

PRESS RELEASE

## **Swiss Digital Initiative for ethics and fairness in the digital world**

**At the first Swiss Global Digital Summit, leading figures from global companies as well as Swiss academics kicked off the Swiss Digital Initiative (SDI) under the patronage of Federal President Ueli Maurer in Geneva. This long-term and sustainable process aims to ensure ethical standards in the digital world. The SDI foundation was initiated by digitalswitzerland. Former Federal Councillor Doris Leuthard is to become president of the Foundation Board. The foundation will have its headquarters in Geneva. Members of the foundation board include top representatives of universities and digitalswitzerland.**

*Geneva, 2 September 2019* – Two dozen high-ranking representatives of the global and Swiss economy and leading representatives of Swiss universities, who were invited by Federal President Ueli Maurer, kicked-off the Swiss Digital Initiative at today's first Swiss Global Digital Summit: A commitment to embed ethical standards in the digital world with concrete projects. The initiative initiated by digitalswitzerland under the patronage of the Federal President aims to involve academia, the economy and civil society jointly.

A policy paper discussed at the Summit was drafted upon advice from an autonomous and high-ranking group of experts from Swiss universities. General tenor: Digitization must always serve people and place their needs at the centre.

Federal President Ueli Maurer: «Switzerland, with its stability, security and reliability, with its world-renowned universities, is playing its part in this initiative as a productive state open to moving forward. We want to promote digital change and create viable conditions for the future together with all stakeholders and partners».

### **Formal start on the occasion of the WEF 2020 with concrete projects**

In the run-up to the next Annual Meeting of the World Economic Forum (WEF) in Davos, civil society in particular will be involved in the SDI process. On the occasion of the WEF Annual Meeting 2020, the Swiss Digital Initiative will be formally started with concrete projects.

The SDI is sponsored and administrated by a foundation to be chaired by former Federal Councillor Doris Leuthard. «Our common goal is to credibly promote the huge potential of digital technologies so that they benefit all people».

Designated foundation board members of the SDI are: Joël Mesot, President of ETH Zurich, Yves Flückiger, Rector of the University of Geneva, Marc Walder, Founder of digitalswitzerland, and Ivo Furrer, President of digitalswitzerland. The initial funding of the foundation will be provided by digitalswitzerland.

Geneva will be the foundation's headquarters.

The SDI is primarily, but not exclusively, aimed at companies with a global presence.

### **Participants of the first Swiss Global Digital Summit:**

Adecco Group: Alain Dehaze, CEO  
Booking.com: Gillian Tans, Chairwoman  
Credit Suisse: Tidjane Thiam, Group CEO  
EPFL: Martin Vetterli, President

ETH Zurich: Joël Mesot, President  
Facebook: Nicola Mendelsohn, Vice-President EMEA  
Geneva Internet Platform: Jovan Kurbalija, Head  
Google: Olivier Bousquet, Lead of EMEA Google AI teams  
Huawei: Eric Xu, Deputy Chairman/Rotating Chairman  
IBM: Martin Jetter, Senior Vice President & Chairman, IBM Europe  
ICRC: Peter Maurer, President  
Kudelski: André Kudelski, Chairman and CEO  
Leuthard, Doris, former Federal Councillor  
Microsoft: Brad Smith, President  
Migros: Fabrice Zumbrunnen, CEO  
Mozilla: Mitchell Baker, Chairwoman  
Nestlé: Beatrice Guillaume-Grabisch, Executive Vice President / Global Head Human Resources & Business Services  
NZZ: Etienne Jornod, Chairman  
Ringier: Michael Ringier, Chairman  
Roche: Christoph Franz, Chairman  
SBB: Andreas Meyer, CEO  
Swisscom: Urs Schäppi, CEO  
SwissRe: Christian Mumenthaler, Group CEO  
Siemens: Matthias Rebellius, COO Siemens Smart Infrastructure & CEO Siemens Schweiz AG  
United Nations: Kate Gilmore, Deputy High Commissioner for Human Rights  
Université de Genève: Yves Flückiger, Rector  
Uber: Pierre-Dimitri Gore-Coty, Vice President  
UBS: Sergio Ermotti, Group CEO  
WEF: Alois Zwinggi, Managing Director  
Zurich Insurance: Mario Greco, Group CEO

**Contributors to the development of the policy paper:**

Prof. Abraham Bernstein, University of Zurich  
Prof. Antoine Geissbühler, University of Geneva  
Prof. Effy Vayena, ETH Zurich  
Prof. Jacques de Werra, University of Geneva  
Prof. Jean-Pierre Hubaux, EPFL  
Prof. Stefan Bechtold, ETH Zurich

**Contact**

Stéphanie Schenk  
Head of Marketing and Communications  
digitalswitzerland  
+41 (0)78 795 73 78  
[stephanie.schenk@digitalswitzerland.com](mailto:stephanie.schenk@digitalswitzerland.com)