

THE ECONOMY IS PART OF THE SOLUTION.



Partners



die Mobiliar



Organising Institutions



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Bundesamt für Umwelt BAFU

**SCHWEIZERISCHE
UMWELTSTIFTUNG**



Der Verband für
Nachhaltiges Wirtschaften
ÖDU

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EDITORIAL.



We've talked enough. Reality cannot be postponed: climate crisis, resource scarcity, and the growing pressure on people and nature. What we need now are effective solutions.

The economy has the greatest leverage: it brings speed, innovation, and global reach. However, a future worth living can only be created when ecological impact and entrepreneurial success converge. Anything else is well-intentioned, but ultimately just wishful thinking.

The Green Business Award goes to pioneers who have long recognised this. It goes to companies that prove that saving our planet is not a charity project, but rather the business model of the future.

We provide visibility, open doors to growth capital, and offer access to a strong network, enabling Swiss innovations to have a global impact.

Doris Leuthard, Jury President

AWARD.

The Green Business Award honours pioneers who use their entrepreneurial success to implement effective solutions to the major ecological challenges of our time.

ScaleUps category

For young companies that are changing the world with sustainable solutions and need capital for their next big step. The winner will be announced at Impact Gstaad's exclusive investor event in February of the following year.

www.impactgstaad.ch



SME/Corporates category

For established companies that are transforming their industry in a sustainable way. The winner will be announced in September at a ceremony hosted by Maillot Vert, the community of responsible business leaders.

www.maillot-vert.ch

«For the economy to truly be part of the solution, we need both the disruptive new technologies of scale-ups and the breadth of the economy that is sustainably transforming its existing business model.»

Cédric Habermacher
Director Green Business Switzerland

PRIZES.

The Green Business Award is the most important sustainability award in Switzerland. As such, we offer our finalists extensive communication reach and exclusive access to our network.

Benefits for all finalists and winners

- Company-specific, direct networking:
 - within Impact Gstaad's unique investor network
 - with Green Business Switzerland's high-calibre business and science network (jury, partners)
- High communication reach through a media partnership with Ringier, including paid posts in Ringier's business publications
- National media work by JUNE Corporate Communications/Jung von Matt
- Access to the Maillot Vert community - the Swiss platform for responsible business leaders
- Credibility as a beacon company in the 'war for talent'

Benefits for ScaleUps category

- Prize money of CHF 25,000
- 2 tickets for the Impact Circle event in Gstaad (worth CHF 6,000)
- Pitch and matchmaking with an exclusive circle of investors (Impact Gstaad)
- Paid LinkedIn campaign with short videos (worth CHF 20,000)
- Exclusively for winners: investor roundtable, curated by Impact Gstaad

Benefits for SME category

- Prize money of CHF 25,000, sponsored by economiesuisse
- Visibility as pioneers in your own industry

NOMINATIONS.

Our nomination partners are looking for companies that combine environmental impact with economic success.

ScaleUps

Companies that meet the following criteria are eligible for nomination:

- typically no older than ten years,
- have developed a scalable solution (product, service or technology) with international growth potential,
- have already demonstrated product-market fit and are generating revenue from customers,
- are in the growth phase or have laid the groundwork for this,
- are achieving a positive environmental impact of potentially global relevance with their solution.

SMEs/Corporates

Companies that meet the following criteria are eligible for nomination:

- have an established market position,
- are profitable and have a solid financing structure,
- have transformed key components of their business model towards environmental sustainability, either through sustainable processes or an impact-oriented product portfolio,
- already generate a relevant and growing share of revenue in this way
- play a pioneering role in their industry.

Common requirements

A solution has a positive impact if...

- it contributes to the major ecological challenges of our time (climate change, biodiversity, resource scarcity, circular economy, etc.),
- this impact can be measured or credibly estimated,
- this impact is not diminished by rebound effects.

Further conditions of participation:

- The social dimension of sustainability must not be compromised.
- There must be a relevant connection to Switzerland (headquarters or central innovation activity based in Switzerland).
- The solution must have the power to inspire other entrepreneurs and act as a beacon.

Exclusion

The following are excluded from participation: public administrations, NGOs and foundations, as well as sponsoring partners. Legal recourse is excluded.

Green Business Award...



reaches almost
the entire
Swiss economy



generates over
6 million
media contacts

is a unique ecosystem
of investors and
business leaders.

