

2030  
**Show  
case**

## **Embracing sufficiency in innovation**

Can technology and innovation  
help us live within planetary boundaries?

**29/10/24**

SwissTech Convention Center, Lausanne

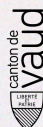
# **Showcase 2030**

**E4S SUSTAINABLE INNOVATION SUMMIT**

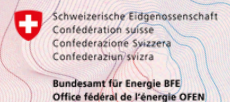
**Inspiring Talks | Immersive Exhibition | Applied Workshops**



**Fondation  
Valery**



**Cleantech  
Alps**  
Western Switzerland  
Sustainability Cluster



# Overview

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## THE OBJECTIVES OF SHOWCASE 2030

Our society is at a turning point as we are currently facing the immense challenge to transform our industries, systems and socio-cultural practices to build a truly sustainable, inclusive and resilient future for our planet and society.

Such a transformation requires a collaborative and interdisciplinary effort among multiple stakeholders - from economic actors, to academia and our civil society - to rapidly scale up the implementation of already existing solutions in all industries, to develop socio-ecological innovation and tech when needed, and to redesign our behavior and society's paradigms for a systemic change.

Within this context, it is imperative to create spaces of interaction that foster fruitful exchanges, inspiration, dialogue and the development of new thinking between all stakeholders. This is the main motivation behind the creation of Showcase 2030.

**Showcase 2030 is an impact innovation summit that gathers an ecosystem of changemakers, from academia, businesses, start-ups, investors, large organizations, NGOs, policy-makers and the civil society, to engage in a collaborative, action-driven, multi-stakeholder platform to build a net-positive planet.**

**Specifically, Showcase 2030 aims to:**



**Encourage new cross-sectoral collaborations and build a learning culture that includes all the voices around the table.**



**Leverage science, technology, and business as enablers to develop solutions to accelerate the transition.**



**Showcase the diversity, dynamism, and strength of the sustainable innovation ecosystem in the Lemanic area**

# 2024 EDITION

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## 2024 THEME: EMBRACING SUFFICIENCY IN INNOVATION

Can technology and innovation help us live within planetary boundaries?

### THE FORMAT

- Inspiring Keynote Speeches
- Experts' Masterclasses
- Immersive Solutions Exhibition

### THE CONCEPT BEHIND THE 2024 EDITION

Our world faces urgent challenges that demand a profound understanding of the constraints on our systems. Amidst a climate crisis and growing resource needs, the impact of humanity on the environment is at a breaking point.

Technology and innovation can help us break the code for our survival: but what kind of technology and innovation are needed to help us live within planetary boundaries? While tech advancements are crucial, their reliance on physical resources necessitates a conscious evaluation of their impacts. We must make informed choices to build sustainable systems.

Learn more about the topic of sufficiency with the document "[Sufficiency Insights](#)"

# 2024 PARTNERS

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### Main Partners:



Fondation  
Valery



### Partners:

**Cleantech**  
Western Switzerland  
Sustainability Cluster **Alps**



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Bundesamt für Energie BFE  
Office fédéral de l'énergie OFEN

### Community Partners:

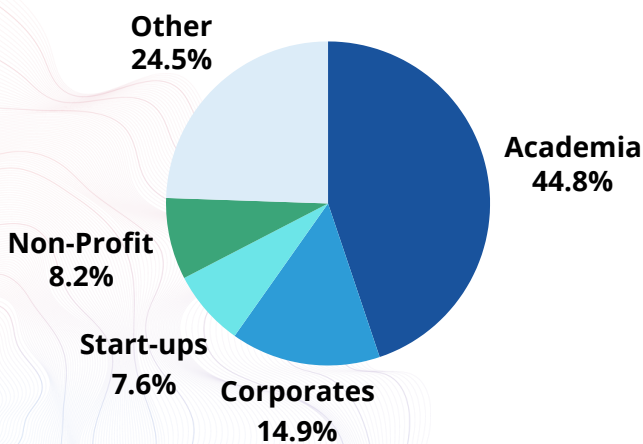
**EPFL**

**planted.**<sup>TM</sup>



## OUR IMPACT AT A GLANCE

This year Showcase 2030 welcomed a diverse audience from academia, industry, international organizations, civil society and government representatives, and achieved the highest number of registrations so far and same-day attendance.



