



GO FOR IMPACT

Shaping the Future
of the Swiss
Economy.

GO FOR IMPACT: In the long term, Switzerland must use natural resources at home and abroad three times more efficiently than it does today. The key to this is cooperation, innovation and focusing on the essential. This will enable us to protect the environment and live better lives – a change we all need.

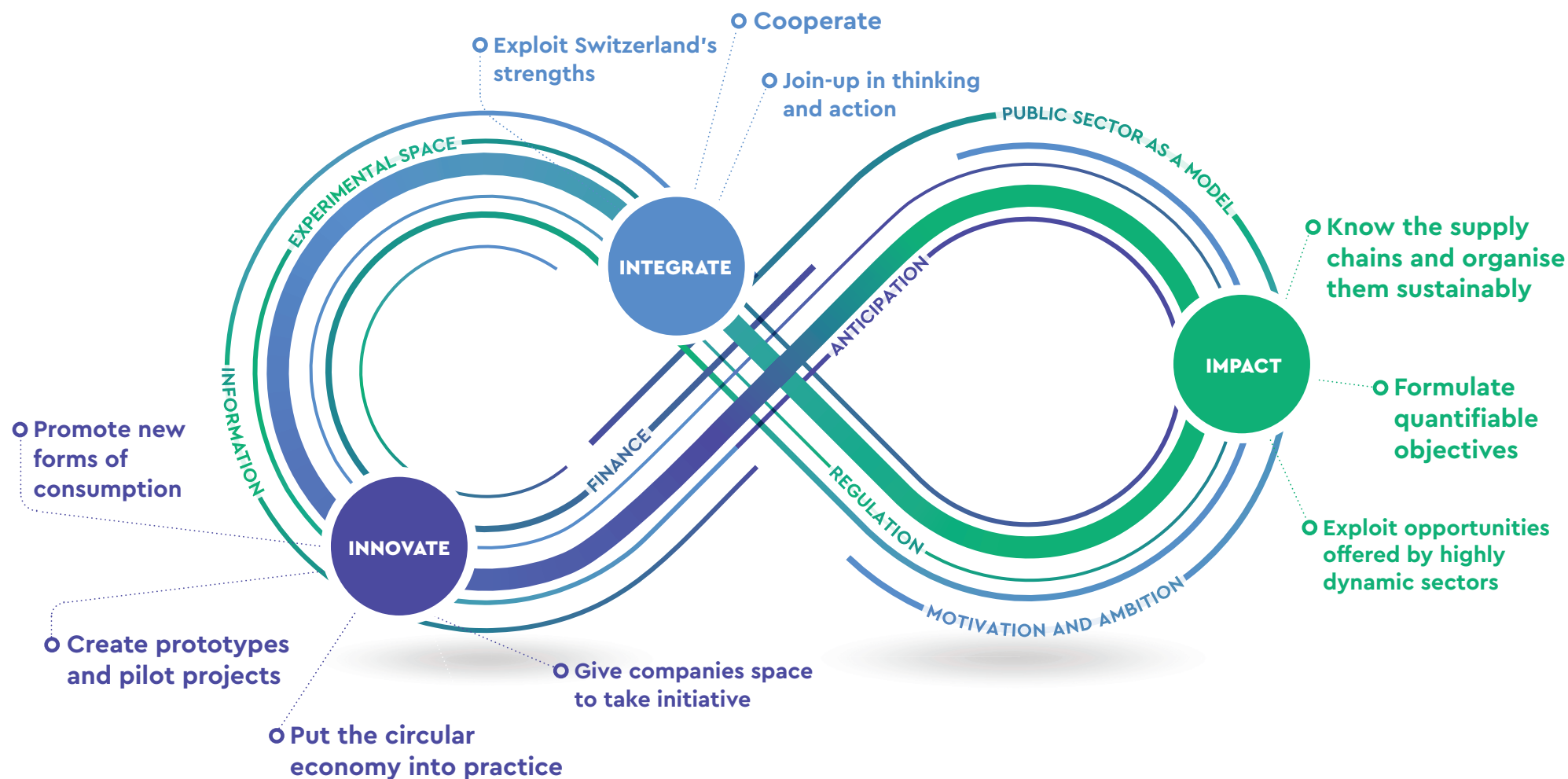
The natural foundations of life, on which our well-being and prosperity depend, are only available in limited quantities. Today, we are using considerably more of these resources than is sustainable in the long term. This represents both a challenge and an opportunity. If we make a start on using resources more carefully and in a socially acceptable way now, we will lay the foundations for a more future-proof Swiss economy.

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1 Conserve Natural Resources. Do Business Successfully – Live Well.

GO FOR IMPACT – A group of high-profile individuals from business, society and the public sector developed an impulse for a resource-conserving and socially-acceptable economic approach and approved the corresponding model in September 2016. The group convened at the invitation of the Federal Office for the Environment FOEN. GO FOR IMPACT is based on the sustainable development goals (SDGs) which were developed at international level.



1.1 Explanation of the model



INTEGRATE

Switzerland will achieve a resource-conserving approach to the economy and consumption faster and more effectively if business, science, society and the public sector cooperate. Many companies have already improved their resource efficiency and are seeking to cooperate more with suppliers, competitors and customers and with the authorities and civil society actors. The aim is to make even better use of the potential offered by this trend.

Cooperate

A successful transformation requires open exchange and interaction between actors and results-driven and action-oriented cooperation. To ensure faster and more effective progress, what is needed is not new forums for the exchange of information and views, but the ingenious combination and better networking of existing platforms. Impact-oriented and thematically focused project partnerships have proved effective along the supply chain in the implementation of such cooperation (examples: WWF Seafood Group, Netzwerk nachhaltiges Bauen Schweiz, Roundtable on Sustainable Palm Oil RSPO, SBB and Mobility, Better Gold Initiative) and could offer models for future initiatives.

Join-up thinking and action

A holistic and systematic perspective is required. The entire value chain must be taken into account and attention must be paid to the knock-on effects ('rebound'). The inclusion of all concerned actors is essential for this broad perspective. Good examples of this include the widely supported initiative 'Proposals for a Roadmap towards a Sustainable Financial System in Switzerland» (www.bafu.admin.ch/sustainablefinance) in the financial sector and the Soy Network Switzerland (www.sojanetzwerk.ch).

Exploit Switzerland's strengths

Switzerland provides a suitable model for a resource-conserving approach to the economy and consumption in some sectors. Our small country can provide impulses with a global reach in sectors in which it is already an international leader (e.g. the machinery industry, plant engineering, clean technology, the watch and luxury goods industry, the life sciences, banking and insurance). It assumes an important role in the setting of standards and in the early and transparent adoption of international standards (e.g. the Cement Sustainability Initiative, Roundtable on Responsible Soy, Better Gold Initiative etc). As a supplier of resource-conserving products, technologies and conceptual solutions, Switzerland can contribute to establishing sustainability abroad while also accessing new markets (e.g. waste incineration technology, hydropower, public transport, car sharing). As a globally leading research location, Switzerland provides intelligent solutions for the challenges of the future. In international negotiations, it acts in the tradition of good offices to support future-proof solutions in accordance with the sustainable development goals (SDGs). The performance of Swiss business and its contribution to increasing resource efficiency should be made visible.



A resource-conserving and efficient approach to the economy and consumption is both a challenge and an opportunity. It is a stimulus for innovation in the economy and science, which, in turn, provide the basis for resource-conserving and socially-acceptable growth and prosperity. An openness to the innovations and trends that arise in other areas and have hidden potential for resource conservation (e.g. digitisation, sharing economy, dematerialisation) is also required.

Promote new forms of consumption

There is considerable potential for conserving resources in the area of consumption. This potential can often be exploited without incurring any major losses in terms of comfort and convenience (e.g. avoidance of food waste). Goods are also required that are durable, can be repaired and are recyclable. The corresponding awareness must be fostered among consumers.

Create prototypes and pilot projects

Prototypes and pilot projects offer promising test grounds for an effective transformation. To achieve results that are visible from an early stage, sustainable business models and social and technical innovations should be tested using prototypes. Pilot projects pave the way to subsequent broad-based implementation. They must be set up in such a way that, if successful, they can be implemented in practice and scaled-up quickly (regulatory requirements, licensing, finance, organisation). Good successful examples act as an inspiration for further innovation.

Put the circular economy into practice

Switzerland's high level of resource consumption requires new business models that aim to implement the principle of the circular economy: models involving use instead of ownership and the sharing, repairing and exchanging of goods conserve natural resources, do not cost much to implement, and generate the same added value for the customer and consumer as traditional business models. In terms of production, the circular economy means that companies take the closure of material cycles into account in the design of their products, and in this way attain greater added value using significantly fewer resources. If existing regulations stand in the way of these efforts, they should be examined and adapted if necessary.

