digitalswitzerland challenge: Act instead of talk!

The first «digitalswitzerland challenge» successfully took place on stage on April 3rd, 2017. 10 round tables presented 18 bets, in which 80 key partners participate. The bets represent key projects for digitization in Switzerland. 250 high-ranking representatives from industry, the corporate sector and politics were also present.

3rd April 2017 – At the first «digitalswitzerland challenge», 10 teams which have gathered at round tables presented 18 bets. These are now being tackled and implemented by the teams.

The President of the Jury, Federal Chancellor Walter Thurnherr announced the winning bets in three categories:

- The **bravest bet**, which leads to head-shaking today and earns applause tomorrow, bets to build a "smart neighbourhood" as a test site for advanced sustainable autonomous transport solutions.

- The **most collaborative bet**, which creates new partnerships and blasts Silos, bets to establish a digital ecosystem to increase health care with a first pilot to lower blood pressure.

- The **most lucrative bet**, which makes Switzerland prosperous, bets to realize a commercial register prototype based on a blockchain, which can be used to digitize the founding of the company.

- The **audience prize** for the bet that we believe in most: Bets to establish a Swiss standard for pictograms for data processing and privacy protection, and to implement it in a digital privacy assistant.

Marc Walder, the **CEO of Ringier** and initiator of digitalswitzerland, says: *"In the **challenge**, it's about actions not words. With joint forces, we are implementing ambitious key digitization projects. With the betting of the **challenge**, we are offering evidence that we will occupy a pole position with Switzerland in the global digital competition."*

Susanne Ruoff, the CEO of Post and member of digitalswitzerland's steering committee, adds: *"With its many facets, the Post is a very good and visible case for the opportunities and challenges of digitization. What is central is that we become*

*precise and really implement projects. The **challenge** takes us further as a company, because we can only realize projects of the size of these bets together. Routes in Switzerland are short and the four languages of the country make us world champions of collaboration. We are building on these exact Swiss strengths in the challenge."*

What is going to happen next?

After the pitch comes the implementation of the bets. After half a year, as of **September 2017**, a **first milestone** will be reached. Then it's full speed ahead till the results are presented on **Demoday** in **April 2018**.

The individual round tables finance their own projects. The Engagement Migros development fund makes it possible to set up the overall project of the **challenge** in its funding priority Collaborative Innovation.

Further information on the «digitalswitzerland challenge» can be found in our fact sheet on the following pages.

About digitalswitzerland

Digitalswitzerland is the joint initiative of industry, public authorities and science, which wants to shape Switzerland as the leading international digital location for innovation. Digitalswitzerland is already active in a wide range of fields such as knowledge transfer, development, start-up ecosystems and political framework conditions. The association includes more than 60 of the most renowned companies and organizations as well as innovative locations throughout Switzerland. The initiative was launched in 2015.

About Engagement Migros

The Engagement Migros development fund supports pioneering projects in the midst of social change, projects that break new ground and test future-oriented solutions. Our approach is to make sure this support is effective, tying funding to coaching and similar services in the Pioneerlab. Engagement Migros is made possible by the companies of the Migros Group thanks to an annual grant of approximately CHF 10 million. It has supplemented the Migros Culture Percentage since 2012. For further information: www.engagement-migros.ch

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Fact sheet for the «digitalswitzerland challenge»

Content   With the *challenge,* digitalswitzerland tackles concrete key projects of digitization. The program brings interdisciplinary teams and ground-breaking projects together, which are effectively implemented thanks to the concentrated powers of large companies, SMEs, science and politics. The *challenge* is organized as a competition in which the projects inspire each other and subject themselves to a fast pace.

Why   Digital transformation presents the world with new challenges. And this also means Switzerland and the big and small companies in this part of the world. The conditions are good: Switzerland is considered to be the most innovative country in the world and our prosperity creates the prerequisite for pioneering investments, the economic success of which is not always foreseeable. Research and development therefore occupy top positions in global ranking lists. In addition, routes here are short and the four languages of the country make us world champions of collaboration.

With the digitalswitzerland *challenge,* we want to bring these advantages to the fore and jointly tackle key projects of digitization. The context of digitalswitzerland supports the projects through the concentrated powers of large companies, SMEs, start-ups, academia and politics. The projects can be implemented more quickly, effectively and sophisticatedly: better results thanks to a broad base, greater impact and greater visibility thanks to international networks and a closed approach across individual companies, sectors and associations.

How   The *challenge* starts with a series of thematically focused round tables, in which concrete projects are examined and tackled. The *challenge* is organized as a competition: By formulating the round tables as bets, they signal that their implementation carries a high risk of failure. The bets are presented in a pitch event once a year, and are judged by a high-calibre jury of representatives from politics, science and the economy.

Schedule   3rd April 2017:   **Pitch** of the received bets for the first round
April - August 2017:   Implementation
September 2017:   First milestones
Sept 2017 - Mar 2018: Implementation
April 2018:   Demoday, presentation of results, start of the 2nd round

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Funding The individual round tables finance their own projects. The [Engagement Migros development fund](#) supports the establishment of the project in its funding priority [Collaborative Innovation](#).

