

E4S Show case

E4S IMPACT INNOVATION SUMMIT

10 SEPTEMBER 2025

SWISSTECH CONVENTION CENTER, LAUSANNE

EVENT REPORT



Fondation
Valéry



Société
Académique
Vaudoise



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ABOUT SHOWCASE

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 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.

Showcase is an impact innovation summit that gathers an ecosystem of changemakers, from academia, businesses, start-ups, large organizations, NGOs, policy-makers and the civil society, to engage in a collaborative, action-driven platform and find solutions to our century's most urgent challenges.

Specifically, Showcase aims to:



Encourage cross-sector collaborations and foster a culture of exchange around sustainability topics.



Engage economic actors to develop sustainable and scalable solutions.



Rethink the economic transition and highlight the diversity of the region's academic and industrial ecosystem.

This year's edition of Showcase put human and ecosystem wellbeing in the spotlight by choosing the theme:

INNOVATING FOR THE WELLBEING OF HUMANS AND ECOSYSTEMS

The notion of wellbeing offered a bridge from anxiety and polarisation to serenity and collaboration, by focusing on “what really matters”.

We defined **human wellbeing** as a state of existence that fulfils human needs, including material living conditions (livelihoods, income, housing, work) and quality of life (how people are and feel, what they know and can do, how healthy and safe their environments are, and how socially connected they are), while preserving the resources needed to sustain it over time (natural, human, social and economic capital).

We defined **ecosystem wellbeing** as a state of nature that enables ecosystems to maintain their diversity and quality. While ecosystems could thrive without people, human wellbeing cannot be achieved or sustained without them.

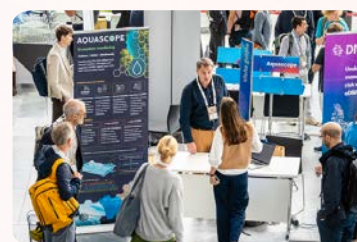
To explore this theme, Showcase offered:



**INSPIRING
TALKS & DEBATES**



**THEMATIC
WORKSHOPS**



**SOLUTIONS
EXHIBITION**

OUR PARTNERS

Main Partners:

The 2025 edition of Showcase was organized thanks to the support of our main partners, who have provided essential financial support.



**Fondation
Valéry**



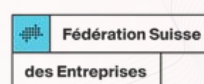
**Société
Académique
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Community Partners:

Our community partners helped amplify Showcase's reach by promoting the event within their networks. Through their communication channels and invitations, they played a key role in building a diverse, cross-sector audience and encouraging broad participation across Switzerland.



**SOLARIMPULSE
FOUNDATION**



SUMMIT OVERVIEW

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.

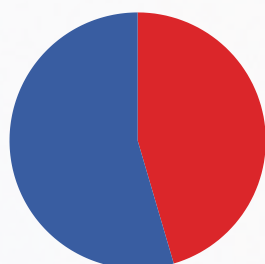


33

SPEAKERS & FACILITATORS



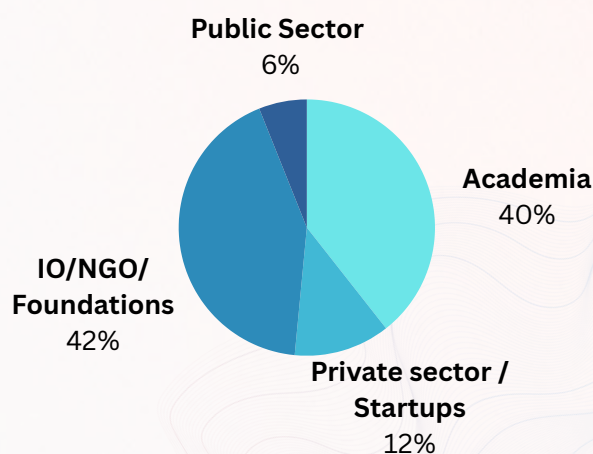
Men
54%



Women
46%

27

TALKS & WORKSHOPS



PROGRAM

Opening | 09:30 - 09:45

- Moderator: **Jean-Philippe Bonardi** (E4S-UNIL)
- Welcome: **Julia Bory** (E4S), **Raphaël Conz** (Canton de Vaud)