Give companies space to take initiative

Companies often aim to achieve greater efficiency for economic reasons. They are creative, innovative and avail of the leeway available to them. This initiative should be supported through favourable and stable regulatory conditions.



IMPACT

By adopting a resource-conserving approach to the economy and consumption, Switzerland aims to contribute to mastering the global challenges in accordance with the sustainable development goals SDGs. This involves focusing on the relevant topics and taking action in areas where the Swiss economy can have the greatest impact.

Know the supply chains and organise them sustainably

A very large proportion of Switzerland's environmental impacts arise abroad. This gives companies a lever for achieving a quantifiable impact by taking ecological and social impacts abroad into account. Companies and sectors must know their global supply chains and work towards reducing negative impacts on human life and the environment – in other countries too. Consumer goods, like food, should meet high environmental and social standards – also if they are produced abroad. If Swiss companies contribute to increasing resource efficiency and reducing environmental impacts at global level through the export of environmental technology and resource-conserving products, this contribution should be recognised.

Exploit opportunities offered by highly dynamic sectors

A great deal is changing in terms of technology and society in the course of digitisation and the development of renewable technologies. This dynamic should be identified and exploited with a view to promoting economic development and simultaneously availing of this lever for conserving resources.

Formulate quantifiable objectives

Together with the actors, the federal authorities are developing a strategy for a resource-conserving and socially acceptable approach to the economy and consumption. The activities derived from this should be based on the planetary boundaries and their impact should be quantifiable. Companies also target their strategies at the global challenges, set themselves concrete goals for improving their sustainability performance and report transparently on their achievements.



PRECONDITIONS/'CATALYSTS'

The transformation should progress quickly and dynamically. This requires a series of preconditions and general conditions in terms of material, ideas and structures. They must be designed in such a way that they do not curb and hinder progress, but rather support and accelerate it.

Anticipation

A proactive and future-orientated perspective gives companies an information advantage and makes it possible to identify future growth areas. The potential offered by scientific insights and societal trends should be exploited and made accessible.

Finance

The resources for research and development available in the public and private sectors should be used in such a way that they provide optimal support to the initiatives for resource conservation. An innovative financial sector is also needed that supports investments in sustainable products and services and dedicated project partnerships between business and science.

Public sector as a model

The federal authorities, cantons and communes recognise that they are role models as employers, investors, owners and procurers. They increase the demand for environmentally and socially sustainable products and services through public procurement. They make their instruments and insights available for general use.

Regulation

The federal, cantonal and communal parliaments, governments and administrations should predominantly use regulatory instruments that increase productivity and promote innovation. They should foster competition and be driven by results rather than measures. The regulator must select an intelligent mix of instruments and introduce them gradually and consistently. Regulations that inhibit the circular economy and innovation should be examined and updated if possible. To smooth the way to win-win situations between the economy and environment, the performance of active companies should be recognised.

Information

The most effective form of information would be the complete internalisation of external costs. As long as this principle is not implemented, efforts must be made to close the gap, first through awareness-raising and the provision of information to economic actors and the public. The insights provided by behavioural psychology and economics must also be taken into account. Existing platforms and instruments (e.g. life-cycle assessment, Ecoinvent database, monetisation based on ecological scarcity) should be primarily used. Examples of good practice should be made visible and accessible. Education and training ensure the dissemination of knowledge and its practical application.

Experimental space

Experimental spaces are needed in which business, science, society and the public sector can develop new models and test solutions. Such spaces can arise in cities and neighbourhoods, in sectoral clusters, and in research networks and innovation hubs.

Motivation and ambition

Negotiating the path to a resource-conserving approach to the economy and consumption requires ambitious changemakers who forge ahead with ideas and conviction. The transformation can and should also be fun. Positive visions should arouse interest and foster motivation.

2 Impulse Group Participants

Business

- Simone Arizzi, DuPont de Nemours, Technology & Innovation Director EMEA, Geneva
- Barbara Artmann, CEO Künzli Schuhe
- Daniel Bloch, Chairman of the Board and CEO Camille Bloch AG
- Charles Chaussepied, Piaget, Responsible Jewellery Council, Vice Chair
- Chris Tanner, CEO AdNovum
- Martin Kuonen, Director Centre Patronal Bern
- Rolf Soiron, Chairman of the Board Lonza Group Ltd, Basel (member of the Impulse Group from August to December 2015)

Science/research

- Philippe Thalmann, Professor of Economics, EPFL
- Brigitte Buchmann, Head of the Department of Mobility, Energy and Environment, EMPA
- Michael Stauffacher, Professor, Institute for Environmental Decisions, ETHZ
- Jörg Hofstetter, President, International Forum on Sustainable Value Chains ISVC, Vice Director of Chair of Logistics Management, University of St.Gallen
- Stefanie Hellweg, Professor, Institute for Environmental Engineering, ETHZ

Society

- Matti Straub, Changels/KaosPilots Switzerland, Bern
- Thomas Vellacott, CEO WWF Schweiz
- Paola Ghillani, owner and president, Paola Ghillani & Friends AG
- Nadja Lang, Director of Fairtrade Max Havelaar

Public sector/politics

- Sibyl Anwander, Head of the Economics and Innovation Division, FOEN
- Ursula Wyss, Communal Councillor Bern, Social Democratic Party (SP)
- Stephan Attiger, Member of the State Council, Canton of Aargau, The Liberals (FDP)
- Rudolf Noser, Noser Group, Councillor of States, The liberals (FDP)
- Bruno Oberle, Director of the FOEN from 2006 to 2016 (member of the impulse group from August to December 2015)

Participants of the concluding event on 5 September 2016 (left to right): Matti Straub, Sibyl Anwander, Chris Tanner, Charles Chaussepied, Daniel Bloch, Barbara Artmann, Simone Arizzi, Nadja Lang, Michael Stauffacher, Thomas Vellacott, Paola Ghillani



3

How and Why Did GO FOR IMPACT Arise?

Facts: Switzerland does business and consumes at the cost of future generations. We consume around three times more resources per capita than can be provided within the planetary boundaries in the long term. Business-as-usual is not an option – Switzerland must manage resources far more efficiently in its own interest. The biggest drivers of this over-consumption are food, living and mobility.

Theory: This situation represents both a huge challenge and an opportunity. The faster Switzerland recognises and seizes this opportunity, the more freedom it will have to act and the greater the benefit to the economy.

Insight: No actor can master this challenge alone. Business, science, society and the public sector must join forces and seek solutions through dialogue, implement them, and achieve the desired effects in this way.

Process: For this reason, the Federal Office for the Environment FOEN invited individuals from business, science, society and the public sector to participate in a 'Green Economy Dialogue Impulse Group' for one year. The purpose of the group was to discuss how the transformation to a resource-conserving and efficient approach to the economy and consumption can be tackled expediently, and to identify particularly promising models, approaches and levers and the actors whose participation in this process is essential. The members of the impulse group did not primarily represent their organisations but participated in the dialogue as individuals.

Vision: Based on the World Business Council for Sustainable Development's 'Vision 2050' and the Federal Council's 'Sustainable Development Strategy', the impulse group quickly agreed that over nine billion people should be able to live well and within the planetary boundaries and that Switzerland would like to contribute to this transformation and should reduce its excessive resource consumption considerably. In the view of the impulse group, the sustainable development goals SDGs (see Annex), which the United Nations defined in autumn 2015, offer a practical and broad-based reference framework.

Result: The result of the process is GO FOR IMPACT – an appealing model which incites further dialogue and shows ways in which the challenge can become an opportunity. The model's effectiveness is measured on the basis of how many people it reaches, whether it is used in practice, and whether it also generates IMPACT by inciting people to INTEGRATE and INNOVATE and adopt a focussed economic orientation. By impact we mean achieving a decrease in resource consumption while improving economic efficiency and social conditions.

Dissemination and application: GO FOR IMPACT was presented to the public at the Swiss Green Economy Symposium in Winterthur on 14 November 2016 where it was discussed for the first time. The symposium was an opportunity to arouse the enthusiasm of those present for the model, facilitate the necessary exchange of information for this, and set the dialogue in motion. Companies, science, societal actors and the public sector are invited to take on the impulse to network and initiate new sustainable projects.

3.1 What is the value of this publication

This report summarises the core messages, traces how the group reached its conclusions and describes the one-year development process involved.

3.2 How can the reader use GO FOR IMPACT?

An attractively conceived model and report can have no impact on their own. To ensure that GO FOR IMPACT does not remain mere lip service and acts as an impulse for business, science, society and the public sector, all of the information is openly accessible on the internet and free for use.

