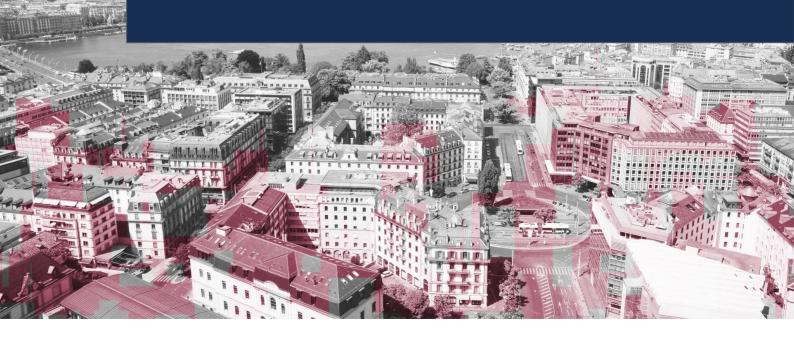
ANNUAL REPORT

2022



SWISS DIGITAL INITIATIVE

DIGITAL TRUST



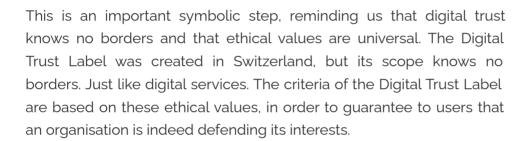
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01 Foreword

SDI, contributing to a global movement for digital trust

As we look back into 2022, I can proudly say that it was a year full of milestones and represented the taking-off of SDI's projects towards the international arena. At the outset of the year, in January, SDI successfully launched **the world's first Digital Trust Label**. Just in 2022, the Label was adopted by several Swiss companies and, in 2023, it will reach an international milestone by being awarded to companies not only based in Switzerland: an insuretech world leader, Wefox, and the Californian tech giant, Cisco.



In three years, the Swiss Digital Initiative has acquired unique expertise to define, measure and certify digital trust. The Swiss Digital Initiative has developed a set of 35 criteria in the categories of data protection, security, reliability, and fair user interaction, which are piloted by our expert committee.

I would like to thank Niniane Paeffgen, our first Director for all her efforts during these years. She started our organisation from scratch, build a team in the Biotech Campus in Geneva and positioned SDI. We understand her wish after these challenging years to look for another activity. Fortunately with Fathi Derder we found an experienced, networked and dynamic new Director. I wish him fun and success with SDI!



Doris Leuthard

SDI President



Moreover, 2022 was a year that put SDI out in the spotlight. We participated in several events to promote our activities and established a solid network of stakeholders from academia, the public and private sectors, and other organisations engaged in digital trust. This has provided SDI with firm grounds to go forward and go global.

For 2023, beyond the Digital Trust Label, we want to expand our know-how and apply these criteria to new tools and keep impulsing the digital trustworthiness of organisations. We intend to actively contribute to a global movement for digital trust by developing easy-to-use tools and sharing our expertise with other international hubs.

Finally, I express my gratitude to the SDI team, clients, partners, and organisations that are committed to creating a more secure and trustworthy digital world. The Swiss Digital Initiative is a non-profit foundation, whose goal is the common good: a digital world in which citizens can evolve with confidence. A better world, whether digital or not. This is not a utopia, but a need we are striving for. We must work for it, altogether.

Actively contribute to a global movement for digital trust by developing easy-to-use tools and sharing our expertise with other international hubs!

01 Foreword

Join the Digital Trust Movement!

Digital trust is a major issue of our time. But what exactly are we talking about, beyond the "buzzword"? Organisations providing digital services must guarantee the ethical processing of user data, beyond regional laws, borders, and local cultures. Ethical values are universal. Digital trust is individuals' expectation that an organisation will protect their interests transparently.

At the Swiss Digital Initiative, we wanted to answer specific questions: Can we assess whether expectations and values are met? Can we certify that the interests of all stakeholders are protected? And the answer is yes, we can. Beyond words and definitions on paper, SDI embraced the task of providing a practical solution and came up with the **Digital Trust Label**. Launched in early 2022, the Digital Trust Label shows that it is possible to certify that an organisation respects the interests of the user and the values of a sustainable and responsible society. By using an intuitive, streamlined layout and non-technical language, our Label helps build confidence by increasing transparency where it matters.