JUDGING PROCESS.



Nomination phase | 5 January – 8 February 2026

Nomination partners will select around 60 innovative solutions from across Switzerland, focusing on scale-ups and SMEs/corporates.

To minimise the effort required of the nominated companies, only those with a good chance of winning the award will be invited to complete a detailed application form. All nominees must answer a short online questionnaire for preliminary review by our scientific partner.

Application phase | 9 March – 12 April 2026

Companies eligible to apply submit the necessary information online.

Preliminary jury | 24 June 2026

An interdisciplinary panel of experts selects the three best solutions per category (finalists) from all applications received..

Jury meeting | 3 September 2026

The finalists in both categories pitch their ideas to the main jury. The jury selects one winner per category.

Award ceremony SME/Corporates | 3 September 2026

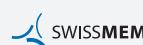
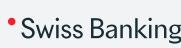
The winner will be announced following the jury meeting at the Maillot Vert summer party in Lucerne.

Award ceremony ScaleUps | 12 February 2027

The three finalists will present themselves at Impact Gstaad, where the winner will also be announced.

NOMINATION PARTNERS.

Companies cannot apply directly for the Green Business Award. In order to find the best solutions every year, we rely on national scouts who have an in-depth knowledge of their markets.



PRELIMINARY JURY.

An interdisciplinary panel of experts selects the three best solutions in each category for the jury.



Cornelia Giger
Environmental Economist



Dr. Johannes Heeb
Senior Partner
Seecon



Alex Mercandetti
Investment Manager
Emerald Technology Ventures



Nicolas Merz
Sustainability Analyst
Forma Futura Invest AG



Dr. Pavlina Pavlova
Research Associate
Institute of Management FHNW



Dr. Andy Spörri
Head of the Resource Efficiency and
Circular Economy Team EBP



Daniel Zürcher
Head of Section Innovation
Federal Office for the Environment (FOEN)

JURY.

The prominent main jury selects the two winners in each category.



Doris Leuthard
President of the Jury



Daniel Bloch
VRP & CEO Camille Bloch SA



Christoph Brand
CEO Axpo



Franco Chicherio
Founder CELO INSTITUT



Prof. Dr. Claus-Heinrich Daub
Professor Sustainable Management
and Marketing FHNW



Cornelia Diethelm
Founder Centre for Digital Responsibility,
Owner & CEO Shifting Society AG



Roman Hirsbrunner
CEO Jung von Matt



Dr. Dominik Isler
Co-Founder
LINDEN Live Learning Labs



Prof. Dr. Reto Knutti
Professor for Climate Physics
ETH Zürich

JURY.

The prominent main jury selects the two winners in each category.



Patrizia Laeri
CEO ElleXX &
Business Journalist



Patrick Odier
President Swiss Sustainable Finance



Bertrand Piccard
Founder & Chairman
Solar Impulse Foundation



Reto Ringger
Founder & CEO
Globalance Bank



Michèle Rodoni
CEO die Mobiliar



Anna Stünzi
Researcher and Lecturer Climate Policy
and Finance University of St. Gallen



Sascha Zahnd
Non Executive Director of
Logitech, mytheresa.com & Valeo

PARTNERS.

Sponsoring partners

The Green Business Award addresses one of the most important issues in today's economy and society. Sustainability is a topic that concerns people, and it will continue to do so in the coming years and decades, in Switzerland as well as elsewhere. Our sponsoring partners are pioneers of sustainable entrepreneurship in Switzerland, leading the way in their respective industries.



www.axpo.com



www.economiesuisse.ch



www.mobiliar.ch



www.post.ch

Scientific partners

We rely on qualified science.

The Green Business Award collaborates with the Institute for Corporate Management at the FHNW to ensure the highest quality standards throughout the awards process. Dr Pavlina Pavlova oversees the selection and evaluation processes, and is a member of the preliminary jury; Prof. Dr Claus-Heinrich Daub is a member of the main jury.



Fachhochschule Nordwestschweiz
Hochschule für Wirtschaft

PARTNERS.

Medienpartner



PR-Partner



Veranstaltungs- & Investment Partner



Wissenschaftspartner



Netzwerkpartner





«The next few years are a crucial phase for saving the Earth and achieving sustainable, inclusive human development.»

António Guterres, UN Secretary-General

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