### Assessing the cost of nature loss through technology

**Edoardo Chiarotti**, Senior Researcher, E4S (HEC-UNIL)

### Solutions from our Exhibition

Synature, SimplexDNA, Aquascope



### Scaling technology for monitoring & transparency

**Edoardo Chiarotti**, Senior Researcher, E4S (HEC-UNIL)  
in dialogue with three organizations present at the Solutions Exhibition



### What are we missing in nature? An investor's view

**Frederic Hoffmann**, Chair, Uneathodox  
**Hiba Larsson**, Principal in Nature Investments, NatureFinance

## Coffee Break (14:30 - 15:00)



## Equity & Inclusion (15:00 - 16:45)

Special contributions by Canton de Vaud



### Canton de Vaud: a new hub for sustainability

**Isabelle Moret**, Conseillère d'État, SPEI, Canton de Vaud



### Enabling the transition at Canton de Vaud

**Matthias Paquier**, Responsable Économie Durable, Canton de Vaud

**Julien Guex**, Secretary General, Fondation pour l'Innovation Technologique (FIT)

### Solutions from our Exhibition

DePoly, CompPair, Droople



### Equity, Inclusion & Diversity: the new normal

**Josefine van Zanten**, Chief Equity, Inclusion & Diversity Officer, IMD



### True inclusivity in business: the story of Choba Choba

**Christoph Inauen**, Co-Founder, Choba Choba



### Pairing innovation and inclusion in business

**Josefine van Zanten**, Chief Equity, Inclusion & Diversity Officer, IMD

**Christoph Inauen**, Co-Founder, Choba Choba

### Solutions from our Exhibition

Autonomyo, Biped, Robin des Fermes



### Evolving sustainability paradigms: towards regenerative development for the future

**Özge Aydoğan**, Director, SDG Lab

## Closing (16:45 - 17:15)



### Storytelling: the necessary ally for a successful ecological transition

**Guido Palazzo**, Professor of Business Ethics, HEC - University of Lausanne



### Closing words

**Jean-Philippe Bonardi**, Co-Managing Director, E4S  
**Julia Bory**, Co-Lead Innovation, E4S

## Apero (17:15 - 18:15)



# Solutions Exhibition

In a dedicated exhibition open to the public during the whole event, 30 organizations present Switzerland's latest pioneering solutions that make great strides toward the achievement of a more sustainable and inclusive planet.

Our Sustainable Solutions Exhibition aims at demonstrating that the solutions for an ecological transition already exist.

The main challenge is to scale them up, make them accessible to everyone, and trigger a behavioral change so to adopt them in our daily life.

## The Exhibitors



**Making drinking water available in regions under severe water stress**



**Improving waste removal from nature using robotics**

**AQUASCOPE**

**Providing accurate water quality monitoring & forecasting**



**Bringing rehabilitation technology to the home of patients**



**Building the future of mobility for blind and visually impaired people**



**Rewarding every sustainable work commute with the new purpose-driven Codoss token**



**Developing smart textiles through nature-inspired embedded healing**



**Fostering cleaner smart cities using artificial intelligence**



**Building a decentralized, energy-efficient cloud computing ecosystem reusing ICT generated heat**



**Creating a sustainable circular economy for plastics**





**Building the Internet of Water  
for increased water efficiency**



**Accelerating the energy transition through  
the use of new technologies and the automation  
of energy optimization in real estate**



**Making sustainable finance more  
efficient, composable, and transparent**



**Analyzing and reducing food waste  
without manual effort**



**Powering convenient, efficient and  
sustainable, shared transport**



**Developing biodegradable cellulose  
based beads to replace microplastics**



**Producing renewable proteins  
and biofuels from ambient CO2**



**Converting hard to recycle plastics  
into circular feedstock**



**Supporting public and private  
companies towards sustainable  
IT**



**Offering a sustainable food system  
more accessible and convenient**

SET **ALLIANCE**

**Using servitization to accelerate  
the energy transition**



**Building DNA-based monitoring solutions  
to detect biodiversity**



**Providing solar fuel  
in a smarter way**



**Installing solar plants on unused  
railroad tracks**



**Developing cleaner air cargo containers  
to transport life-saving medicine**



**Developing acoustic wildlife monitoring  
for biodiversity protection**



**Making sustainability accessible  
to every company**



**Using AI-driven recycling analytics  
for a circular economy**



**Enabling on-site sanitation  
with resource recovery**



**Combining harvesting crops with energy  
production without compromise**



# The story of Charlie

**How would our life look like if we adopted all the sustainable and inclusive solutions presented at Showcase 2030's Solutions Exhibition? Through the story of Charlie, a woman coming from an invented sustainable future, we have tried to imagine how these solutions can help make our daily life more sustainable and inclusive.**

**Lausanne, 31 May 2030**

Charlie wakes up to the sound of birds chirping and the soft glow of sunlight streaming into her bedroom. As she stretches, she smells the clean air coming from her open window, catching a glimpse of a blue sky outside.