Block 1: Facing reality, wellbeing in a fragmented world | 09:45 - 11:00

- Setting the stage: an economy for wellbeing - **Christian Gollier** (Toulouse school of economics)
- Planetary health as shared global concern - **Maria Neira** (WHO)
- Changing circumstances, changing priorities? - **Simon Evenett** (IMD)
- Politiques pour le bien-être humain et écologique : entre lucidité et ambition -
- **Bruno Le Maire** (Former Minister of France), **Thimothée Parrique** (UNIL HEC), *modérée par Paula Cacault* (E4S)

Thematic workshops | 11:15 - 12:15

Block 2: Transforming sectors, towards an economy for wellbeing | 13:30 - 15:10

- Moderator: **Michaël Aklin** (E4S-EPFL)
- Bien vivre dans les limites planétaires : quelles opportunités pour les 5 prochaines années ? - **Jean-Marc Jancovici** (President, Shift project, Carbone 4) // Questions by **Clara Fitzner** & **Evan Steiner** (Gymnasiens), **Amélie Madrona** (E4S Master)
- Decarbonizing construction - **Karen Scrivener** (EPFL)
- Turning constraints into leverage: how higher education can lead change -
- **Anna Fontcuberta I Morral** (President, EPFL), **David Bach** (President, IMD), **Frédéric Herman**, (Rector, UNIL)

Block 3: Acting now, showcasing innovation for wellbeing | 15:30 - 17:00

- Moderator: **Florian Hoos** (E4S-IMD)
- Social entrepreneurship in the 21st century - **Sophie Bacq** (IMD)
- From watts to wellbeing: how decentralized energy sparks sustainable livelihoods - **Abhishek Jain** (CEEW), followed by a fireside chat with **Sophie Bacq** (IMD)
- Comment intégrer les enjeux sociétaux dans la transformation d'une institution? - **Benoît Frund** (UNIL)
- Solutions pour des chaînes de valeurs robustes - **Sabrina Bosson** (Earthworm)
- Des solutions pour le sport et le bien-être - **Adina Edme** (Decathlon)
- Solutions for circular fashion - **Nicholas Hännny** (Nikin)
- An SME's journey of transformation for wellbeing - **Stephanie Tauber Gomez** (Blab)

Closing | 17:00 - 17:10

- Closing - **Florian Hoos** (E4S-IMD), **Julia Binder** (IMD)

Cocktail Reception | 17:10 - 18:00

THEMATIC WORKSHOPS

During Showcase, 11 parallel 60-minute workshops brought together 165 participants to exchange concrete ideas on themes related to a well-being economy. The sessions were led by experts from diverse backgrounds and organisations, including DnDi and Intently, ProNatura, Fondation Valéry, Walder Wyss, Earthworm, Swiss Institute for Sustainable IT, H4 La Clinique de la Source, the Convention des Entreprises pour le Climat, InnoPME, the Canton de Vaud, a UNIL professor, and the UNIL Entrepreneurship Hub. Below is a summary of each workshop.



1. AI and Responsible Digital Technology: Between Innovation Promises and Risks

Led by Florian Revaz, Swiss Institute for Sustainable IT

This workshop focused on a human-centered approach, discussing the ethical implications of AI, its impact on jobs, and the concerns of younger generations, beyond purely environmental responsibility. Exchanges highlighted the perspective of end-users: AI shapes our daily lives, but are we heading towards a more responsible digital future—or into a headlong race?

2. The Future of Transport for Human and Ecosystem Well-Being

Led by Virginie Lurkin, UNIL

Through the interactive card game The Optimal Mix, participants co-created transport solutions combining societal priorities and local resources. Walking, folding bikes, metro, trains, shared mobility, and electric cars were chosen—while SUVs and autonomous vehicles convinced no one, a striking contrast to their Swiss popularity. Participants also shared how they already combine different modes of transport in their daily lives.

3. Rethinking Well-Being at Work

Led by Laurence Capel, H4 / La Clinique de La Source

Experts, including Ms. Montandon (Director of Care, Clinique de la Source), Anis Ghorbel (CEO, Precisia Care), and Nele Dael (IMD researcher), stressed the balance between individual practices (such as “breathing to inspire”) and institutional responsibility (psychological safety, authentic leadership, caring cultures). The group explored levers to improve workplace well-being by combining personal and collective dimensions.