In 2023, it is time to grow and share our experience and expertise. To share our know-how in digital trust and in developing tools to certify the exemplary behaviour of responsible companies.

We are therefore launching a **Digital Trust Movement**. An international and participative collaboration based on two pillars: expertise and tools. Strengthening our expertise in digital trust and developing tools to build a trustworthy world. Such as the Digital Trust Label, or our soon to be released Digital Trust Compass, a free online self-assessment tool for organisations.

The goal is to raise awareness about digital trust. By raising awareness among organisations on the measures to take to guarantee a trustworthy environment for users, and by making citizens aware of the issues in the digital world.

Together with our partners, in Switzerland and abroad, we are proud to launch a movement for digital trust. **Join the Digital Trust Movement!**



Fathi Derder

SDI Managing Director

02 | About SDI

Advancing Practice-Oriented Ethics In The Digital Age

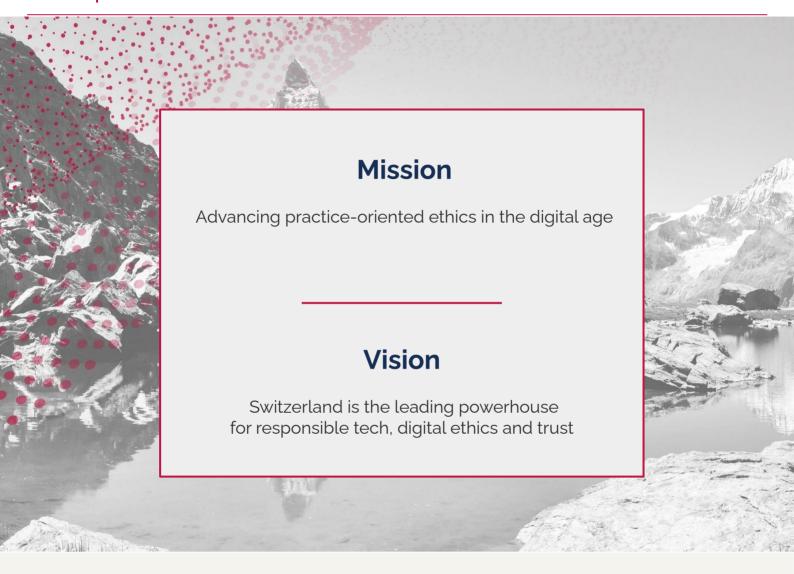
The Swiss Digital Initiative (SDI) is a non-profit foundation based in Geneva that operates independently. It was established in 2020 by <u>digitalswitzerland</u> and under the patronage under the patronage of Federal Councillor Ueli Maurer. The idea of the SDI started at the first Swiss Global Digital Summit held in Geneva in 2019. This summit brought together several influential Swiss and global leaders to deliberate on "Ethics and Fairness in the Age of Digital Transformation". In the following year, in 2020, SDI was formally launched during the World Economic Forum.



At SDI, our primary objective is to promote ethical and responsible practices in the digital space through concrete projects. We bring together crucial stakeholders from academia, government, civil society, and business to find solutions that strengthen trust in digital technologies and the actors involved in ongoing digital transformation. SDI offers a long-term and sustainable process to safeguard ethical standards in the digital world.

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02 | About SDI



Principles

	1		2		3
	Action		Responsibility		Human-centricity
				5	
4 Swiss roots, glo in ambition		Swiss roots, glo	bbal		g ethics vstem

03 | Organigram

Board of Directors in 2022



Doris LeuthardPresident, former Swiss Federal Councillor and Member of the UN High-level Panel on Digital

Cooperation



Michael HengartnerPresident of the ETH Zurich
Board



Walter Thurnherr
Swiss Federal Chancellor
(ad personam)



Former President of digitalswitzerland, Member of the Board of Directors of Julius Baer, Helvetia Insurance, responsAbility, inventx

Ivo Furrer



André Kudelski Chairman and CEO of Kudelski Group



Yves FlückigerRector of the University of Geneva



Marc Walder

CEO of Ringier and Founder of
digitalswitzerland



Anja Wyden Guelpa

Director and founder of civicLab
and former State Chancellor of the
State of Geneva

03 | Organigram

SDI Executive Team in 2022



Niniane Paeffgen
Managing Director



Nicolas ZahnDigital Trust Expert &
Operations Manager



Diana KaliffProduct Lead Digital Trust



Sophie KaenzigCommunications Lead



Jessica EspinosaProject & Research Coordinator

Foundation support



Manuel Liatowitsch
Secretary of the Foundation &
Chief Legal Officer

SDI welcomed a new executive!



