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Sustainability pioneers reach final of Green Business Award

The Green Business Award is endowed with 25,000 Swiss francs, and will be awarded for the fourth time at the end of September 2022. Three companies have come out on top ahead of their 36 competitors, and are competing in the final in Bern for the coveted award. The finalists are a gigantic storage power plant, an innovative battery recycling process for e-vehicles, and meat substitute products made from vegetable proteins.

The 16-member jury, chaired by former Federal Councillor Doris Leuthard, had no easy task in the Art Deco hall of the Hotel Montana above Lucerne. Five companies boasting the Green Business Award Excellence seal of quality – Energy Vault, Kyburz Switzerland, Neustark, Planted, and reCIRCLE – made convincing pitches to the Green Business Award jury, which included Bertrand Piccard (Solar Impulse) and Roberto Cirillo (CEO Swiss Post). The three companies mentioned earlier made the most convincing impression and are in now the final of the Green Business Award, which will take place on September 23 at the Swiss Sustainability Forum in Bern.

Energy Vault – a gigantic energy storage power plant

Energy Vault has developed a storage power plant that can store excess natural energy and release it when needed – for example, when the wind is not blowing or the sun is not shining. This is done with the help of composite blocks that can be made from low-cost and locally sourced materials, such as local soil, mine waste, waste from refuse incineration or discarded wind turbine blades. These composite blocks are raised when green power is abundant and lowered during lulls to release the stored energy. ‘Energy storage systems like those at Energy Vault would solve a big problem. Investor and advisory board member Leonardo DiCaprio has already recognised this potential,’ said Doris Leuthard, jury president of the Green Business Award.

Kyburz Switzerland – globally popular e-vehicles and a novel battery recycling process

They have become a familiar sight – the small electric vehicles with which postmen flit from house to house delivering letters and parcels. Kyburz Switzerland manufactures these electric vehicles for transporting materials – and has even been successful with the Australian postal service. Kyburz’s MultiLife concept means vehicles are used for longer, and when their service life comes to an end, the battery is recycled. This newly developed battery recycling process recovers over 91% of raw materials without the use of chemicals. As a result, the use of battery raw materials can be extended from 10 to 300 years. This global success story has made them pioneers of the circular economy,’ said Cédric Habermacher, Director of Green Business Switzerland, explaining the jury’s decision.

Planted – the tastier, greener alternative to meat

Based on a thorough study of the physical and chemical properties and interactions of natural raw materials, Planted Foods AG can tailor and optimise the texture of its products with a variety of plant proteins. Using this process technology, they can recreate the texture of meat almost perfectly. In this way the company is making a major contribution to sustainability, as meat consumption is one of the



biggest CO2 emitters. Their products inspire restaurants, the retail trade and the consumer – exclusively using natural ingredients without additives. Commenting on the jury's decision, Doris Leuthard said: 'With its tasty meat alternatives and an outstanding marketing and distribution strategy, Planted has succeeded in associating sustainability not with sacrifice but with lifestyle, and has thus won over not only consumers but also well-known major distributors.'

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"Green Business Award"

Since 2019, the "Green Business Award" has annually honoured the most innovative Swiss companies that combine economic success with ecological impact. In the first phase, around 20 partner organisations - consisting of environmental associations and business organisations - nominate up to three of the best solutions in their sector to compete for the award. A preliminary jury then awards the "Green Business Excellence" label to the five best solutions. These five companies go on to present themselves with a pitch to the main jury. The main jury, chaired by former Federal Councillor Doris Leuthard, is made up of 16 personalities, including Prof. Dr. Reto Knutti (Professor for Climate Physics, ETH Zurich), business journalist Patrizia Laeri and Patrick Odier (Managing Partner, Lombard Odier). Three of the five "Excellence Label" winners will be selected as finalists for the "Green Business Award" and one company will receive the coveted prize at the Swiss Sustainability Forum on 23 September 2022. Swiss Post supports the award as presenting partner and pioneer for sustainability in its sector.

"Green Business Switzerland"

Green Business Switzerland focuses on the positive connection between entrepreneurial success and sustainable action. 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-makers. Green Business Switzerland is committed to this with various formats. The forward-looking cooperation of key players from business and environmental protection is backed by the FOEN, economiesuisse, öbu, Pusch, the Schweizerische Umweltstiftung, Scienceindustries, Swissmem, Swiss Textiles, and WWF Switzerland, among others.

Presenting Partner: "Swiss Post"

The presenting partner of the Green Business Award is Swiss Post. Swiss Post is active in the communications, logistics, retail finance, and passenger transport markets. It contributes to the sustainable development of Switzerland by being a role model in terms of CO2 efficiency and contributing to the Confederation's climate goals. Swiss Post provides customer solutions in a sustainable, resource-conserving, and socially responsible manner. In 2021, it was named "Best Post in the World" for the 5th time by the Universal Postal Union.