Business people, who would like to take an effective step forwards in relation to environmental and social sustainability, can take direction from the model and select a point of entry that suits them. Whether they start with cooperation (INTEGRATE), devote themselves to innovation (INNOVATE) or focus on impact (IMPACT) from the outset depends on their individual strengths and circumstances. GO FOR IMPACT can act as a source of inspiration and a starting point for strategy discussions, provide orientation in the development of business models, or be used as a checklist on the road to sustainability within a company and beyond.

Scientists will find starting points in the model for further research in the area of resource conservation and sustainability. Science can support business, society and the public service in conserving resources in a variety of ways, for example by developing and providing methods and information for testing impacts (IMPACT). It can also initiate corresponding activities (INNOVATE) or contribute to facilitating exchange between the different actors in the protected context of a pilot or demonstration project (INTEGRATE).

Actors from both **society** in general and non-governmental organisations can challenge the model and monitor whether the targeted effect (IMPACT) actually materialises. At the same time, they are part of the process in terms of the focus on cooperation (INTEGRATE) and participate actively in the discussion about a resource-conserving approach to the economy and consumption. They play a central role in the development of prototypes and pilot projects (INNOVATE).

The **public sector** will continue the dialogue about GO FOR IMPACT and take inspiration from the dynamic of the model. The governments, parliaments and administrations at federal, cantonal and communal levels will ensure the establishment of favourable conditions so that it becomes possible to adopt a resource-conserving and socially acceptable approach to the economy and consumption. The authorities contribute their expertise to the dialogue.

3.3 How can I access GO FOR IMPACT?

GO FOR IMPACT is accessible at the www.go-for-impact.ch website, which is being hosted initially by the Green Economy Dialogue Portal www.greeneconomy.admin.ch. Interested parties can make contact here, share their experiences with the model, network and find useful contacts.

4 Challenge: If We Stand Still, We're Heading for Trouble.

The state-of-the art knowledge could not be clearer: humanity lives and does business as though it had a second planet in reserve. According to the research on the planetary boundaries carried out by the Stockholm Resilience Centre, the Earth's regenerative capacity is already far exceeded today in certain areas like climate change, biodiversity and nitrogen. Humanity is living on ecological capital today rather than interest. The global population will continue to grow in the decades to come and the pressure on resources will further intensify. Despite considerable environmental progress at domestic level (e.g. water quality), Switzerland is contributing to this overuse in individual areas through its approach to the economy and consumption. The environmental impacts arising from over 70 percent of Switzerland's consumption arise abroad. The current scientific debate is based on two concepts which were combined for the first time in Switzerland in 2015: the planetary boundaries (including a safe operating space) and critical footprints.

The five key science-based facts at a glance:

Global level

1. The global population has grown significantly in recent decades and is expected to increase further from seven billion today to over nine billion in 2050 (United Nations, DESA 2015). Economic strength and, hence also, consumption levels are increasing even faster (OECD 2012). These are driving the overuse of our planet, irrespective of what is consumed and produced.
2. Humanity is in the process of exceeding the Earth's planetary boundaries and moving away from the environmental conditions that are favourable to human life (safe operating space) (Rockström et al. 2009, Steffen et al. 2015).
3. The causes of this include inadequate market mechanisms (externalities and a lack of information, cf. Fritsch et al. 2007), inadequate political conditions (sufficiently strong global governance of global environmental problems is lacking inter alia) (Ruprecht und Hauser 2010) and unsustainable consumption patterns (EEA 2013). However, trend reversals or, at least, changes can be observed: for example, stagnating global CO₂ emissions despite the growing global economy, peak travel in the area of individual transport (i.e. person kilometres travelled using private motor vehicle transport), falling meat consumption in many OECD countries, stagnating energy consumption etc.

Switzerland

4. Switzerland has made progress in certain areas of the environment at domestic level in recent decades (e.g. protection of waters and air pollution control, protection against natural hazards). However work still needs to be done, for example, in relation to transport-related CO₂- and noise emissions, the ecomorphology of water bodies, and biodiversity. Because most products and raw materials are imported, most of the environmental impacts arising from Swiss consumption are generated abroad, and the proportion has increased considerably in recent years (Frischknecht et al. 2014). The most environmentally relevant areas of consumption are food, living and mobility (Jungbluth et al. 2011).
5. If all countries were to consume like Switzerland, the planetary boundaries would be far exceeded (Dao et al. 2015).

Case study 1*

Electrification of the railway network 100 years ago in Switzerland

The example of the electrification of the railway network from the end of the First World War clearly illustrates that decoupling from a non-renewable energy source is entirely feasible. The transition from imported coal to electricity generated from hydropower not only reduced Switzerland's dependence on other countries, it was also a precondition and driver for the subsequent economic boom.

Would it be possible for Switzerland to take a similarly revolutionary step once more by developing into a CO₂-neutral economy? Studies carried out at the Ecole Polytechnique Fédérale de Lausanne EPFL show that the conversion to completely renewable energy sources is challenging but possible (<http://leure.epfl.ch/DDPP>). The availability of renewable energy sources is a crucial factor here as is efficient resource use. Transitional solutions like carbon capture and storage, CO₂-compensation and gas (implemented in the USA in particular) would also have to be adopted, however. It should be noted, that possible technological advances (as currently being experienced in the area of telecommunications technology) are not yet taken into account here.

Case study 2

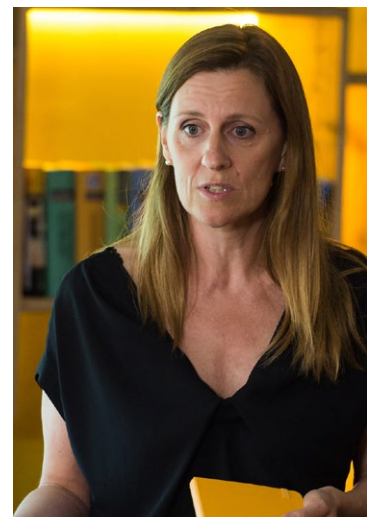
Collective/community catering based on the example of the SV Group

The SV Group catering concern altered its sustainability strategy in 2013 and made it part of its core business by basing its menus on the principles of healthy, regional, seasonal and low-meat nutrition. Since the introduction of its sustainability strategy, the SV Group has achieved a growth spurt of 12 percent so the additional costs have been more than compensated for. At the same time, the concern's media image has become considerably more positive.

Important factors in the successful implementation of the strategy included:

- commitment on the part of management;
- broad involvement and commitment on the part of the employees;
- external partnerships;
- consistent priority-setting based on relevance analysis;
- marketing of the added-value;
- market demand (major customers with a sustainability strategy).

*The case studies were presented and discussed in the context of the impulse group process by members of the group and external guests. Their purpose was to provide inspiration and a basis for critical examination.



5 We Still Have the Possibility to Turn the Challenge into an Opportunity.

Switzerland has repeatedly shown that it can approach challenges actively and create a position of strength for itself. If this is also the case here, how can Switzerland attain a resource-conserving and efficient approach to the economy and consumption? Do any economic opportunities actually arise here? New technologies, investments and networking between the actors are needed to decouple environmental impacts and economic value generation. Fun, desire, courage are also needed; no looking back – just forward.

13 theories:

1. Despite the fact that climate change and its consequences are clearly observable (e.g. migration), there is no direct suffering and pressure for action in Switzerland. There is a risk that the economic and ecological situation will deteriorate gradually with time.
2. A transformation to resource-conserving food, living and mobility systems and consumption patterns is needed and already under way in many sectors at global level.
3. This transformation offers far-reaching economic potential. Existing foundations should be built on and windows of opportunity exploited.
4. To retain competitiveness, the principles of the ecological cycle and social responsibility must be enshrined in the entire economy.
5. Switzerland has both competitive advantages and a responsibility to reduce the environmental impacts it generates abroad. Switzerland is not an island. Even if value chains lack complete transparency, the key levers are known.
6. Further optimisations are possible and desirable in Switzerland. However, there is greater potential abroad as the footprint generated there is bigger.
7. The transformation represents an opportunity for Switzerland. It is a process involving all sectors of society and requires cooperation between business, science, society and the public sector.
8. The actors require concrete options for action along all levels of the value-added chain.
9. A systematic perspective is required so that synergies can be identified and exploited, and misplaced incentives avoided.
10. Scope is needed for individual initiative: regulatory requirements should be based on the current level of scientific knowledge (science-based targets) and be dynamic without discriminating against pioneers.
11. The state plays different roles (regulator, coordinator, communicator, ambassador, client). These must be based on sustainability and transparent.
12. An intelligent and transparent mix of state instruments is needed.
13. New values and attractive lifestyles that conserve resources are needed. People are at the centre of the process.