Fathi Derder New Managing Director

SDI welcomed Fathi as a new Managing Director from November 2022. With his in-depth knowledge and experiences in intersection of politics business and society, Fathi has a vision to scale up the SDI's activities in a global scale and promote the Digital Trust Movement.

04 Projects

The Digital Trust Label

2022 was all about the Digital Trust Label! From its official launch at the online World Economic Forum (WEF) in January 2022 to its international introduction during the WEF held in May 2022. The year culminated with the onboarding of 14 organizations in the process of getting the Label, out of which nine have already been awarded.

The world's first practical tool for digital trust is live, meaning that the concept has been proven and translated into action. We want to thank the auditors SGS, Label Expert Committee, Label Certification Committee, our clients, donors, our Board Members and everyone else who help make this possible.



The Digital Trust Label (DTL) journey in 2022

- January: launch of the DTL at the online WEF event
 - **Swiss Re** and **Swisscom** were announced as the first companies to be awarded with the Label for one of their digital services.
- April: the DTL is awarded to <u>Credit Suisse's CSX onboarding journey</u>
- May: great month for the Label!
 - The Label Expert Committee and the Label Certification Committee are put together using open calls to guarantee and improve the quality and standards of the DTL.
 - SDI partners up with **SICPA** to make the DTL tamper-proof by applying an unforgeable QR marking (CERTUS) to each of the certificates.
 - The think tank <u>RAND Europe</u> featured the Digital Trust Label in their <u>research report.</u>
 - In-person WEF event:
 - The DTL is presented at an international level.
 - PeopleWeek and Credit Exchange received the DTL.
 - Cisco, wefox and UNICEF announced their onboarding to the DTL process.
- July: <u>CERTUS technology</u> for the Digital Trust Label certificate awards are up and running, all our DTL certificates are tamper-proof. Now users can verify the authenticity of the Label award and be confident about the trustworthiness of the digital service or product owning it.
- November: **Kudelski**'s IoT is awarded the DTL.
- December: the year closes with six Labels awarded and eight embarked in the process to get the DTL.

The Digital Trust Label

The Digital Pioneers

In 2022, six companies embarked on their digital trust journey and became the pioneers in adopting the Digital Trust Label. After an extensive and successful audit process, the following services have been awarded the Digital Trust Label and became the Digital Pioneers, guaranteeing they fulfil high standards of trustworthiness:



E-Seal

The e-seal is a digital solution that offers a blockchain-based electronic seal for companies that can guarantee the forgery protection (authenticity and immutability) of data, allowing it to be cost-efficiently mass-sealed.



Urs Schaeppi

Former CEO, Swisscom

The digital world is fast and easy, but also anonymous. Which digital services can I rely on, which provider can I trust, are the questions critical to success. Swisscom supports the Digital Trust Label and the underlying independent audit process because it creates transparency and builds trust in the digital world.





Magnum co

Magnum Go is a cloud-based underwriting solution meant to help businesses increase sales, cut costs and deliver instant underwriting decisions to customers with confidence.



Moses Ojeisekhoba

CEO Reinsurance, Swiss Re

Financial services require greater trust in digital services than ever before. We support and believe in the Digital Trust Label as a driver towards greater transparency and accountability



CSX Onboarding

CSX is the all-in-one banking service which allows customers to select their accounts and cards according to individual needs and requirements, allowing banking flexibility for its users.



André Helfenstein

Former CEO, Credit Suisse Switzerland Client trust and security are natural cornerstones of Swiss banking. This also applies in the digital world. Credit Suisse supports the piloting of the Digital Trust Label, as it increases transparency with regard to data flows and security in digital processes.