4. Ingredients of Change: Engaging Employees for a Sustainable Future

Led by Mae Shieh (DnDi) & Justyna Tarwid (Intently)

Using the Beckhard-Harris change formula ($\text{Dissatisfaction} \times \text{Vision} \times \text{First Steps} > \text{Resistance}$), participants explored how organizations can better engage employees in sustainability. Resistance often stems from workload concerns and perceived weak leadership support. Key actions: communicate a compelling vision that highlights benefits for employees as well as for society, and co-design action plans with staff.

5. Innovation and the Environment: Turning Constraints into Opportunities

Led by Jacques Panchard, InnoPME

Using the example of Terasol, a start-up valorizing urban soils, participants learned the basics of the Business Model Canvas. Sébastien Külling (CEO, Ecotoilet) illustrated how design constraints can inspire sustainable business models. Participants built their own canvases, gaining insights into strengths, challenges, and blind spots, and appreciated the structured approach to identifying opportunities.

6. Biodiversity Risks in Romandie and Action Levers for Companies

Led by Alberto Mocchi, Pro Natura

Against the backdrop of the biodiversity crisis, participants explored how companies can help reverse the trend. Three main levers emerged: sustainable procurement (e.g., certified coffee, recycled paper), responsible land/building management (native plants, avoiding soil sealing), and philanthropy to support NGOs. The group also stressed the need to avoid misleading labels and greenwashing.

7. Philanthropy 2.0 – Unlocking Untapped Potential

Led by Yannick Ritschel - Fondation Valery and Vincent Pfammatter - Walder Wyss

This workshop fostered collaborative discussions on the evolving role of philanthropy. Participants explored how Swiss foundations can innovate beyond traditional grants—through recoverable donations, hybrid impact funds, and new tools like impact tokenization—to amplify their impact.

8. Reinventing Our Lifestyles: Societal Innovation in Action

Led by Erica Mazerolle - UNIL Entrepreneurship Hub

Through her personal journey, Esther Mottier (founder, Votre Cercle de Vie) illustrated how linking agriculture, tourism, and inclusion can generate regional economic value. The session emphasized that innovation is not always about creating something new—it can also mean reviving ancestral practices for modern challenges. The project reconnects agriculture, ecology, health, and community—an inspiring case of societal innovation.

9. Regenerating Soils for Resilient Supply Chains

Led by Ivanoé Koog - Earthworm

Participants examined how regenerative agriculture can tackle global challenges like soil degradation, biodiversity loss, and climate change. With one-third of soils already degraded and 60% of biodiversity dependent on healthy soils, urgency is clear. Farmers shared both challenges and tangible benefits of the transition. Soil regeneration not only helps the environment but also reduces rural poverty, strengthens food security, and mitigates geopolitical risks.

10. Principles of the Regenerative Company: Putting Theory into Practice

Led by Etienne Auvillain & Ella Thésée - Convention des Entreprises pour le Climat (CEC Suisse)

This session engaged participants in applying two of the 11 principles of the Regenerative Company (defined by the Lumia research center): cooperation and circularity. The exercise showed how stakeholder dialogue and educating SME leaders are key to shifting paradigms toward positive impact.

11. Climate Change Risks & Opportunities and Resource Availability for the Vaud Economy

Led by Yves Loerincik and Jean-Marc Jancovici

This session brought a selected group of economic leaders from the Romandie to consider how to anticipate the impacts of climate change and harness the opportunities for our region, particularly for businesses and institutions in the Vaud region.

SOLUTIONS EXHIBITION

This exhibition highlighted innovative solutions from start-ups, associations and SMEs — all working toward a just and sustainable society. This space was inspired by [the Doughnut Economics Framework](#), developed by Kate Raworth.

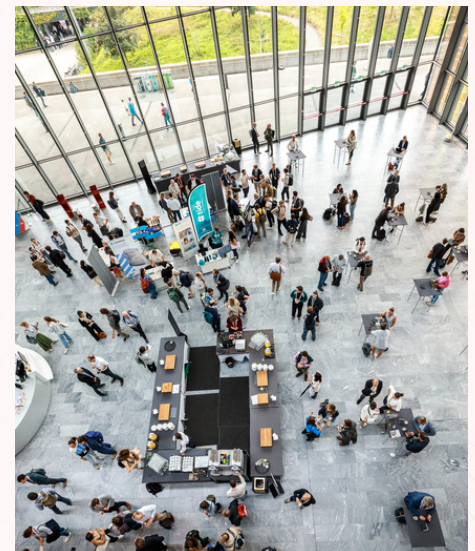
In order to make the exhibition more interactive, the solutions were selected for their capacity to display prototypes or concrete solutions. They were also invited on stage for a 30s pitch to present their solutions to a wider crowd.