Round tables The following round tables are currently active or emerging (* = with bets): Mobility*, eHealth*, Digital Real Estate*, Fintech b2b*, Legal*, Blockchain*, Education Digital*, Cybersecurity*, Artificial Intelligence*, e-Democracy *, Smart City, Smart Tourism, Virtual Reality, Personalized Health, Machine Learning, e-Identity, Fashion, Energy, Media Tech, Food, Big Data.

Bets

Mobility (A) Bets to make Zurich's central station the most digital, personal traffic hub in the world, and a lighthouse for digitalswitzerland.
Partners: Google, Valora, Migros, Coop & APG (tbc.).

Mobility (B) Bets to build a "smart neighbourhood" as a test site for advanced sustainable autonomous transport solutions.
Partners: Post, Zurich city, AXA Winterthur, Canton Zurich, Zurich airport, ewz, Swisscom, BMW, Coop, Migros, Swisstopo, EPFL, ETH Zurich, Metall Zug (tbc.).

Mobility (C) Bets to use augmented reality in daily operation.
Partners: Swisscom, Post, APG, EPFL, ETH Zurich, PostAuto (tbc.).

Mobility (D) Bets to build a national carpooling offensive as a functional platform and to increase mobility efficiency.
Partners: Avenir Mobilité, IBM, Mobility, PostAuto, Siemens, Swisscom, SBB, Migros, COOP, Uber, Postauto, EPFL (tbc.).

Cybersecurity Bets to position Switzerland with a secure.switzerland platform and a kick-off conference as a neutral Trusted Hub for cyber-secure solutions.
Partners: Accenture, Avaloq, ACXIT, ABB, EWZ, EY, Geneva, KKR, KPMG, PWC, Wisekey, Ringier, RUAG (tbc.).

Education Digital (A) Bets to set up a large joint National Fund Program on the subject of "Digital Education".
Partners: ETH Zurich, Zurich University of Applied Sciences (ZHAW), UZH, Pro Juventute, ZHdK (tbc.).

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Education Digital (B)   Bets to publish 100 case studies of SMEs that have actively developed their digital skills.
Partners: Swissmem, Lucerne University, Swisscom (tbc.).

Education Digital (C)   Bets to carry out an online assessment of digital competencies with 20 000 people.
Partners: ICT Vocational Training Switzerland, Swissmem, ICTswitzerland, Swico, SIZ, IBM (tbc.).

Education Digital (D)   Bets to complete a half-day programming workshop with the completed faculty of 100 schools of all levels and all language regions.
Partners: State Secretariat for Education, Research and Innovation (SBFI), School President /Head of Education Egg, University of Zurich (UZH), PH FHNW, Codillion (tbc.).

E-Democracy   Bets to realize a Crowd Innovation platform as a digital think tank.
Partners: UZH, Foraus (tbc.).

E-Health   Bets to establish a digital ecosystem to increase health care with a first pilot to lower blood pressure.
Partners: Post, UZH, ETH Zurich, EPFL, midata, BaselArea, USZ, RedRock, Galenica, Medgate, Swisscom, healthbank, DayOne VIPartners, Medgate, Medi24, Swiss Medical, Cedrus Therapeutics, Schulthess clinic, BotsCamp, Wenger & Vieli (tbc.).

Blockchain   Bets to realize a commercial register prototype based on a blockchain, which can be used to digitize the founding of the company.
Partners: IBM, Swisscom, EY (tbc.).

Digital Real Estate (A)   Bets to establish a prototype in the form of a modelling scheme for a digital building model standard.
Partners: WinCasa, Steiner, Zumtobel, FHNW, Swiss Life, SBB (tbc.).

Digital Real Estate (B)   Bets to prove that measurable cost savings can be realized through the consistent use of Internet of Things (IoT) in Facility Management.
Partners: Halter, Schaeppi Real Estate, EKZ, cgz Consulting, Specker Consulting, ewz, Vebego, SPG Intercity, Securiton, Reso & Partners, Swisscom (tbc.).

Digital Real Estate (C)   Bets with a prototype for digital real estate transactions, to prove that these can be realized within minutes instead of months.
Partners: SVIT Switzerland, Swiss Real Estate Institute, Swiss Circle, Homegate, Immoscout24, Schwyter Digital, KPMG, Wenger & Vieli, Losinger Marazzi, Wüest Partners AG, reamis AG, Lucerne University of Applied Sciences (HSLU) (tbc.).

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Legal Bets to establish a Swiss standard for pictograms for data processing and privacy protection, and to implement it in a digital privacy assistant.
Partners: UBS, UZH, Wenger & Vieli, Zurich Insurance, Credit Suisse (tbc.).

Fintech Bets to establish digital trade, by creating a prototype and thus a standard for the publication of electronic shares.
Partners: Leonteq, MME Legal, Swisscom, Wenger & Vieli (tbc.).

Artificial Intelligence Bets to develop a digital service that can hear, understand and speak one of the rarest dialects in Switzerland.
Partner: Swisscom UZH (tbc.).