The Digital Trust Label



PeopleWeek HRIS

A module-based Human Resources Information System meant to optimise HR processes within organisations. It helps simplify people's management, improve productivity, and foster employee collaboration with agile, smart and user-friendly functionalities.

Patrick Sikias

Managing Director, PeopleWeek



As an HR software, it is extremely important that our customers have confidence in the security of their people's data. The Digital Trust Label is a quality standard that provides this assurance for PeopleWeek.





Industry: financial services

CredEx Service

Credit Exchanges simplifies complexity by offering a system for all participants in the mortgage value chain, from borrowers, customer advisors, risk managers, treasurers, processors to lenders, and allows controllability, security, flexibility and convenience in such financial processes. CredEx platform uses the latest technologies such as APIs, cloud and Artificial Intelligence.





As a fintech company we are happy that such a Label was developed. It enables us to combine best practices with our client-centred focus and to make our contribution towards digital trust. Essentially, it takes digital responsibility to the next level





keySTREAM

Kudelski's keySTREAM provides a way to securely connect, manage and update IoT devices. Through trust, integrity and control anyone can secure their IoT application or use case, ensuring the protection of data, safety and revenue throughout its entire product lifecycle.



Christopher Schouten

Marketing Director, Kudelski IOT Kudelski has been creating digital trust for over 30 years – trust is at the heart of everything we do. We're constantly telling the customers of our IoT Security Labs that an independent third-party analysis of their connected products is critical for their success. So we asked ourselves: Why should this be different for us? That's why we chose to start the audit process with the Digital Trust Label



The Digital Trust Label

Credible governance for the Label

1. The Digital Trust Label Expert Committee (LEC)

The LEC is responsible for the constant improvement and development of the Digital Trust Label catalogue that is the basis for the audit process to obtain the Label. In 2022, SDI made an Open Call to select the new LEC members and, as a result, experts from the public and private sectors, civil society, and academia have been brought together to generate recommendations on the Label content, mainly focusing on the constant update and innovation of the criteria, to enhance the quality and coherence of the DTL framework.

Currently, our LEC is integrated by the following experts:



Nikki Böhler



Martin Steiger



Patrick Schaller



Leila Toplic



Rodolphe Koller



Mitchell Scherr



Sophia Ding



Maximilian Groth



Michael Kende



Charlotte van Ooijen



Diego Kuonen



Tuulia Timonen



Marcel Blattner



Manouchehr Shamsrizi

2. The Digital Trust Label Certification Committee (LCC)

The LCC is in charge of conducting the technical review of the DTL audit report from a specific digital service or product to confirm that it fulfils the necessary criteria to be awarded the Label. The LCC guarantees that the highest standards are fulfilled. Our 2022 LCC is integrated by three members:



Deepak Bansal



Dr. Nitin Kumar



Philippe Schwab

04 Projects

Corporate Digital Responsibility Starter Kit

While digital technologies offer great benefits, they also produce unintentional negative ecological, social and ethical impacts that need to be addressed. With the pace of technological development and the rapid adoption of various digital technologies at scale, the discourse on responsibilities has been slow to catch up. In this sense, Corporate Digital Responsibility (CDR) provides a framework to do just that and ensures that digital technologies are developed and used in a beneficial way for organisations, users and society at large.



In September, SDI together with the **Institute for Management Development (IMD)** in Lausanne, officially launched the **Corporate Digital Responsibility Starter Kit**. Based on ongoing research and interviews with leading organisations, such as Deutsche Telekom, Die Mobiliar, Merck, Swiss Re, UBS and Weleda, the Kit is a practical resource for anyone who wants to get started or is early on in exploring CDR. It equips organisations with the knowledge and tools needed to initiate the conversation about responsible digital practices and create guidelines that make sense in the context of their specific organisational structures.



05 | Events

The year 2022 was a whirlwind of excitement and innovation, marked by a lot of captivating events that propelled Swiss Digital Initiative towards greatness. It is exciting to share these moments!