22 SOLUTIONS AND PARTNER BOOTHS



SCENOGRAPHY

For the 2025 edition, we worked with **Pisoni-Lab** to create a “circular decoration” for the stage and the exhibition: the scenography was created using repurposed EPFL road and street signs.



SIMULTANEOUS TRANSLATION

To foster accessibility and inclusivity at Showcase 2025, we offered participants the possibility to follow the conferences in their preferred language through **Wordly**, an AI-powered simultaneous translation application.

A total of **130 participants** used the app on their mobile phones during the event, making it easier for a diverse audience to fully engage with the content. This solution proved particularly valuable in breaking down language barriers, ensuring that **Showcase could reach and resonate with an international and multilingual community**. The detailed usage statistics are presented in the table below.

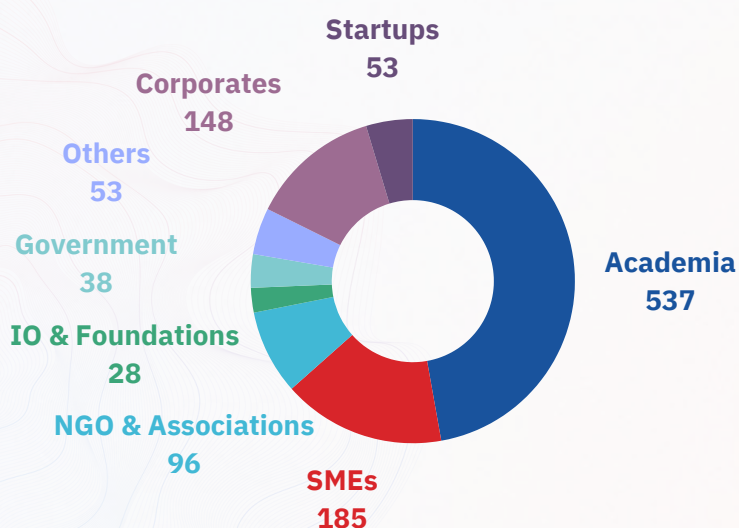
130 USERS

Language	N. of Users
French	71
English	45
German	4
Italian	3
Others	7



PARTICIPATION AND IMPACT

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



1138

ATTENDEES

+1800

REGISTRATIONS

4.3/5



OVERALL SATISFACTION RATE

4/5



EVALUATION OF EXHIBITION

4.2/5



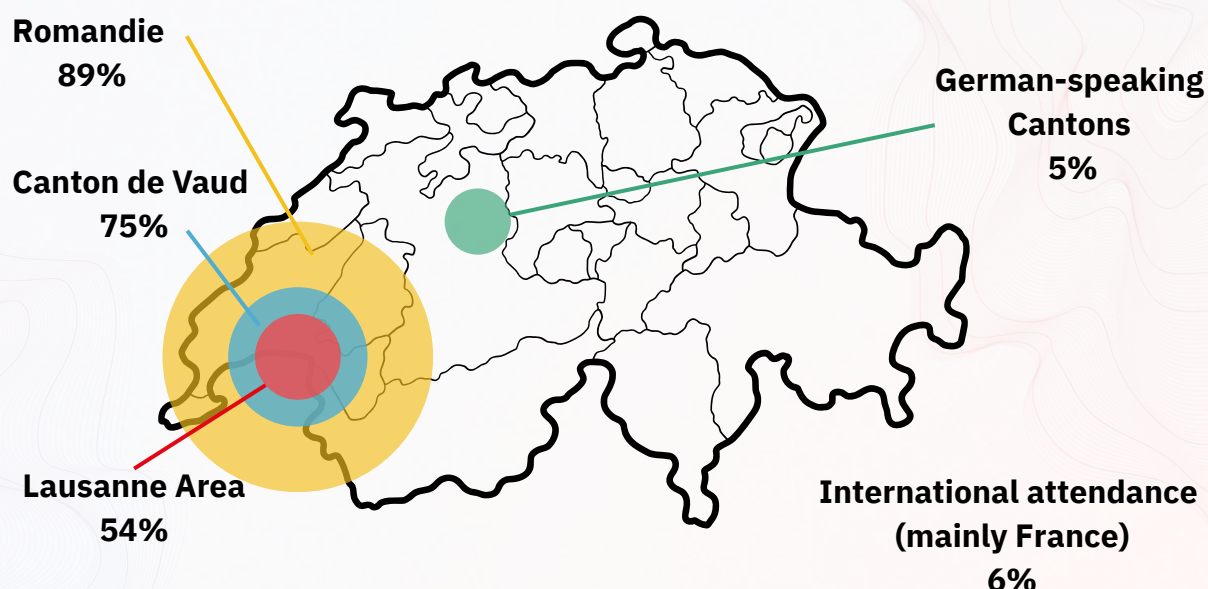
EVALUATION OF CONFERENCES

4/5



EVALUATION OF WORKSHOPS

OUR AUDIENCE BY REGION



LOCAL ENGAGEMENT

Showcase generated a direct positive impact on the local economy by collaborating with service providers, SMEs, and organizations from the Lausanne and Canton de Vaud region.

- **Venue:** The event took place at the SwissTech Convention Center, located at the heart of the EPFL campus. As one of the largest budget items (p.20), the venue represented a significant investment that directly benefited the local infrastructure and its team.
- **Catering:** The catering services, provided by Eldora, another major item in the budget, generated direct income for a local company.
- **Hotel stays:** The event generated a minimum of 4 nights in local hotels (Beau Rivage and Hotel Carlton), accommodating three of our invited speakers and an exhibitor.