700

ATTENDEES

+900

REGISTRATIONS

4.2



OVERALL SATISFACTION RATE

89%



WOULD ATTEND NEXT YEAR

### WHAT SHOWCASE 2030 PARTICIPANTS SAID ABOUT THE EVENT



**Glad to have joined Showcase 2030, where the focus was on the urgent need for sufficiency.** Conversations around redefining value and our role as consumers were both challenging and inspiring. As Julia Binder reminded us, the last six years saw us consume as much material as the entire 20th century—a clear call to rethink our approach. **Grateful to the Enterprise for Society Center (E4S) for fostering these essential discussions.**

**Participant,** Head of Sales & Marketing

*Read more about participants insights on p.7.*

# THE PLENARY

The plenary session was organized around 3 main blocks:

**Block 1: Defining Sufficiency in Innovation:** This block focused on the concept of sobriety in the context of technology and innovation for different stakeholders.

**Block 2: From Concept to Action: Implementing Sufficiency:** What are the solutions for putting sufficiency into action? How can we rethink our business models, technologies and lifestyles?

**Block 3: Establishing new narratives of well-being and prosperity:** This block explored the evolution towards regenerative and circular economic models, emphasizing the need to rethink existing systems.

The main stage hosted a vast number of inspiring speakers, representing various sectors following a conscious effort to balance type of organization, gender and age group. Showcase participants highlighted the high expertise of the speakers and the dynamic format provided whereas speakers indicated an overall positive experience in terms of logistics and format.

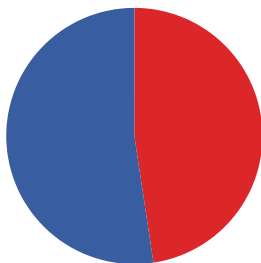
## KEY FIGURES OF OUR SPEAKERS

**21** SPEAKERS

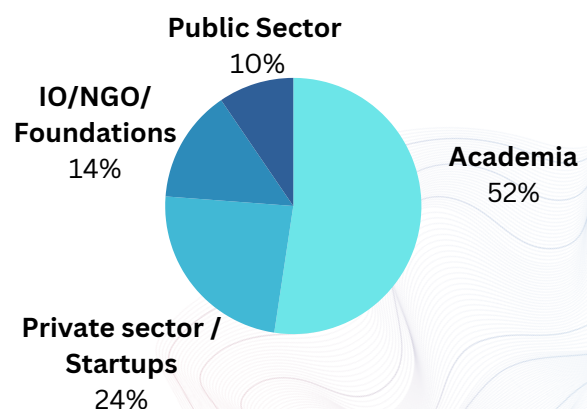
**14** TALKS



**Men**  
51%



**Women**  
49%



## THE EXHIBITION

In a dedicated exhibition space, **25 organizations** presented their innovative solutions to advance a more sustainable lifestyle. The Solutions Exhibition will be organized according to the **3 Rs of Circular Economy: reuse, reduce, recycle**.

The organizations in the exhibition were selected with the support of Fondation Valery, Canton de Vaud, and CleanTech Alps. EPFL's Vice-Presidency for Responsible Transformation also helped us include 5 students associations in the exhibition.

In order to make the exhibition more interactive, the solutions were selected for their capacity to display prototypes or concrete solutions

**25 SOLUTIONS** **3 TOPICS: REUSE, REDUCE, RECYCLE**

REDUCE

 BioApply

 CleanGreens  
Grow unique.

 databaum

 KITRO

 QAPTIS

 NEOLOGY

 LAGOSTA

 grz:  
TECHNOLOGIES

REUSE

 Gaia  
Tech

 Ter&Sol

 Vaud  
retour

 OXARA

RECYCLE

 Composite  
Recycling  
making CRF recycling a reality

 ÉVOLIUUM

 GRENSOL

 plastogaz  
— inventing circularity, together —

 texup

COMMUNITY

 canton de  
vaud

 Quantis  
A BCG COMPANY

 Point Vélo

 rebuiLT

 Librairie Basta!

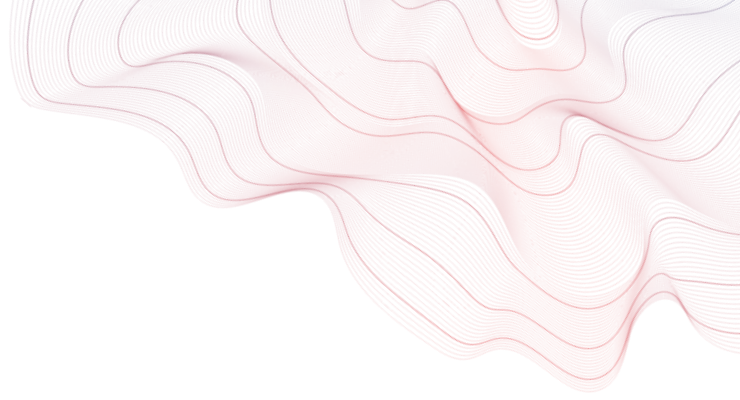
 ZERO  
EMISSION  
GROUP

 SAI LOWTECH

 UNIPOL  
ensemble pour  
une écologie  
solidaire

 Pisoni Lab

 E4S  
IMD EPFL



## THE EXHIBITION

For the 2024 edition, we worked with **Pisoni-Lab** to create a “circular decoration” guiding the public through the exhibition: the scenography was realized using discarded roll-up banners from previous E4S events into a modular system of vibrant curtains.





