

## Media release

# 70 digital shapers approve projects promoting the digital transformation of Switzerland

**In a workshop in Bern, digital shapers discussed and approved specific implementation projects for the digital transformation of Switzerland. These projects are designed to inform the population of the challenges and opportunities accompanying digitization, improve the transfer of new technologies from universities to SMEs, double the number of start-ups in Switzerland, increase venture capital and promote electronic identity.**

Bern, October 3, 2017 - Innovative entrepreneurs, politicians, scientists, forward-thinkers, artists and investors – the so-called digital shapers of 2016 and 2017 – met in a workshop in Bern. Specific implementation projects in a range of different fields of activity were discussed and defined for inclusion in the digital action plan for Switzerland. The aim of this plan is to change the legal and structural preconditions in order to ensure that Switzerland remains one of the world's most successful and innovative national economies in the future.

According to Marc Walder, the initiator of digitalswitzerland and coordinator of the digital action plan for Switzerland, *“The leading digital minds in our country will not only point the way towards digital transformation but must also accompany the economic, scientific and political spheres as well as the population as a whole along this road.”*

At the initiative of digitalswitzerland and as part of the digital action plan for Switzerland, the 70 digital shapers developed tangible implementation projects in the following six fields of activity:

- **Society / Digital transformation:** New hubs and online cooperation platforms should increase the population's involvement in the digitization process. Continuous dialog will be maintained with the general public via these platforms.
- **Economy / Ecosystem / Innovation:** To enable Switzerland to maintain its position as a global leader in innovation, projects were discussed with the aim of attracting more venture capital, increasing the number of start-ups and ensuring access to the best talents worldwide.
- **Education / Research:** Industry and universities are launching joint projects aimed at strengthening the transfer of knowledge and new technologies such as artificial intelligence, machine learning and robotics. This should benefit the economy as a whole, and in particular SMEs.
- **Regulation:** Trust in the digital economy requires mechanisms incorporating preventive measures which guarantee the protection of privacy and informational self-determination. Regulation and technology (RegTech) should ensure that the systematic digitization of administrative processes by the authorities is accompanied by the corresponding interfaces in the private sector.

# digitalswitzerland

- **Infrastructure / Data policy:** High-performance networks and a liberal data policy form the backbone of the digital transformation process. The introduction of an electronic identity (E-ID) and new models with regard to future mobility have top priority.
- **Cyber security:** Heightened awareness of the value of digital data in a globally networked world is a key issue. This requires information and sensitization in both the political sphere and the private sector. In the long term, the Swiss education system must provide more training focusing on the skills required to protect Switzerland from these dangers in the future.

The projects will be substantiated in the coming weeks by representatives of the economic and scientific spheres as well as the federal administration. These are an integral part of the digital action plan, which will be presented on Digital Day on November 21. Because the action plan has touch points with the “Digital Transformation Advisory Board” initiated by Federal President Doris Leuthard and Federal Councilor Johann Schneider-Ammann, coordination and cooperation is ensured between the two bodies.

## About digitalswitzerland

digitalswitzerland is the joint initiative of the economic and academic spheres and the public authorities aimed at shaping Switzerland into a leading international digital innovation hub. To this end, digitalswitzerland is already active in a wide range of fields such as knowledge transfer, education, start-up ecosystems and the political framework. The association comprises more than 80 of the most prestigious companies and organizations as well as innovative locations throughout Switzerland. The initiative was launched in 2015.

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