- **Event decoration:** We collaborated with Pisoni Lab, an SME based in Renens, for the design and decoration of the stage (see details on p.7 of this report).
- **Solutions Exhibition:** Our Exhibition gave visibility to numerous start-ups and organizations, most of them based in the Canton de Vaud, showcasing innovative circular economy projects and strengthening local innovation networks (see p.6).

Through these collaborations, Showcase strengthened its ties with the regional economy while promoting local innovation and sustainability.

ENVIRONMENTAL IMPACT

We used the STTC tool powered by **MyClimate** to measure the event's carbon emissions and better inform our current and future decisions, with the goal of keeping Showcase's footprint as low as possible. The remaining emissions are offset through MyClimate's portfolio of international projects.

TOTAL EMISSIONS

38.4 tons of CO₂

AVERAGE

0.033 ton per participant*

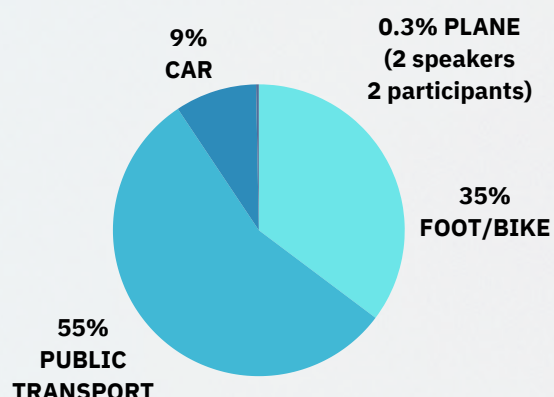
*For reference, the average carbon emissions per person in Switzerland is 0.038t per day.

TRANSPORTATION

The largest source of emissions came from participant transportation. Showcase is designed to attract stakeholders from the Lemanic region and spark conversations locally, and most of our outreach focused on this community. **We encouraged participants to use sustainable mobility options**, with 90% arriving by foot, bike or public transport.

This year, we made the conscious decision to exceptionally invite two speakers who traveled by plane, including one from India. While this was a difficult choice, we felt it was essential **to bring in perspectives from the Global South** to enrich the dialogue on human and ecosystem wellbeing.

35.5 tons of CO₂



FOOD & BEVERAGES

2.4 tons of CO₂

We worked with STCC's local caterer Eldora to provide a **fully vegetarian** catering offer. In partnership with **Beelong**, the food was scored for its impact, **giving participants greater transparency and helping them make informed choices**.

