



E4S Showcase 2025 Roundtable Workshops

Wednesday September 10, 2025

Swiss Tech Convention Center

During Showcase, ten parallel 60-minute thematic workshops brought together 150 participants to exchange on themes linked to human well-being, the environment, and the economic transition. The workshops were led by experts from diverse backgrounds, including DnDi, Intently, ProNatura, Fondation Valéry, Walder Wyss, Earthworm, the Swiss Institute for Sustainable IT, H4 La Clinique de la Source, the Convention des Entreprises pour le Climat, InnoPME, the Entrepreneurship Hub and a professor from UNIL.

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

Led by Florian Revaz from the Swiss Institute for Sustainable IT

This workshop took a human-centered orientation, addressing the ethical implications of AI, its impact on employment, and the concerns of younger generations—beyond questions of environmental responsibility alone. The discussions provided valuable insights from the perspective of end-users. Artificial intelligence shapes our daily lives, but are we on the brink of a more responsible digital future, or the threshold of a reckless race? Participants of this workshop could exchange about these crucial choices for the future.

2. The Future of Transport for the Well-being of Humans and Ecosystems

Led by Virginie Lurkin from UNIL

To explore mobility in a playful way, participants took part in *The Optimal Mix*, a card game designed to co-create concrete transport solutions. The goal: to build a coherent mix that combines different modes of transport according to societal priorities and local resources. Among the selected options were walking, folding bikes, the metro, trains, shared mobility, and electric cars, while SUVs and autonomous vehicles failed to convince anyone — an amusing contrast with Switzerland, where SUVs remain very popular. The discussions also showed that many participants already combine several modes of transport in their daily routines.

3. Rethinking Well-being at Work

Led by Laurence Capel from H4 / La Clinique de la Source

This session brought together insights from experts including Ms. Montandon (Director of Care at Clinique de La Source), Anis Ghorbel (CEO of Precisia Care), and Nele Dael (researcher at IMD). The group emphasized the need to balance individual practices—such as taking time to “breathe to be inspired”—with institutional responsibility to foster psychological safety, authentic leadership, and caring organizational cultures. Together, participants explored essential levers to improve well-being at work by combining individual and collective dimensions, and discussed ways to identify concrete actions to make work more motivating and more human.

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

Led by Mae Shieh & Justyna Tarwid from DnDi and Intently

Guided by the Beckhard-Harris change formula ($\text{Dissatisfaction} \times \text{Vision} \times \text{First Steps} > \text{Resistance}$), participants explored how organizations can more effectively engage employees in sustainability efforts by analysing the above factors and brainstorming ways to address them. Participants noted strong resistance to sustainability initiatives, often linked to perceptions of increased workload and only superficial support

from leadership. Key actions included: clearly communicating a compelling vision — one that not only highlights environmental and social benefits, but also what's in it for employees and the organization; and translating it into an action plan that's co-developed with the employees.

5. Innovation and the Environment: A Tool to Turn Constraint into Opportunity

Led by Jacques Panchard from InnoPME

Through the example of Terasol, a startup specialized in the valorization of urban soils, the participants learned the basics of the Business Model Canvas, a comprehensive tool to move from an idea to a coherent and realistic project. Sébastien Külling, CEO of Ecotoilet, illustrated how design constraints can lead to the creation of a sustainable business model. Then the participants built their own Canvas, identifying strengths, challenges, and blind spots. They particularly appreciated the ability to project themselves into a structured model in order to organize their ideas and become aware of their opportunities for improvement.

6. What Risks for Biodiversity in Romandy and What Levers of Action for Companies?

Led by Alberto Mocchi from ProNatura

Against the backdrop of the biodiversity crisis, both locally and globally, participants reflected on what companies can do to meaningfully contribute to reversing this trend. Three main levers were identified: sustainable purchasing policies (such as certified coffee or recycled paper), responsible land and construction management (including the use of native plants or avoiding soil sealing), and philanthropy to support environmental NGOs. The discussions also highlighted the need to avoid misleading labels and greenwashing.

7. Philanthropy 2.0 – Unlock the Untapped Potential

Led by Yannick Ritschel from Fondation Valery, Vincent Pfammatter from Walder Wyss, and Leo Caprez from Brainforest

This workshop fostered a collaborative atmosphere around the evolving role of philanthropy. Participants explored how Swiss foundations can innovate in their use of capital, going beyond traditional grants to amplify their impact. Among the examples mentioned were the use of recoverable grants, hybrid-capital impact funds, as well as new tools such as impact tokenization.

8. Reinventing Our Lifestyles: Social Innovation in Action

Led by Erica Mazerolle from the UNIL Entrepreneurship Hub

Through a personal narrative, Esther Mottier, founder of *Votre Cercle de Vie*, showed how bringing agriculture, tourism, and inclusion closer together can generate regional economic value. The discussion emphasized that innovation does not always mean creating something entirely new, but can also involve revitalizing ancestral practices adapted to today's challenges. This pioneering project restores the links between agriculture, ecology, health, and community—an inspiring example of social innovation in action, opening the way to reflections on alternative lifestyles and the levers of lasting change.



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9. Regenerating Soils for the Resilience of Our Supply Chains

Led by Ivanoé Koog from Earthworm

Participants explored how regenerative agriculture can address urgent global challenges such as soil degradation, biodiversity loss, and climate change. With a third of soils already degraded and nearly 60% of biodiversity depending on their health, the urgency of transitioning to restorative agricultural practices was emphasized. Farmers shared testimony about the challenges but also the meaningful, concrete benefits of this transition. Beyond environmental advantages, soil regeneration helps reduce rural poverty, strengthen food security, and mitigate geopolitical risks, while bringing our production systems closer to the way nature functions.

10. Principles of the Regenerative Enterprise: Putting Them into Practice

Led by Etienne Auvillain and Ella Thésée from the Convention des Entreprises pour le Climat (CEC Switzerland)

This session allowed participants to work together on 2 of the 11 principles of the Regenerative Enterprise (defined by the Lumia research center), in order to make tangible and practical the paradigm shift that can lead us toward positive impact. The two chosen principles (cooperation and circularity) illustrated that the essential levers of this shift lie in stakeholder dialogue and in the education and awareness of SME leaders on these topics.