As she gets ready to start the morning, she cannot help but reflect how her day-to-day life is driven by ingenious solutions that her parents could only have dreamed of. Charlie recently moved to Beaulieu, in a lovely apartment using renewable electricity and heat produced on-site through **SoHHytec's** Arb cogeneration system. In the past, switching to renewable energy used to be very costly, but it is now possible thanks to **Servetia** pay-per-use servitization service. After breakfast, Charlie heads out to Lausanne's train station to go to work. As she is waiting on the platform, she notices the **Sun-Ways** solar panels between the rails. They had been integrated into all rail tracks across Switzerland and abroad as a way to increase the number of solar power plants while preserving natural ecosystems.

Wandering across the hall of her workplace, she comes across her colleague Lucia. They worked together on their company's sustainability strategy last year and prioritized making their office more energy- and water-efficient, following the advice given by the **LEVO** platform. They first adopted the **E-nno** optimisation system to map out how to improve the energy efficiency of the building. They then introduced **Droople** sensors to remotely monitor water points, identify leaks and predict facility maintenance. They installed a **DeepSquare** system to recycle the energy from their high-performance computing usage back to power their building and paired it to reduce energy consumption on their digital activities as recommended on **Resilio's** green IT assessment platform.

It's finally lunch break. Charlie chooses the rice algae option as she knows it's made of **NeoCarbon's** algae-based proteins that capture CO2 from the atmosphere in the process. Nowadays, prices reflect the impact of products on society as a whole - and this option is also one of the cheapest available. She greets her colleague Ryan who sits next to her. He has been using the **Autonomyo's** rehabilitation platform to access virtual rehabilitation sessions and was experiencing improvements in motor skills, balance, and coordination. Ryan also tells Charlie about an exciting plan for the weekend. He will participate in a biodiversity protection activity in his local community: he shows Charlie the **SimplexDNA** app which will help the participants collect environmental DNA samples to gain extra income for local projects and map biodiversity.



After getting back from work, Charlie gets ready to go out with her friends. She puts on her favourite sneakers and goes down the stairs. She wonders if someday her sneakers will be produced out of the plastic collected by the Autonomous River Cleaning boat from **ARC** she saw on the Lac Lemman the other day.

Overconsumption and fast fashion are not an issue anymore - industries are now focused on recovering resources and replacing materials at every step. **CompPair** offers healable composite materials extending the life of certain objects. When at the end of their lifetime, clothes are processed by **DePoly**'s technology back into main raw materials and reconverted into new PET items, or with **Plastogaz**'s where they are processed back into feedstock for the chemical industry. On her way out, she receives a notification on her phone from the **Synature**'s platform through which she has been following the growth of the wild lion population.

Using public transportation is the norm for everyone. Charlie jumps happily into the bus to get to the restaurant to meet her friends. Her trip will get her some additional **Codos** tokens as a reward for using sustainable transports. The city of Lausanne has also optimised the bus routes using **Liftango**'s platform and Charlie is now able to stop directly in front of the restaurant. Actually, the energy powering the bus comes from a hydroelectric power plant located in Valais, which has been financed with a decentralised finance bond issued on **Frigg**'s platform.

As she reaches the restaurant, she crosses by one of **Cortexia**'s powered cleaning trucks and on the other side of the street, she sees her friend crossing the light using **Biped**'s motion sensor. This restaurant has undergone radical changes over the last years. First, all its products come directly from local producers, facilitated through **Robin des Fermes**' platform. It is also implementing **Voltiris**' technology, using the land not only for crop yields but also for on-site clean energy production, as well as improving water quality with **Aquascope** monitoring on an ongoing basis. The restaurant implemented **KITRO**'s AI image detection system to analyse food waste and **UpCircle** AI for an overall improvement of their circularity. Since then, the food portions have changed as well as menus which better assist customers in ordering adequate amounts. Finally, with **UriCycle** they installed a fully circular system to recycle the water used for hand washing and flushing.

Charlie comes back home and she jumps in the shower. Microplastics in soap and shampoo are now forbidden and replaced by cellulose based microbeads of **Naturbeads**. She puts on her pyjamas, and sits on bed to read the tragic news of a recent earthquake that had taken place in a known region near the coast. Despite the disaster and lack of infrastructure, life-saving medicine and shelters were made available through **Swiss Airtainer**'s air cargo containers while food and water facilities were installed thanks to **Access to Water Foundation**'s solutions.

As she lays down in bed, Charlie feels grateful and proud to be living in a present where sustainable behaviours have been adopted and where complementary solutions are readily available and accessible to everyone. She realises that it is up to her generation to continue innovating and implementing these solutions and to ensure a brighter future for themselves and generations to come.







## Thank you for coming!


### About Enterprise for Society Center (E4S)


E4S is a research and action-oriented center created by three institutions of academic excellence: the University of Lausanne through its Faculty of Business and Economics (UNIL-HEC), IMD and EPFL, under the stewardship of its College of Management of Technology.


E4S aims to inspire and activate the transition to a resilient and inclusive economy within planetary boundaries, seizing the opportunities and addressing the challenges raised by scientific and technological change.

### Stay updated about all E4S's events and activities:

 <https://e4s.center>

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