



Press release, 29 March 2022

Bertrand Piccard joins the jury of the Green Business Award

Green Business Switzerland gains another distinguished member for the jury of the Green Business Award. Bertrand Piccard has joined the high-ranking jury, which annually evaluates and awards prizes for the best solutions that combine ecological innovations with economic success.

Every year, the Green Business Award honours innovative companies that combine economic success with ecological impact. These are identified through a unique selection process involving national business associations and environmental organisations and are then evaluated and awarded prizes by the renowned jury chaired by Doris Leuthard. 'We are very pleased to welcome Bertrand Piccard as a pioneer for corporate sustainability to our jury,' says Cédric Habermacher, Director of Green Business Switzerland. As the funding body of the award, the organisation focuses on the positive connection between entrepreneurial success and sustainable action. 'Because sustainability is the biggest business opportunity of our time,' Habermacher adds. 'As a member of the jury, it is very important to me to convey the relevance of business for a sustainable future,' says solar pioneer Bertrand Piccard. The award ceremony will take place on 23 September 2022 as part of the Swiss Sustainability Forum in Berne.

Solar Impulse becomes cooperation partner of Maillot Vert, the largest sustainable business community in Switzerland

In addition, LINDEN, Green Business Switzerland and Solar Impulse are now cooperating within the framework of the Maillot Vert community. This unique association brings together Swiss pioneers of sustainable entrepreneurship from the Green Business Switzerland and Solar Impulse networks.

This has resulted in the largest business community in Switzerland in the field of sustainability. And the basis of cooperation is obvious: 'Solar Impulse follows the same approach as Green Business Switzerland on an international level,' explains Dominik Isler, co-founder of LINDEN 3L AG and curator of Maillot Vert. Both organisations aim to identify entrepreneurial solutions that have an ecological impact and are economically successful at the same time. Of the more than 1300 solutions that Solar Impulse has identified worldwide so far, around 150 are from Switzerland. These selected companies will now be integrated into the Maillot Vert community. 'This will create a Swiss community of entrepreneurs that brings together the country's most sustainable and successful leaders,' says Dominik Isler with satisfaction.



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Green Business Switzerland

The organisation Green Business Switzerland focuses on the positive connection between entrepreneurial success and sustainable action. If we want to preserve our planet for future generations, the economy must be part of the solution. This calls for a change in consciousness and role models to guide decision-makers in business. Green Business Switzerland is committed to this in various ways. The forward-looking association of key players from business and environmental conservation is backed by the Swiss Federal Office for the Environment, economiesuisse, öbu, Pusch, the Swiss Environmental Foundation, Scienceindustries, Swissmem, Swiss Textiles and WWF Switzerland, among others.