5.1

A major global dynamic and trends with vast potential

With the increase in renewable energy sources and communications technology, a rapid transformation, the scale and speed of which is in part unexpected, is taking place throughout the world. However, the transformation in relation to the abandonment of coal and the recovery in the stocks of threatened animal species is advancing far too slowly. Despite this, improvements that could not have been thought possible are being attained in some individual areas (e.g. recovery of the tiger populations). In addition, long-established behaviours are changing: fewer young people are learning how to drive because it is easier for them to use their smartphones and engage in social networks while on public transport. However, as a result of the same trend, children and young people do not cycle as much as before.

The new world is faster, more complex, more networked and more diverse. This has a direct impact on the decisions taken by consumers and citizens. When it comes to developing a resource-conserving and efficient approach to the economy and consumption, digitisation is relevant not only in terms of influencing behaviour; it can also contribute to facilitating the traceability of products and waste and the discovery of environmental transgressions and their official sanctioning. It could also have impacts on the development of prosperity through the digital transformation. What is certain is that we are at the beginning of a process and it is not possible to say where digitisation will take us. However, if it is designed and organised correctly, it can offer enormous opportunities (e.g. through the virtualisation of an accompanying resource efficiency).

6 Where Should the Journey Take?

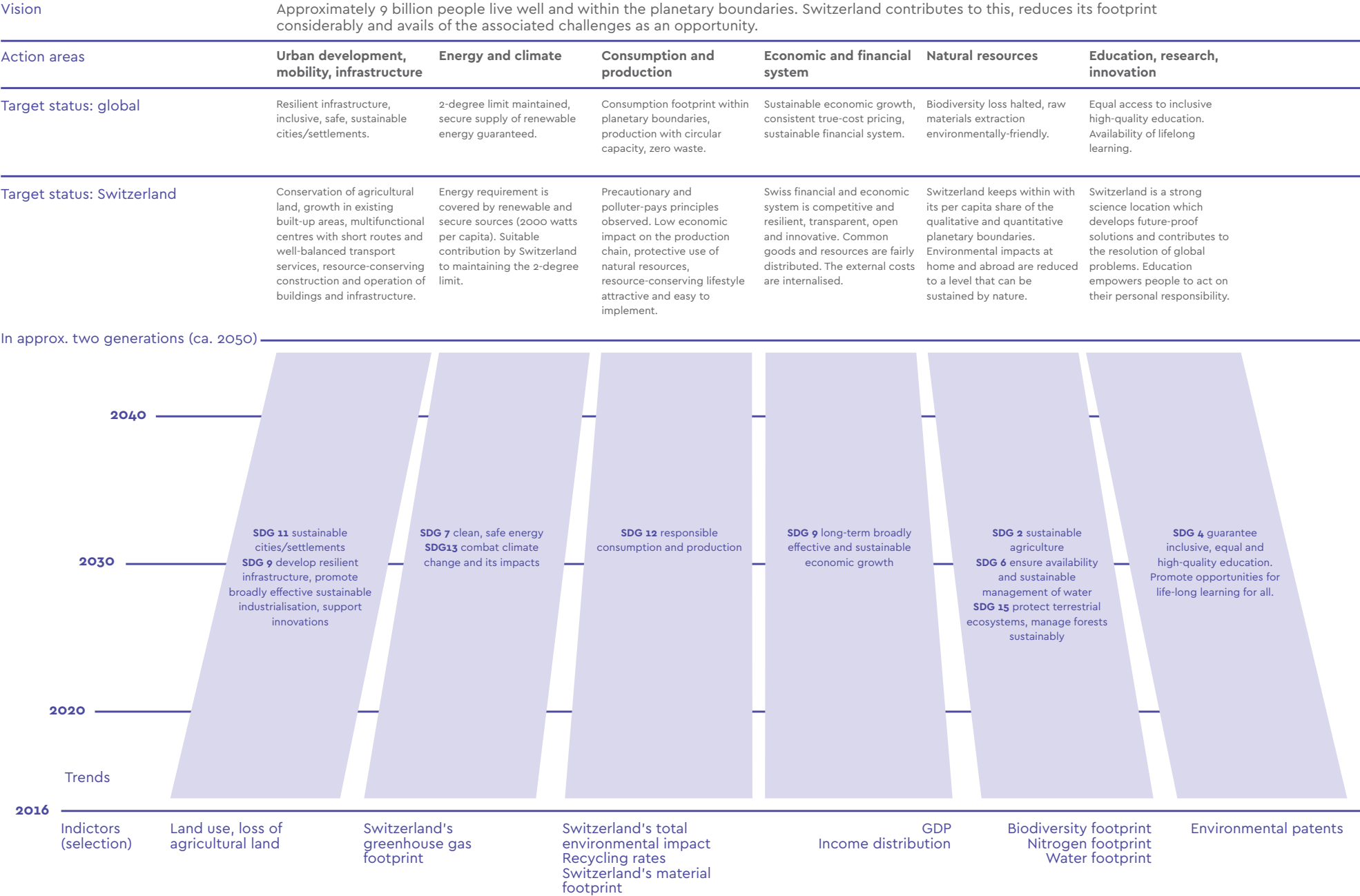
The aim is, within the next two generations to develop the economy and society in a way that will enable the Earth's projected nine-plus billion people to live good lives within the planetary boundaries. Switzerland can contribute to this and reduce its footprints considerably. We want to leave our children and grandchildren with solid preconditions for a good life in harmony with nature.

The UN is not the only organisation at international level that would like to achieve these aims; the EU, the Organisation for Economic Cooperation and Development (OECD 2012) and the World Business Council for Sustainable Development (WBCSD 2010) are also involved.

Switzerland has committed to fulfilling the sustainable development goals SDGs (UN 2015, Sustainable Development Goals SDGs, see Annex) passed by the United Nations General Assembly in September 2015. In January 2016, the Federal Council formulated visions for the direction Switzerland should take in its Sustainable Development Strategy.

In terms of a resource-conserving and efficient approach to the economy and consumption, six action areas are relevant, and the 'Consumption and production' and 'Economic and financial system' action areas are particularly important.

The impulse group agreed to derive its vision from existing international and national frameworks, to take inspiration from the WBCSD's 'Vision 2050', and to define the action pathways in accordance with the Federal Council's Sustainable Development Strategy SDS (Swiss Federal Council 2016). The three action areas of the SDS dealing with social dimensions were deliberately omitted from this vision – based on the premise, however, that improvements in the economic and ecological dimensions must not be made at the cost of the social dimension (see description of process). On the other hand, healthy water, clean air and fertile soil are indispensable preconditions for economic and social development. Disadvantaged population groups suffer most from the consequences of climate change and pollution.



7 Which Approaches Are Most Promising?

Switzerland is very active in pursuing the objective of a resource-conserving and efficient approach to the economy and consumption. Numerous initiatives, projects, working groups, forums, events and agendas (see selection of existing initiatives and projects in the annex) attest to this. Compared to the indicators for measuring progress in the area of the green economy (FOEN 2016), however, a gap can be observed between the large number of ongoing activities and the progress actually being made. Even if economic growth has been successfully decoupled from resource consumption, absolute consumption remains far too high. Carrying on as before or even doing things a bit better is clearly not enough. However, more activities are not necessarily needed to fulfil the SDGs faster. Instead, it should be ensured that work is being done on the relevant and most effective topics and areas, and that productive links are established between existing activities. Sustainable and resource-efficient production and consumption must become the standard.

Activities should be more focused on attaining a greater quantifiable impact compared to that currently being achieved, either through quantitative expansion or through the application of more relevant criteria. In addition, successful examples must be transferred from one sector to another. In terms of the pressure on resources, the areas of mobility, living and nutrition are particularly important.

8

Actor Groups: Each Actor Group Has Leading Roles – Flexibility Is Needed.

Wide-ranging activities are already under way and various instruments are being used in the efforts to establish a resource-conserving and efficient approach to the economy and consumption. Based on the SDGs, the overview of existing initiatives and projects (see Annex), and the short report on 'Sustainability at Hugo Boss' (see case study 4 below), the members of the impulse group representing the four actor groups (business, science, society and politics/state) discussed the approaches with the help of which the transformation in the direction of a resource-conserving approach to the economy and consumption can be made faster and more effectively.

To summarise, the following principles can be deduced from the self-assessment by the actor groups

- business should assume a driving and implementing role;
- science should assume an innovating and enabling role;
- society and the NGOs should assume a leading and promoting role;
- the state should assume an enabling, mediating, regulating and internationally-coordinated role.

The members of the impulse group suggest that these principles should be deployed flexibly and in a way that is tailored to individual situations. A cementation of the traditional roles of actor groups will not serve the needs of a dynamic transformation to a resource-conserving economy.