MATERIAL & WASTE

0.12 tons of CO₂

Printed material was reduced to the strict minimum. Participant badges were produced on high-recycled paper by the EPFL print shop. We worked with Pisoni-Lab to design a **circular scenography**. Road signs from EPFL's own stock were repurposed and dressed with reusable stickers, creating a unique visual identity while **avoiding one-off roll-ups**. Using materials sourced directly from EPFL also **reduced emissions linked to transport**.

FEEDBACK FROM SHOWCASE PARTICIPANTS

“

En tant que responsable durabilité du SwissTech Convention Center je suis très fière qu'un évènement avec un tel impact positif ait eu lieu en nos murs et en tant que participante je me sens privilégiée d'avoir assisté à des conférences d'une telle qualité. Bravo à mes collègues pour avoir fait de cet évènement une réussite. Merci à Enterprise for Society Center (E4S) pour cette journée enrichissante et inspirante, vivement l'année prochaine!

**Revenue Manager & Sustainability Leader,
SwissTech Convention Center**



Last week Aquascope returned once again to the Enterprise for Society Center (E4S) showcase in Lausanne. Great to see this event growing exponentially year on year! Enterprise for Society Center (E4S) unites the best of interdisciplinary science (University of Lausanne), technical innovation (EPFL), and business management (IMD). A holistic programme not afraid of embracing complex challenges. The E4S Showcase builds on the energy, education, and optimism to encourage students, entrepreneurs, businesses and civil society to work towards a more resilient, inclusive, and responsible economy. Thanks for having us E4S!

Founder & MD, Aquascope

”

“

A few moments and topics in particular stayed with me from this year's Showcase:

- *Facing Reality – Wellbeing in a fragmented world: Listening to experts like Christian Gollier and Maria Neira (WHO) underline the urgency of connecting health, environment, and economics was both sobering and motivating.*
- *Transforming sectors – An economy for wellbeing: The discussion on decarbonizing construction and the role of education in driving sustainable change reminded me how important it is to bridge science with practical action.*
- *Acting now – Showcasing innovation for impact: I loved seeing other innovators present concrete solutions – from social entrepreneurship to circular fashion and decentralized energy. It felt like a real momentum for change.*

On top of this, I had so many inspiring side discussions with people who are equally passionate about sustainability.

Co-Founder & CEO, Treeless (Renewable Materials' Start up)



Quel plaisir d'avoir participé au Showcase de Enterprise for Society Center (E4S) - un sommet dédié à l'innovation d'impact qui s'est tenu le 10 septembre à Lausanne. Les échanges étaient d'une grande richesse et ouvrent des perspectives stimulantes.

Chargé de Projets RSE, FSE Genève

Deeply impressed with the unique combination of rigor and relevance across the board of E4S activities. The faculty making it possible draws from the best of all worlds in Tech, Leadership and Management. Chapeau.

Founder and CEO, iKNOW-WHO

OUTREACH AND MEDIA COVERAGE

To maximize visibility and engagement for Showcase 2025, we deployed a broad and coordinated outreach strategy.

Leveraging the networks of our academic partners EPFL, UNIL, and IMD, the event was promoted through **poster campaigns** across campuses as well as visuals displayed on **campuses' screens**.

The E4S network was activated via **targeted newsletters**, sent to over 5,000 subscribers. A three-month **social media campaign** further amplified awareness, promoting the content of the conferences, the organizations selected for our solutions exhibition, the thematic workshops, and the sponsors.

To extend our reach beyond our core community, we invested in **paid LinkedIn ads**, which achieved 25k impressions and 192 clics to the Showcase page, and a **media partnership with Le Temps**, as well as proactive outreach to local media to cover the event.

Our community partners also helped amplify visibility through their own channels. This multi-layered approach generated strong results: **over 1,800 registered participants, of which 1,138 attended on the day**, almost 9,000 visits to the Showcase website over three months, and **significant media coverage** — including three feature articles in Le Temps, PME Magazine, and L'AGEFI, as well as a mention on RTS's La Matinale.

More details on the achievements of our outreach and communication strategy can be found in the following pages of this report.