## INSIGHTS FROM SHOWCASE 2030 PARTICIPANTS



Thrilled to connect with innovative minds at E4S #Showcase2030 in Lausanne today! Kicked off the day with a powerful panel discussion on #sufficiency in innovation, diving deep into the vital need for policy shifts and mindset changes to thrive within our planet's boundaries. It's clear: building a sustainable future means rethinking success and redefining growth to respect our shared environment. **Grateful to be part of these transformative conversations, and excited for what's ahead!**

**Innovation Product Manager, UBS Next (Director)**



**Enterprise for Society Center (E4S) offers us a valuable day of reflection and perhaps solutions for living better together on this planet: what an opportunity!**

And what can we say about the end of the day, with Maxime Blondeau excelling in making us understand that we're right in the middle of the Neolithic era: sufficiency also concerns space and time, of course! **Brilliant, responsible rally as always!**

**Congress & Sustainability Manager,  
Lausanne Tourisme**



**The event brought together innovative minds focused on addressing global challenges** Yamina Saheb, Julia Binder, Andre Hoffmann, Paola Yanguas among others. The concept of "sufficiency" was discussed – which is defined by the IPCC as 'a set of measures and daily practices that avoid demand for energy, materials, land and water while delivering human wellbeing for all within planetary boundaries'.

**It was a fantastic experience to see so many ideas dedicated to creating a more balanced, resource-efficient world.**

**Scientific Collaborator,  
School of Management of Fribourg**



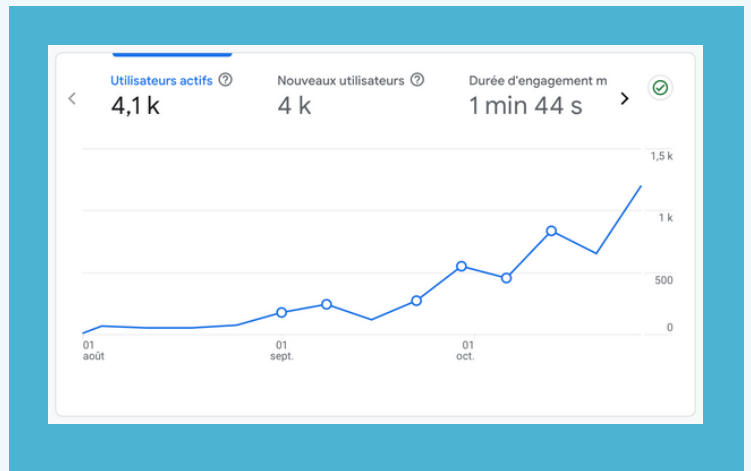
# SHOWCASE 2030 OUTREACH

Our outreach campaign included both digital and offline efforts, such as website, social media, mailing campaigns as well as physical posters on campus and lausanne metro. These actions proved to successfully help us at increasing the visibility of the event, its partners and E4S within the Lemanic region and beyond.

**4.1K**

## WEBSITE VISITS

Between August and October 2024 on [showcase2030.ch](https://showcase2030.ch)



## INTERNATIONAL VISIBILITY

Website users from

1. **Switzerland** (2.8K)
2. **France** (523)
3. **United States** (250)



## METRO CAMPAIGN

Between 14-27 October 2024 we ran a poster campaign on Lausanne M1



[Watch our Instagram story to review the poster campaign on the M1](#)



## ENVIRONMENTAL IMPACT

### TOTAL EMISSIONS

**18.1** (2023: 19.8t)

tons of CO<sub>2</sub>

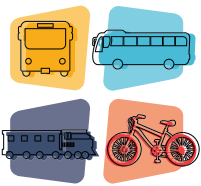
### AVERAGE

**0.026T** (2023: 0.032t)

per participant\*

The 2024 edition had more participants than in 2023. **However, we successfully managed to reduce the event's ecological footprint.** As last year, we used the STTC tool powered by MyClimate to measure the event's carbon emissions and better inform our current and future decisions to ultimately reduce our carbon footprint.