Case study 3

The World Business Council for Sustainable Development's 'Vision 2050'

'Vision 2050' arose in 2009 on the initiative of business with the involvement of stakeholders from science and society. A vision for the 2050 timeline based on a 'business-as-usual' scenario was developed through a broad-based process. A road map with nine priority areas was then derived from this vision. Targets and success indicators were defined for each priority area and the roadmap was staggered for different timelines.

The roadmap enabled, first, the identification of high potential areas that could arise for business from 'Vision 2050'. To bring the roadmap closer to implementation, the WBCSD then developed the 'Action 2020' plan. The central element of this is the business solutions, that is concrete business activities of the WBCSD members, which can contribute to the attainment of the vision. Various countries (including Poland, Brazil, New Zealand, Taiwan) have adapted 'Vision 2050' at national level. These visions are characterized by individual priority-setting within the priority areas and targets.

The WBCSD does not claim that it can guarantee the fulfilment of these targets for the entire world. It aims to make a contribution (an 'impulse') so that a trend can be triggered in this direction.

Case study 4

Sustainability management at HUGO BOSS

Heinz Zeller, Head of Sustainability & Logistics bei Hugo Boss Ticino SA, illustrated the status and progress achieved in relation to sustainability management in the clothing business based on the example of Hugo Boss. Sustainability management in the sector was originally driven by the pressure of major brands in the sporting goods industry, and by the desire to avoid cost and reputational risks. In the meantime it has developed from an internal instrument to a comprehensive approach for supply chain management. In addition to the classical environmental topics (including CO₂ emissions, resource extraction) it now also covers social issues (e.g. fair working conditions).

Hugo Boss places great emphasis on partnership-based cooperation with its suppliers. In addition to concrete measures which reflect the values of HUGO BOSS, the company also places great store by publicly accessible standards, the effectiveness of which is quantifiable (e.g. Natural Capital Protocol, Global Social Compliance Programme), and, increasingly, an open-source policy.

In Heinz Zeller's view, to achieve a faster and more effective transformation, the clothing industry needs:

- fact-based information about initiatives, labels and certificates;
- greater support from scientific research in the quest for impact-oriented solutions (examples here include the Cambridge Institute for Sustainability Leadership and the EPSRC Centre for Innovative Manufacturing in Industrial Sustainability);
- the business associations to adopt a central role with a view to providing sustainable impact-oriented measures for a broad public at a low cost;
- the examination of priority-setting: Should cotton certification be promoted or should the focus be placed instead on the potential for development in the area of cattle breeding or other sectors, based on their potential for improvement in the area of sustainability?
- comprehensible and comparable reference parameters (e.g. open-source methodology for the monetisation of social and ecological costs).

9 How Can We Achieve a Resource-Conserving Future-Proof Economy Faster and More Effectively?

Switzerland can be proud of its achievements: despite some unresolved problems, for example in the area of biodiversity and premature deaths due to noise and air pollution, we have made significant progress in the area of environmental protection, we live in peace and security, and meet material needs for the most part. However, the price for this is paid by other regions of the world (where our raw materials are extracted and products are manufactured) and by future generations (because we are eating into the natural capital instead of living off the interest). The recognition that, despite the progress made, we must become more sustainable is gaining ground in terms of societal awareness and business practice. In its 2015 report entitled 'Corporate Social Responsibility aus Sicht der Unternehmen' ('Corporate Social Responsibility from the Perspective of Business'), the Economiesuisse and Swiss Holdings economic umbrella organisations write: 'Only those who put the principle of sustainability into practice and take it into account can enjoy economic success in the long term.' Accordingly, companies want to partner with states and are at least part of the solution and not the problem», notes the report. Environmental associations and development organisations, research institutes like the Swiss federal institutes of technology (ETH), the universities, the universities of applied science, and many state authorities have taken up the issue and support the establishment of a sustainable society.

For the transformation to a resource-conserving and future-proof approach to the economy and consumption to be completed faster and more effectively, the members of the impulse group formulated requirements and made recommendations. The core content was summarised in the GO FOR IMPACT diagram.

The shared objective is at the heart of the process:

- To do business and live in a way that conserves resources, is future-proof and contributes to the attainment of the SDGs.

The members of the impulse group see the greatest potential in three areas of action:

- promotion of innovation
- cooperation
- taking relevant action with effect



'Switzerland cannot evade the changes in the global economy by doing nothing.'

PHILIPPE THALMANN, EPFL

'The state should take the principle of proportionality into account and allow scope for individual initiative.'

DANIEL BLOCH, CAMILLE BLOCH AG

'Switzerland should set itself the aim of becoming the world's 'Sustainability Valley.'

PAOLA GHILLANI

'Research and business constantly strive for greater resource efficiency. The state does not need to provide any help here at all.'

RUEDI NOSER, COUNCILLOR OF STATES, THE LIBERALS (FDP)

'Concrete action options are important for customers.'

NADJA LANG, MAX HAVELAAR SWITZERLAND

'We abandoned the distinction between economic and sustainable growth in our strategy as they cannot be separated in the long term.'

SIMONE ARIZZI, DUPONT EUROPE

'Due to its economic structure, Switzerland is automatically creating environmental impacts abroad.'

STEFANIE HELLWEG, ETHZ

'Cities are the future focal points for innovation.'

URSULA WYSS, COMMUNAL COUNCILLOR BERN,
SOCIAL DEMOCRATIC PARTY (SP)

'Investors want security of investment. This often requires a certain degree of regulation. This is a source of tension.'

STEPHAN ATTIGER, MEMBER OF THE STATE COUNCIL,
CANTON OF ARGAU, THE LIBERALS (FDP)

Case study 5

Efforts to establish sustainability in the watch and jewellery sector

To ensure that gold and gems originate from clean sources, a group of 14 organisations across the diamond, gold and jewellery sector joined forces in 2005 to develop responsible business practices throughout the value chain.

According to Charles Chaussepied, Vice President of the Board of the Responsible Jewellery Councils RJC, the members of the RJC originate from 29 countries and cover the entire value creation chain. The aim of the RJC is to establish a responsible global supply chain in the watch and jewellery industry. This is achieved through a standard, with which the members are obliged to comply. Conformity is verified by accredited certification companies.

The key factors behind the success of the RJC are:

- a proactive approach (anticipatory regulation);
- awareness-raising within the sector (potential reputational damage arising from environmental and social issues along the supply chain);
- involvement of the entire value chain;
- credibility through external certification;
- reputable companies as flagships.

However, the initiative is only a small step on the long road to achieving greater sustainability in the complex global value chains of the industry, which is often characterised by small businesses.

Case study 6

WWF Seafood Group – a success story

The WWF Seafood-Group was established in 2007 on the initiative of the WWF with the Coop retail group as its first partner, and today involves 11 companies from the wholesale and retail trade in Switzerland. The aim of the partners is to transfer their fish supply gradually to fish from sustainably managed stocks and environmentally-friendly fisheries. The proportion of MSC and ASC-certified fish available on the overall market was 17 percent in late 2014, and the majority of this fish is sold by the two major distributors Migros and Coop.

The example shows that finding the right partners was crucial to the success of the initiative. Starting with a few committed partners and extending the circle to other interested parties relatively quickly proved a successful strategy in this case. In addition, the Seafood Group demonstrates the options for action available in Switzerland: Switzerland, the Netherlands and Great Britain are pioneers of new initiatives and the area of food production. The small size of the country and consensus-oriented approach to establishing solutions enables the rapid implementation of pilot projects whose results can then be further disseminated.

10

Process:

The Green Economy Dialogue Impulse Group – an Intensive and Creative Process

At the beginning of the Green Economy Dialogue Impulse Group was the insight that the transition to a resource-conserving and efficient approach the economy and consumption poses a challenge for all of society that cannot be overcome by a single actor alone. For this reason, in summer 2015, the Federal Office for the Environment FOEN invited 20 individuals from business, science, society and the public sector to participate in a moderated search for solutions and to contribute different perspectives to the dialogue. The group's members did not represent their organisations and contributed to the dialogue as individuals. The selection of its members also reflected the need for diversity.

The contribution of the impulse group members involved in particular:

- the incorporation of practical knowledge from the relevant professional and personal environments,
- critical reflection on the contributions developed by the group,
- networking through the provision of contacts to people and institutions and the contribution of facts and examples,
- collaboration in the detailed development of certain topics.

10.1

The impulse group's mission

The group aimed to provide impulses for business, science, society and the public sector as to how the topic of resource conservation and efficiency can be more strongly established as part of the sustainable development of the economy and society. The members of the group acknowledged that humanity only has one planet at its disposal and it must not exploit it at the cost of other regions or future generations. The mission of the impulse group was to provide concrete impulses for the further development of the green economy through dialogue and based on experience both in Switzerland and abroad:

- critical scrutiny of the facts, theories and targets for a green economy in Switzerland;
- a substantial contribution to the development of concrete action premises for a transition to a green economy;
- a definition of favourable preconditions and a framework for a successful transformation process;
- identification of multipliers and levers for achieving a broad-based effect;
- identification of potential for significant reductions in environmental pollution and business opportunities;
- identification of approaches as to how a resource-conserving and efficient approach to the economy and consumption can be more strongly established in the economy, science and society through a broad and partnership-based dialogue.

