



Media release

The "Green Business Award" proves doing business with foresight pays off

Lucerne, - 20 April 2021 // **Profitability and sustainable action do not conflict. The companies nominated for the "Green Business Award" are shaping the entrepreneurial world of tomorrow with a pioneering spirit and passion. They are successful in the market and raise awareness for ecological solutions.**

"Switzerland needs the Green Business Award because it provides incentives to strive for economic success in an ecological way," Doris Leuthard, jury president of the "Green Business Award", is convinced. As the world champion in innovation, Switzerland has the best prerequisites to take on a pioneering role in the field of sustainable economy - and to profit from it economically as well.

The "Green Business Award" honours innovative companies that combine economic success with ecological impact. A unique selection process via national business associations and environmental organisations guarantees that the most convincing solutions are sought out each year. With the "Green Business Award" among other formats, "Green Business Switzerland" focuses on the positive connection between entrepreneurial success and sustainable action. Behind this forward-looking cooperation of key players from business and environmental protection are, among others, the FOEN, economiesuisse, öbu, Pusch, Swissmem, the Swiss Environmental Foundation and WWF Switzerland.

If we want to preserve our planet for future generations, business must be part of the solution. This requires a change in awareness and role models to guide decision-making. "Green Business Switzerland" is committed to this with various formats. Under this umbrella, the "Green Business CEO Rating" of the most sustainable CEOs will be launched in summer 2021. The most outstanding leaders from the award and CEO rating will be united in the "Green Business Community". Within the framework of "Green Business Global", pioneers and signallers of sustainable entrepreneurship will present themselves on important international platforms such as "Bloomberg New Energy Pioneers".

This year's 40 or so nominated and most innovative solutions in Switzerland in the field of corporate sustainability have been **published**. The finalists of the "Green Business Award" will be communicated on 2 July 2021. The award ceremony will take place on 22 September at "CE2 - Circular Economic Entrepreneurs" - a conference of the Swiss Economic Forum. As the presenting partner of the Green Business Award, Swiss Post is committed to being a pioneer in its industry in the area of corporate sustainability.

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