MEDIA OUTPUT

Our summit received strong media attention, with **articles featured in *Le Temps*, *L'AGEFI*, *PME Magazine* and *Demain***. This coverage significantly boosted our visibility and credibility, helping us reach both the French-speaking public and the SME community, two audiences that are key to scaling impact innovation in Switzerland.

We also facilitated the organization of an **interview with Jean-Marc Jancovici at La Matinale of RTS**, on whose website our event was mentioned.

Le Temps, 11 September 2025

[Link to the online article](#)



AGEFI, 12 September 2025



La Matinale, RTS, 10 September 2025

[Link to the interview](#)



PME Magazine, 4 September 2025

[Link to the online article](#)

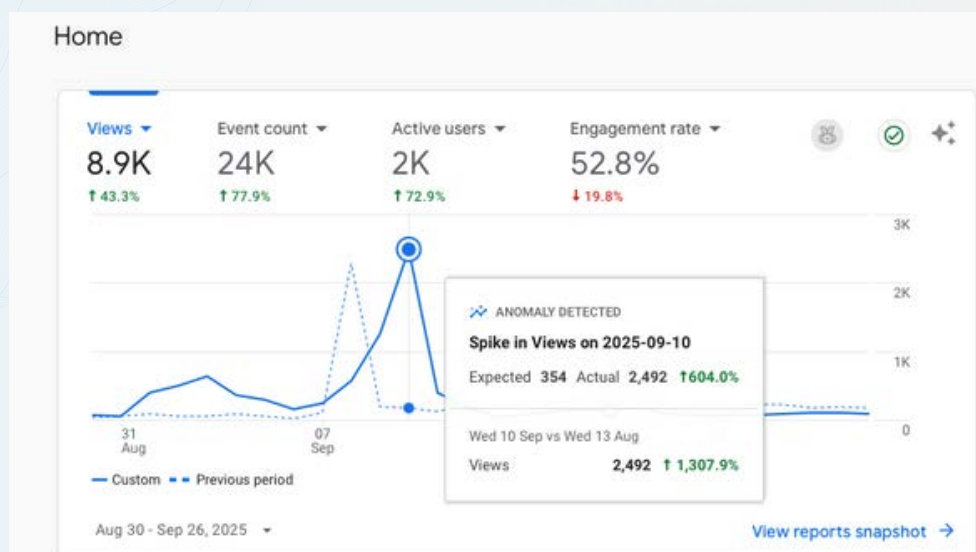


WEBSITE VISITS

Our outreach included both digital and offline efforts, such as website, social media, mailing campaigns as well as physical posters on campus. These actions helped us increase the visibility of the event, its partners and E4S within the Lemanic region and beyond.

8.9K WEBSITE VISITS

Between 30 August and September 26th, 2025, **e4s.center** had close to **9,000 visits**, with a spike of **2,492 visits** on the day of the event, **September 10th, 2025**.



SOCIAL MEDIA VISIBILITY

We activated a strong social media campaign that combined both **organic visibility** and **targeted sponsored content**. We shared regular updates on the program, speakers, workshops, and solutions exhibition, generating engagement and conversations within our community. On LinkedIn — our main platform — this was complemented by a set of paid ad campaigns designed to **extend our reach beyond our existing network and attract new audiences in the Lemanic area**.

STATISTICS

*From 12.06 (start of the registrations for Showcase) to 11.09
% growth vs the previous 3 months period*



154K

Impressions

2K

Reactions

+512

Followers



83K

Impressions

1,5K

Interactions

+103

Followers

LINKEDIN ADS CAMPAIGN



RESULTS

Campaign running for 3 weeks : 18.08 - 06.09

25K

Impressions

192

Clicks to our website



ABOUT THE ENTERPRISE FOR SOCIETY CENTER

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 is E4S' flagship initiative. This edition was organized thanks to the entire E4S team. Special mentions to: Jean-Philippe Bonardi, Florian Hoos and Michaël Aklin for the moderation; Paula Cacault and Alisa Gessler for content creation; Ilona Klausener for the logistics; Federica Poletti for the communication; as well as Justine Le Cam and Julia Bory for the overall event management.

A special thanks goes to Eva Macchitella, our student assistant, for her help with the outreach and logistics, as well as to our Youth Committee — Amélie Madrona, Julia Ravagnani, Arthur Removille, and Ilaria Rossinelli — for their support.

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<https://e4s.center>



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