10.2

What the impulse group understands by a green economy

The starting point for the impulse group was the definition of a green economy based on the Green Economy Action Plan (Aktionsplan Grüne Wirtschaft, Bundesrat, 2013). It understood a 'green economy' to be a resource-conserving and efficient approach to the economy and consumption that

1. takes the scarcity of limited natural resources and the regenerative capacity of renewable resources into account
2. improves resource conservation and efficiency and, as a result
3. boosts the performance of the economy and
4. the quality of life as a whole.

Natural resources are understood here as water, soil, forest, clean air, quiet, biodiversity, a stable climate, important ecosystems and also mineral resources like energy commodities and metals.

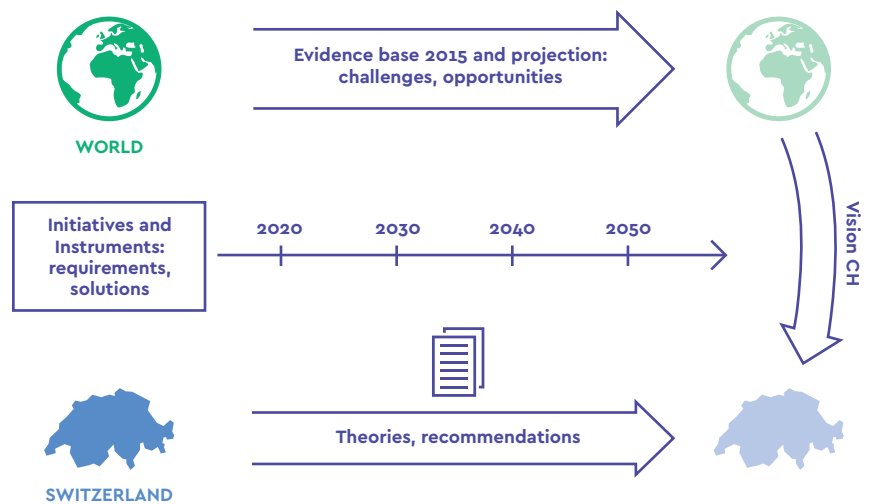
10.3

Definitions and boundaries

The complexity of the topic, the broadness of the issues and the limited time available demanded a concentrated and focused development of the content. This made it necessary to provide some definitions and boundaries. They concern the following aspects:

1. **Economic order:** The impulse group members worked on the basic assumption of a liberal economic order. It is the role of the state to create favourable conditions for the transformation. The aim is qualitative growth and an absolute decoupling of economic growth and environmental pollution.
2. **Focus on the economy and environment:** The deliberations focused on the interaction between the economy and environment. Accordingly, the sustainability dimensions of economy and society were to the forefront. The protection of resources and a strong economy make a positive contribution to the social dimension of sustainability.
3. **Supplementation of existing sectoral policies:** The green economy dialogue is focused on the priority areas of the Federal Council's Green Economy Action Plan, that is consumption and production and raw materials and waste. Accordingly, it complements the existing federal policy fields, that is climate, energy, biodiversity, spatial planning and mobility.
4. **Global reference framework:** The considerations included the impact of Swiss economic activity and consumption abroad (ecological footprint perspective).
5. **Linear development:** The impulse group worked on the basis of what is known today. Disruptive events (crises, technological leaps) were not taken into account as they are not very predictable. However, they can have a major impact on future development.
6. **Innovation:** The focus is on improving in ecological performance through technical and societal innovations. These go beyond improvements in efficiency which have already been introduced (e.g. in the area of climate and energy).
7. **Systemic perspective:** The focus is on a systematic and not sectoral perspective. Expedient system boundaries shall be defined.
8. **Values and education:** Education on all three levels plays a key role in enabling individuals to contribute to the transformation. Societal discourse on the societal conditions to be influenced (e.g. values, behaviour) is required.

The Impulse Group's Process



10.4 The meetings

- **31.08.2015** Kick-off meeting, Bern
- **16.11.2015** Intermediate event on state-of-the-art knowledge and action requirement, Bern
- **07.12.2015** Intermediate event on the vision, Zürich
- **14./15.01.2016** Constitution of the impulse group, Rüschlikon
- **24.03.2016** Policy meeting, Olten
- **10.05.2016** Overview of existing initiatives and formulation of initial requirements, Bern
- **20.06.2016** Intermediate event on the requirements and end product, Zürich
- **28.06.2016** Intermediate event on the requirements and end product, Bern
- **05.09.2016** Approval of GO FOR IMPACT, Zürich
- **14.11.2016** Launch at the Swiss Green Economy Symposium, Winterthur

PUBLICATION INFORMATION

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Project Management: Adrian Aeschlimann, Véronique Ruppert Schmitt, Federal Office for the Environment FOEN, Ittigen

Design: YJOO, Zürich

Moderation and support: geelhaarconsulting, Bern

Photos: Andreas Uher, Bregenz (the photos used in this report were taken at the impulse group's concluding event on 5 September 2016 at the Impact Hub in Zürich)

Editor: Adrian Aeschlimann

Expert advice and thematic input: Andreas Hauser/Loa Buchli FOEN; Marcel Engel, Global Compact Network Germany, Berlin; Patrick Camele/Peter Lutz, SV Group, Dübendorf; Heinz Zeller, Hugo Boss Ticino, Coldrerio; David Bosshart, Gottlieb Duttweiler Institute, Rüschlikon; Karine Siegwart, Vice Director FOEN, Ittigen

The 17 Sustainable Development Goals

1. End poverty in all its forms everywhere.
2. End hunger, achieve food security and improved nutrition, and promote sustainable agriculture.
3. Ensure healthy lives and promote well-being for all at all ages.
4. Ensure inclusive, equal and quality education for all and promoting lifelong learning.
5. Achieve gender equality and empower all women and girls.
6. Ensure access to water and sanitation for all.
7. Ensure access to affordable, reliable, sustainable and modern energy for all.
8. Promote inclusive and sustainable economic growth, employment and decent work for all.
9. Build resilient infrastructure, promote sustainable industrialization and foster innovation.
10. Reduce inequality within and among countries.
11. Make cities inclusive, safe, resilient and sustainable.
12. Ensure sustainable consumption and production patterns.
13. Take urgent action to combat climate change and its impacts.
14. Conserve and sustainably use the oceans, seas and marine resources.
15. Sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss.
16. Promote just, peaceful and inclusive societies.
17. Revitalize the global partnership for sustainable development.

Selection of ongoing initiatives and activities

NAME OF THE ACTIVITY, INITIATIVE, PROJECT						INTERNET LINK
	FOOD	LIVING/ENERGY	MOBILITY	RAW MATERIALS/RESOURCES	PRODUCTION/PROCESSING	
'Bern isst Bern«	x			x		www.facebook.com/bernisstbern
10 year framework UNEP (10-jahres Programm für nachhaltige Konsum- und Produktionsmuster)	x	x		x	x	www.unep.org/10yfp/
2° Investing Initiative					x	www.2degrees-investing.org/fr/
aargaumobil			x			www.aargaumobil.ch/
AgroCleanTech Verein	x			x		www.agrocleantech.ch
Alliance Sud	x	x		x	x	www.alliancesud.ch
B Impact Assessment	x	x	x	x	x	www.b-lab.force.com/bcorp
Better Cotton Initiative (BCI)				x	x	www.bettercotton.org/about-better-cotton/
Better Gold Initiative (BGI)				x	x	www.seco-cooperation.admin.ch/themen/05404/05405/05406/05411/index.html?lang=de
BFE-Leuchtturmprojekte		x	x			www.bfe.admin.ch/cleantech/05764/index.html?lang=de
BFE-Pilot- und Demonstrationsprojekte sowie Leuchtturmprojekte		x	x			www.bfe.admin.ch/cleantech/05765/index.html?lang=de
Brennstoffzellenbus in Brugg			x			www.postauto.ch/de/abh%C3%A4ngigkeit-von-fossilen-brennstoffen-reduzieren
Bündnis für nachhaltige Textilien Deutschland				x	x	www.textilbuendnis.com/de/
Business Environment Performance Initiative BEPI					x	www.bepi-intl.org/
Centrale Mobilité Ziplo (Bus-, Velo-, Auto-Carsharing Dienst)			x			www.ziplo.ch/
Climate Alliance		x	x			www.klimabuendnis.org
Climate Bond Initiative					x	www.climatebonds.net/
CO2-Abgabe		x		x		www.bafu.admin.ch/klima/13877/14510/14511/index.html?lang=de
Das Gebäudeprogramm		x				www.dasgebaeudeprogramm.ch/
Diamond Development Initiative (DDI)				x	x	www.ddiglobal.org/
Ecofaubourg Schlieren	x	x	x	x		www.futura-schlieren.ch/
EICC/GeSI Conflict Free Smelter Programme				x	x	www.conflictreesourcing.org/conflict-free-smelter-program/
Empfehlung zur Wahl der Datierungsart	x			x		www.blw.admin.ch/themen/01803/01804/index.html?lang=fr
Energie/Solar Initiative (D)		x				www.windkraft-journal.de/2016/02/02/mainova-oekostrom-vom-eigenen-dach-fuer-frankfurter-mieter-und-hausbesitzer/78719
Energie- und Umweltzentrum Allgäu		x				www.eza-allgaeu.de/
energieAARGAU		x	x			www.ag.ch/de/bvu/energie/strategie_konzepte/leitlinien_der_kantonalen_energiepolitik/ausrichtung_der_kantonalen_energiepolitik_1.jsp
energieberatungAARGAU		x				www.ag.ch/de/bvu/energie/bauen_energie/energieberatung_aargau_1/energieberatung_aargau.jsp
Energieeffizienz-Zielvereinbarungen		x		x		www.energieschweiz.ch/unternehmen/zielvereinbarungen.aspx
Energieetikette (Elektro- u. Informatikgeräte, Personenwagen, Fenster etc.)	x	x	x	x		www.bfe.admin.ch/energieetikette/