## Breakdown of main sources of emissions



### TRANSPORTATION

**13.7** (2023: 15.5t)

tons of CO<sub>2</sub>

We encouraged participants to arrive by public transport or bike in all our communication efforts (briefing to speakers, registration form, etc.) **Only 5.5% of participants arrived by motorized vehicle, whereas the majority (94.5%) arrived on foot, by bike or with public transportation.**



### MATERIAL & WASTE

**2** (2023: 2.3t)

tons of CO<sub>2</sub>

**Printed material has been limited to the strict necessary to avoid paper consumption.**

We limited printing to badges in the most recycled paper possible (Gobi FSC 290g) from the EPFL print shop.

In particular, we thought of a circular concept for our scenography (see page 6) to limit our waste and prevent the one-off use of roll-ups.



### FOOD & BEVERAGES

**1.8** (2023: 1.4t)

tons of CO<sub>2</sub>

We worked with STCC's local caterer **Eldora** to provide a menu that prioritizes locally-sourced, seasonal, and vegetarian only products.

For protein alternatives, we engaged with **Planted** to offer plant-based meat alternatives. Additionally, we asked participants to confirm their attendance to the lunch and apero beforehand, leading to having no food leftovers at the end of the event.

\*FOR REFERENCE, THE AVG IN SWITZERLAND PER PERSON IS 0.037T PER DAY



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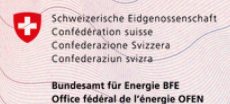
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SwissTech Convention Center, Lausanne

# Showcase 2030

## THE PROGRAM

Inspiring Talks | Immersive Exhibition | Applied Workshops



## PROGRAM

### Opening | 09:00 - 09:20

- Moderation: **Arianne Alcorta**
- Welcome: **Alessandra Rojas** (E4S), **Florian Hoos** (E4S-IMD), **Raphaël Conz** (Canton de Vaud)

### Block 1: Defining Sufficiency in Innovation | 09:20 - 10:30

- Fostering innovation through sufficiency - **Yamina Saheb**, Senior Researcher (SciencesPo & World Sufficiency Lab)
- Implementing sufficiency: what is at stake? - **Yamina Saheb**, **André Hoffmann** (InTent, Roche), **Aurore Amaudruz** (Romande Energie), **Gustave de Campigneulles** (Google)

### Block 2: From Concept to Action: Implementing Sufficiency | 11:00 - 12:30

- Designing in a Resource-Constrained World: 'pragmatic-tech' innovation to support sufficiency - **Corentin Fivet** (EPFL)
- Green Technologies or Technology for Green? - **Florent Héroguel** (Bloom Biorenewables), **Amael Parreaux-Ey** (Resilio), **Jessica Groopman** (the Regenerative Technology Project)
- Sufficiency as Strategy: Rethinking Business Models - **Nancy Bocken** and **Laura Niessen** (Maastricht University)
- Enabling Sufficiency Through Circularity - **Julia Binder** (IMD)
- Circularity in Action - Practical Cases from Swiss SMEs - **Anja Siffert** (FOEN)

### Masterclasses | 13:15 - 14:15

### Block 3: Establishing new narratives of wellbeing and prosperity | 14:20 - 16:30

- Just Transitions: Exploring the Global Implications of Sufficiency - **Paola Andrea Yanguas** (IISD), **Michaël Aklin** (E4S - EPFL)
- From Plates to Planet: Aligning Global Diets with Planetary Boundaries - **Laurence Jeangros** (UNIL)
- **Start-up Pitches**
- Our Future Story - **Guido Palazzo** (UNIL)
- Territory. Technology. Imaginary - **Maxime Blondeau** (SciencesPo Paris)

### Closing | 16:30 - 16:45

- Closing - **Jean-Philippe Bonardi** (E4S-UNIL)

### Cocktail Reception | 16:45 - 18:00

## MASTERCLASSES

Can Innovation Drive Action  
without Perfect Data?

With  **Quantis**  
A BCG COMPANY



**Thierry Hohmann**  
Sustainability Expert



**Carole Dubois**  
Global Digitalization Lead

Innovater avec sobriété : la recette  
startups/PMEs (in French)

With 



**Yann Costa**  
Event Sponsorship Manager



**Katell Bosser**  
Project Manager

Rationalizing business practices and  
economy in light of planetary  
boundaries

With   
SUISSE



**Julian Tugwell**  
Co-General Manager

Résilience et sobriété,  
un dilemme impossible ? (in French)

With 



**Arthur Simon**  
President



## ABOUT THE 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.

**Showcase 2030 is an initiative by E4S.** The organization of the event has been possible thanks to the whole E4S team, and especially: Jordane Widmer (Communication & Events Manager - Lead of Showcase 2030); Alessandra Rojas (Co-Lead Innovation - Lead of Showcase 2030); Paula Cacault (Head of Operations); Caroline Perrot (SMT Master Deputy); Ilona Klausener (Administrative Assistant); Federica Poletti (Head of Communications).

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<https://e4s.center>



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