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"Green Business Award": Planted wins Swiss economy's most prestigious sustainability prize

Food-tech company Planted Foods AG wins the "Green Business Award", the Swiss economy's most prestigious sustainability award, endowed with 25,000 Swiss francs. The start-up from Kemptthal ZH, which produces meat alternatives from vegetable proteins, was presented with the coveted award today by jury president and former Federal Councilor Doris Leuthard at the Swiss Sustainability Forum in Bern. The "Green Business Award" recognizes companies that combine ecological innovations with entrepreneurial success.

The representatives of Planted Foods AG were delighted when the jury's decision was announced this afternoon by jury president Doris Leuthard in the Kursaal Bern. The food tech company beat out a total of 38 competitors to win the "Green Business Award", worth 25,000 Swiss francs. The 16-member jury, which also included aviation pioneer Bertrand Piccard and Swiss Post CEO Roberto Cirillo, was particularly impressed by the winner's inspirational power. Planted was able to hold its own in the final against Energy Vault with its gigantic storage power plants and Kyburz Switzerland with its innovative battery recycling process for e-vehicles.

Changing the world with plant-based meat

"We are mighty proud of winning the Green Business Award. As a fledgling company it is extremely important to us that we maximize the positive impact on our planet. Together we aim to make this world a little better with tasty, sustainable and healthy plant-based products: plate by plate, bite by bite." says Pascal Bieri of Planted, Co-Founder. Through in-depth study of the physical and chemical properties and interactions of natural raw materials, Planted is able to customize and optimize the texture of their products with a variety of plant proteins. As a result, the company is able to almost perfectly replicate the texture of meat, exclusively using natural ingredients with no additives. With meat consumption being one of the biggest CO2 emitters, Planted is consequently making a major contribution to sustainability. The start-up was founded by Pascal Bieri, Christoph Jenny and food engineers Lukas Böni and Eric Stirnemann in 2019. From the very outset, the idea was supported by Vegi King Rolf Hiltl and the ETH Foundation, amongst others. Planted's products then made it into the assortment of Swiss wholesalers Migros and Coop with impressive rapidity. The company now employs around 180 people in six countries and offers a product range that includes meat-free alternatives to pulled pork, chicken and Wiener schnitzel. The company has also arrived in the world of haute cuisine. Celebrity chef Tim Raue designated Planted the first vegan protein product that he finds completely credible as a meat substitute. Commenting on the jury's decision, jury president Doris Leuthard says that: "With its tasty meat alternatives and an outstanding marketing and distribution strategy, Planted has succeeded in associating sustainability not with eschewal and sacrifice, but with lifestyle, thus winning over not only consumers and the catering industry, but also well-known supermarket chains."



Honoring business sustainability

The Green Business Award has been presented annually since 2019. Awards are presented to leading solutions in the field of corporate sustainability that combine ecological innovations with economic success and thus contribute to climate and environmental protection. The judging process follows a unique, multi-stage procedure: Partner organizations from a broad range of industries nominate around 40 innovative solutions. The five best companies are then entitled to pitch their solutions to a 16-member jury comprising experts from the fields of business and research. The three most convincing companies then move on to the final of the "Green Business Award", presented for the first time this year at the Swiss Sustainability Forum in Bern.

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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), Patrizia Laeri (CEO ElleXX & business journalist) 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.