NAME OF THE ACTIVITY, INITIATIVE, PROJECT	FOOD	LIVING/ENERGY	MOBILITY	RAW MATERIALS/RESOURCES	PRODUCTION/PROCESSING	OTHER	INTERNET LINK
Erarbeitung von ökologische Einkaufskriterien und für die Kontrolle deren Einhaltung; Ausbildung der Beschaffungsstellen; Förderung von funktionalen Ausschreibungen zugunsten Cleantech-Technologien; Austausch mit Kantonen und den Privatwirtschaft; Beratung, Unterstützung und Sensibilisierung der Beschaffungsstellen	x	x	x	x	x		www.bafu.admin.ch/wirtschaft/15556/15883/index.html?lang=de
Erklärung von Bern	x	x		x	x	x	www.evb.ch
EU Timber Regulation				x	x	x	www.ec.europa.eu/environment/eutr2013/index_de.htm
Expertengespräche Power-to-Gas				x	x	x	www.google.ch/url?sa=t&rct=j&q=&esrc=s&source=web&cd=3&ved=oahUKEwjqp6ql9v7LAhXCVywkHdRjCo4QFggvMAI&url=http%3A%2F%2Fwww.iet.hsr.ch%2Ffileadmin%2Fuser_upload%2Fiet.hsr.ch%2FPower-to-Gas%2FExpGespr20160413%2FEinladung_Powerto-Gas_13042016_01.pdf&usg=AFQjCNGlQD9MgT8-loOzw8rt8nFAViC-9QA&sig2=8V82ka_eeqnEr7dKLi1jyw
Fair Trade	x			x	x		www.fairtrade.net/
Fair Trade Town	x			x	x		www.fairtradetown.ch
Fairmined				x	x		www.fairmined.org/what-is-fairmined/
Fair Trade Gold				x	x		www.fairgold.org/ www.maxhavelaar.ch/de/gold/fairtrade-gold/
Field to Market (FtM)	x						www.fieldtomarket.org/
Förderprogramm Kanton Aargau		x					www.ag.ch/media/kanton_aargau/bvu/dokumente_2/energie/foerderung_1/BVU_Energie_Foerderprogramm_Aug2014.pdf
Forum Nachhaltiger Kakao	x			x	x		www.kakaoforum.de/
Future Fit Business Benchmark	x	x	x	x	x	x	www.futurefitbusiness.org/
Gemeindeordnung Stadt Zürich 2000 Watt Gesellschaft		x	x				www.stadt-zuerich.ch/gud/de/index/umwelt/2000-watt-gesellschaft.html
Genossenschaft Kalkbreite	x	x	x	x			www.kalkbreite.net/
GET CHANGED! The fair fashion network				x	x		www.getchanged.net
Global Forest and Trade Network		x		x	x	x	www.gftn.panda.org/
Global Organic Textile Standard				x	x	x	www.global-standard.org/de/
Global Social Compliance Programme				x	x		www.theconsumergoodsforum.com/gscp-about-programme/mission-and-vision
Green City		x	x	x			www.greencity.ch/de/
Hunziker-Areal (mehr als Wohnen)	x	x	x	x			www.hunzikerareal.ch/home.html
lDeal Index	x	x		x		x	www.idealindex.ch/
Impact Hub Zurich	x	x	x	x	x		www.zurich.impacthub.ch/de/
Initiative 'Etwas tun'		x		x			www.etwastun.org
Initiative Responsible Mining Assurance (IRMA)				x	x		www.responsiblemining.net/
International Council on Mining and Metals (ICMM)				x	x		www.icmm.com/
International Forum on Sustainable Value Chains (ISVC)				x	x	x	www.susvc.org/home/
ISEAL	x			x	x		www.isealliance.org
Kampagne mit App für Rezepte	x						www.schweizerfleisch.ch/medien/page/2015/die-ultimate-app-fuer-die-fleischzubereitung.html

NAME OF THE ACTIVITY, INITIATIVE, PROJECT						INTERNET LINK
	FOOD	LIVING/ENERGY	MOBILITY	RAW MATERIALS/RESOURCES	PRODUCTION/PROCESSING	
Kimberly Process (gegen Handel mit Konfliktdiamanten)				x	x	www.kimberleyprocess.com/en
KMU-Portal Nachhaltigkeits-Management				x	x	www.kmu.admin.ch/kmu/de/home/praktisches-wissen/kmu-betreiben/nachhaltige-entwicklung.html
Kraftwerk 1	x	x	x	x		www.kraftwerk1.ch/
Labels auf Labelinfo	x	x	x	x	x	www.labelinfo.ch
LBMA responsible gold guidance				x	x	www.lbma.org.uk/responsible-gold
Leitfaden zur Weitergabe von Nahrungsmitteln an Hilfsorganisationen	x			x	x	www.blw.admin.ch/themen/01803/01804/index.html?lang=fr
LSVA			x			www.are.admin.ch/themen/verkehr/00250/00461/index.html?lang=de
Metal Risk Check				x	x	www.metal-risk-check.ch/
Milestone-Preis für Nachhaltigkeit					x	www.htr-milestone.ch/de/home.html
Mobility			x	x		www.mobility.ch
mobitool.ch			x			www.mobitool.ch/
MyClimate				x	x	www.myclimate.org/
Nachhaltigkeits-Charta des Schweizer Tourismus					x	www.swisstourfed.ch/index.cfm?parents_id=1812
Natural Capital (waves, declaration, coalition & mandate)					x	www.naturalcapitaldeclaration.org/
Netzwerk für sozialverantwortliches Wirtschaften	x	x	x	x	x	www.nsw-rse.ch/
Netzwerk Nachhaltiges Bauen		x		x	x	www.nnbs.ch/fr/
Netzwerk Ressourceneffizienz Schweiz – Potenzialanalysen für die Einsparung von Material, Energie und Kosten sowie Massnahmen				x	x	www.reffnet.ch
Nice Future Transition. Webseite mit einer Übersicht über Projekte, welche zur Transition hin zu einer nachhaltigen Lebensweise beitragen				x	x	www.nicefuture.com/index.php/association-2/presentation/
Novatlantis		x	x	x		www.novatlantis.ch/
Novatlantis Argoviae		x	x	x	x	www.novatlantis-argovia.ch/
ÖBU				x	x	www.oebu.ch/
OECD Due Diligence Guidance for Responsible Sourcing of Minerals from Conflict or High-Risk Areas – supplement on Gold and the 3 T's				x	x	www.oecd.org/corporate/mne/mining.htm
Online Plattform Profit				x	x	www.profit.ch
Paniers de légumes, Agriculture Contractuelle de Proximité	x			x		www.regionalevertragslandwirtschaft.ch
Paniers verts (Regionale Vertragslandwirtschaft)	x					www.fracp.ch/la-federation/
ProKilowatt		x				www.bfe.admin.ch/prokilowatt/04344/index.html?lang=de
Proposals for a Roadmap towards a Sustainable Financial System in CH					x	www.bafu.admin.ch/wirtschaft/15556/16086/index.html?lang=de
Pumpipumpe		x		x		www.pumpipumpe.ch/
PUSCH Praktischer Umweltschutz				x	x	www.pusch.ch/
Rent-a-chemical (B2B Sharing, Contracting, Leasing)				x	x	www.chemicalleasing.com/

