

## PRESS RELEASE

### **Switzerland drives innovation: Privacy Icons wins award for most impressive digitalisation project**

At this year's Leap Digital Demo Day by digitalswitzerland, Privacy Icons finished among 6 contenders on the winners' podium. Among the innovative projects there is also a particularly inspiring story: ArcMobilité started in 2019 as a startup project – already last summer the topic found state patronage. The Swiss population can look forward to ground-breaking developments in the mobility sector.

*Zurich, April 21, 2021* – Yesterday, the "Leap Digital Demo Day" took place at the Zurich Kraftwerk. More than 100 guests from Swiss business and research participated in the public online event via live stream. The varied programme took the audience through the milestones reached so far in the various innovation projects. The goal of the collaboration is for mixed teams from different disciplines and industries to jointly master transversal challenges with digital, sustainable and clearly defined innovation projects. Privacy Icons was chosen as the winner by the audience and can look forward to a prize money of CHF 5000.

Guillaume Gabus, Director Collaborative Innovation, Co-Lead Leap & Stephanie Tauber Gomez, Co-Lead Leap: "Our multi-stakeholder initiative brings together organisations from the public and private sectors to jointly tackle complex challenges that impact people and society as a whole. The individual projects act like a startup but think like a movement, making them instrumental in bringing about responsible innovation."

#### **Privacy Icons chosen as winner**

The Privacy Icons association has taken up the challenge of simplifying extensive data protection declarations. Since data processing is intransparent and as lengthy as well as a costly process, the Association has created a standard for data processing based on pictograms. Privacy Icons thereby enables a simplified handling of personal data. Project management: Juliette Hotz (Swisscom), Matthias Glatthaar (Migros)

#### **ArcMobilité – digital infrastructure for mobility**

In addition to the winner, another very special project took center stage: ArcMobilité combines digital infrastructure and multimodality by linking data from different mobility providers in a simple way. According to Project Manager Andreas Fuhrer, the primary goal of the project was to make the idea of a digital infrastructure tangible. This endeavor seems to have succeeded, as the federal government is now pursuing the idea on a national level. Access to mobility services should be as uncomplicated as possible for the population and tailored to individual behavior. This means that in the future, various means of transport such as public transport, e-scooters, bicycles and cars can be combined more easily. This ensures maximum flexibility for the end user.

Since the summer of 2020, responsibility now lies with the Department of the Environment, Transport, Energy and Communications (DETEC), which has been tasked with establishing a "National Mobility Data Infrastructure" (NaDIM) for the exchange of mobility data. Andreas Fuhrer adds: "It is now in the hands of the federal government to really get the digital infrastructure going. In this context, it is also important to create the legal framework for this 'Internet for Mobility'."

### **New innovation projects in the starting blocks**

In the areas of digital health and manufacturing, new project leaders made their pitch: so-called launchers presented their recently developed idea. They are so far advanced that they will be able to present their project progress in just one year. Every single implementation-oriented Leap project contributes to digitalswitzerland's goal of establishing Switzerland as a leading global hub for digitization.

[Leap](#) is a digitalswitzerland programme that acts as a Swiss platform for multi-stakeholder innovation. Leap aims to harness the potential of collaboration and innovation to build a more sustainable economy and society. The most pressing challenges of our time cannot be solved alone. Together and at eye level, solutions to transversal problems are identified and [implementation-oriented projects](#) are created to fully exploit the potential of digitalization.

### **Media contact**

Eliane Panek  
Director of Communications  
digitalswitzerland  
[eliane@digitalswitzerland.com](mailto:eliane@digitalswitzerland.com)  
+41 76 559 07 70

### **About digitalswitzerland**

digitalswitzerland is a Swiss-wide, cross-industry initiative that aims to strengthen and anchor Switzerland as a global leader in digital innovation. Under the umbrella of digitalswitzerland, more than 210 organisations, consisting of association members and politically neutral foundation partners work together transversally to achieve this goal. digitalswitzerland is the go-to partner for all digitalisation matters and is committed to solving a wide range of challenges.