NAME OF THE ACTIVITY, INITIATIVE, PROJECT	FOOD	LIVING/ENERGY	MOBILITY	RAW MATERIALS/RESOURCES	PRODUCTION/PROCESSING	OTHER	INTERNET LINK
REPIC – Förderung von erneuerbarer Energie und Energieeffizienz in Entwicklungs- und Transitionsländern (Pilotphase für Ressourceneffizienz)		x		x	x		www.repic.ch/repic-de/
RESI – Recycling von Silofolien				x	x		www.resi.ch/de/traegerschaft
Ressourceneffizienz in KMU (Einsatz und Recycling von Werkstoffen) mit Fokus auf Ecodesign und Prozessketten				x	x		www.bafu.admin.ch/abfall/index.html?lang=de...
Responsible Care				x	x	x	www.icca-chem.org/en/Home/Responsible-care/
Responsible Ecosystem Sourcing Platform (RESP)				x	x		www.resp.ch/
Responsible Jewelry Council				x	x		www.responsiblejewellery.com/
Ressourceneffizienz in Textilreinigungen und Wäschereien				x			www.textilpflege.ch/nc/dienstleistung/ressourceneffizienz.html
Ressourcentrialog: Leitbild für eine Abfall- und Ressourcenwirtschaft 2030				x	x		www.ressourcentrialog.ch/
Roundtable for Sustainable Palm Oil (RSPO)	x			x	x		www.rspo.org/about
Roundtable for Sustainable Soy (RTRS)	x			x	x		www.wwf.ch/de/projekte/wirtschaft/groups2/soja/
Roundtable on Sustainable Biomaterials (RSB)	x			x	x		www.rsb.org/
SAFA-Leitlinien SAFA steht für 'Sustainability Assessment of Food and Agriculture Systems» oder Nachhaltigkeitsbewertung von Agrar- und Lebensmittelsystemen.	x			x	x		www.fao.org/nr/sustainability/sustainability-assessments-safa/en/ www.fibl.org/de/themen/smart/safa-leitlinien.html »
Sanu – Kompetenz Nachhaltige Entwicklung über Kreislaufgeschäftsmodelle (KGM) (Überdenken von Nutzen als Treiber eines neuen Businessmodels)				x	x		www.oebu.ch/.../Kreislaufgeschaeftsmodelle_Schluss
SCCER		x	x				www.kti.admin.ch/kti/de/home/unsere-foerderangebote/foerderprogramm-energie.html
Schweizerische Agentur für Energieeffizienz		x					www.energieeffizienz.ch
Schweizerische Plattform für nachhaltigen Kakao	x			x	x		n/a
Science Industries				x	x	x	www.scienceindustries.ch/public-home
SCS Spring Meeting				x	x		www.scg.ch/index.php?option=com_superevents&task=group&view=details&id=3305&lang=fr
SIA-Effizienzpfad Energie		x		x			www.sia.ch/de/themen/energie/effizienzpfad-energie/
SMART– Sustainability Monitoring and Assessment RouTine – ist ein Instrument zur Nachhaltigkeitsanalyse und Bewertung von Lebensmittelunternehmen und landwirtschaftlichen Betrieben, welches auf den global gültigen SAFA Leitlinien basiert.	x			x	x		www.sustainable-food-systems.com/smart-methode/
Soja Netzwerk Schweiz	x			x	x		www.sojanetz.ch
Strom aus erneuerbaren Energien für Firmenkunden		x					www.ewz.ch/de/unternehmen.html
SuRe® The Standard for Sustainable and Resilient Infrastructure					x		www.gib-foundation.org/sure-standard/
Sustainable Apparel Coalition (SAC)				x	x		www.apparelcoalition.org/

NAME OF THE ACTIVITY, INITIATIVE, PROJECT						INTERNET LINK
	FOOD	LIVING/ENERGY	MOBILITY	RAW MATERIALS/RESOURCES	PRODUCTION/PROCESSING	
Sustainability Compass – eine Smartphone App	x			x	x	www.compass-for-sustainability.net
Swiss Fair Trade	x			x	x	www.swissfairtrade.ch
Swiss Sustainability Hub	x	x	x	x	x	www.bsl-lausanne.ch/thought-leadership/swiss-sustainability-hub/
Swiss Sustainability Hub, Business School of Lausanne	x	x		x	x	www.bsl-lausanne.ch/thought-leadership/swiss-sustainability-hub/
Swiss Sustainable Finance					x	www.sustainablefinance.ch/
The Sustainability Consortium (TSC)	x	x		x	x	www.sustainabilityconsortium.org/
THG-Emissionshandel		x			x	www.bafu.admin.ch/klima/13877/14510/14512/index.html?lang=de
Together for Sustainability (Tfs)				x	x	www.tfs-initiative.com/
Umweltetikette für Lacke und Farben				x	x	www.vslf.ch/
Umwelttechnologieförderung (UTF) – Förderung von grösseren Pilot- und Demonstrationsprojekten		x		x	x	www.bafu.admin.ch/innovation/06629/index.html?lang=de
UNEP Inquiry Design of a Sustainable Financial System					x	www.web.unep.org/inquiry/
United Against Waste				x	x	www.united-against-waste.ch/
Verordnung über die Vermeidung und die Entsorgung von Abfällen VEVA ('neue TVA«)				x	x	www.admin.ch/opc/de/classified-compilation/20141858/
Watt d'Or		x	x	x	x	www.bfe.admin.ch/org/00483/00638/index.html?lang=de
we act!	x	x	x	x		www.weact.ch/#home-weact
WWF Climate Savers Group		x		x		www.wwf.ch/de/projekte/wirtschaft/groups2/climatesavers/
WWF Seafood Group	x			x	x	www.wwf.ch/de/projekte/wirtschaft/groups2/seafoodgroup/
WWF Strategische Partnerschaften	x	x		x	x	www.wwf.ch/de/projekte/wirtschaft/partnerschaften/
Zertifikat für 2000-Watt-Areale		x		x		www.stadt-zuerich.ch/gud/de/index/umwelt/2000-watt-gesellschaft.html

**Brainstorming ideas
and approaches for
future projects
implemented by
members of the
impulse group**

The aim of GO FOR IMPACT is to accelerate the transformation to a resource-conserving Swiss economy and increase its effect. This requires concrete projects, prototypes and initiatives, which will make an independent contribution to attaining this objective in the aftermath of the impulse group process. The impulse group has identified possible courses of action. The aim is to boost existing initiatives, improve the networking between them and focus on areas that have not yet received any attention.

Possible ideas were developed spontaneously at a brainstorming session. The participants then selected the ideas which, in their view, could provide a particularly strong impulse effect. Selected ideas were then further developed in small groups and documented in a profile:

1. Methodology for the quantification and publication of contributions to the sustainable development goals

The Swiss economy has already made important contributions to the attainment of the SDGs (e.g. by increasing the production of renewable energy). However, due to the lack of a suitable methodology, it has not been possible to either record or evaluate these contributions.

2. 'Swiss Made' – values for Swiss products

Further development of the 'Swiss made' label in terms of sustainability so that it becomes synonymous with quality, reliability and sustainability.

3. Test laboratories/test markets

Innovations could be promoted by providing an actual laboratory/test market (neighbourhood, commune, city) for companies, in which they could test their products and social models. Although individual examples of these exist (e.g. 2000 Watt neighbourhoods), the dynamic could be increased considerably through better information and networking.

4. Marketplace

Numerous initiatives and activities exist for the promotion of a sustainable economy. An internet platform could make these initiatives visible and promote networking among the participants. Platform-based activities, for example competitions, promote familiarity with both the platform and the initiatives.

5. TV show

Series: sustainability award of the month. Projects could be presented on the show and prizes awarded for them.

6. 'Garage' for a green economy

Contact point for companies, communes and individuals in relation to sustainability projects. Provision of information and expertise which can support customers of the 'garage' in their projects.

7. Simplified regulation

The consideration of individual interests in the legislative process results in originally simple mechanisms becoming excessively complicated, difficult to understand and more limited in their impact. The aim would be to design regulations in such a way that standards are simple and universally applicable, enable the better definition of long-term goals, and also allow economic actors to identify the best pathways on

their own initiative and to report transparently on the status of their attainment (similar to the recycling of beverage containers).

Due to the time constraints of the impulse group process, it was not possible to develop these ideas in further detail. The Swiss Green Economy Symposium and other follow-up events will provide an opportunity to pick up the thread again and further develop these ideas. Companies, science, societal actors and the public sector are invited to take up the impulse, establish contact with each other and initiate new sustainability projects. Contact details and further information can be found at www.go-for-impact.ch.

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