Launch the Digital Trust Label

January 18th

Swiss Digital Initiative started 2022 with the launch of the Digital Trust Label, which became one of the major milestones for the foundation. Due to the pandemic, this event took place virtually, yet the excitement and anticipation surrounding the launch were tremendous. Attendees, namely our partners and 35 journalists from all over the world, joined us to celebrate the launch.



Corporate Digital Responsibility (CDR) Lab

March 14th

CDR Lab was a workshop on the questions of standards, regulations, and indicators of CDR. SDI participated in it and presented the Digital Trust Label, which is a tool for organisations to measure their commitment to CDR.

Shift 2022 April 7th

At Shift 2022, the leading Swiss conference on digital ethics, SDI presented the Digital Trust Label with a collaboration of Swiss Insights. The breakout session we participated in addressed the use-case for the Label, and exchanged constructive opinions for improving the Label.

World Economic Forum (WEF) May 23th

The WEF in Davos was indeed a great opportunity to promote the Label at the international level. SDI introduced several organisations, such as Swiss Re, Swisscom, Wefox, and UNICEF, who are digital pioneers committed to get the Label.





Events



Swissnex China

June 21st

SDI and Swissnex China co-hosted this techtalk to discuss digital trust in-depth with various experts in academia, civil society, and the business sector in China and Switzerland. It was a great opportunity to exchange diverse perspectives, which show the current challenges, and reassure the importance of digital trust.

Swiss Digital Days Input on modern Service Public & Booths for ADface

September 5th

During the Swiss Digital Days 2022, visitors had the unique opportunity to immerse themselves in ADface, an interactive art experience that showcased how artificial intelligence (AI) algorithms function in a captivating and engaging manner. This installation provided an innovative and entertaining way for people to gain a better understanding of AI and its capabilities.



Trv ADface now!

For SDI, events play a significant role in facilitating networking opportunities, promoting our activities, and exchanging expertise!

Health Data and AI: Responsible Innovation, Ethics and Regulatory Strategies

September 6th

The Health Ethics & Policy Lab at ETH recently organised an advanced course on the topic of Health Data and AI: Responsible Innovations, Ethics, and Regulatory Strategies. SDI, along with the D-seal and other actors in the field, was invited to present our activities and share our expertise in this rapidly evolving field. This was a valuable opportunity for us to engage with leading experts and thought leaders in the healthcare industry and contribute to the ongoing conversation on responsible innovation, ethics, and regulatory strategies in health data and AI.

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Events

Al Policy Summit

October 10th

The AI Policy Summit 2022, an international conference that brings together experts and initiatives, was held at ETH Zurich. The conference focused on several key themes, including building bridges between regions and stakeholders, AI and democracy, AI and iustice, and AI and the future of work. On the opening day, SDI presented our projects, with a particular emphasis on the Digital Trust Label. This was a great opportunity to showcase the Label to an international audience and share comprehensive approaches to advancing AI technology.







CyFy and Swiss Delegation to India

October 26 - 28th

The India Conference on Technology, Innovation, and Society recently convened in New Delhi, drawing together prominent experts and thought leaders from around the world. As a distinguished member of the Swiss delegation, SDI had the privilege of sharing our extensive knowledge and expertise on a panel. In addition to showcasing our innovative project, the Digital

Trust Label, it was an incredible platform for SDI to showcase our capabilities and engage with a global audience.

... and we also participated in these events!

March 10th

LexCast MLL Putting Trust back into the Digital World

March 24th

Digital Policy St. Gallen

April 29th

Esprit Data with EDUCA

June 16th

Data Innovation Alliance and DSI Community Ethics

June 23rd

Human Robot Interaction University Basel

August 29th

Summer School Geneva on Digital Trust

IGITAL TRUST 1

06 | Outlook 2023

As we dive into 2023, we take our 2022 setbacks, learnings, and successes to boost our work and refine our projects and strategy. Filled with energy and big enthusiasm, we start 2023 with exciting new projects ahead, striving to promote a worldwide campaign and movement for Digital Trust. 2022 was our takeoff year, especially for the Digital Trust Label. **Now, 2023 will be our climbing and cruising year, piloting digital trust from Switzerland to the world.**

SDI is committed to continuing our digital trust journey in 2023 to leverage our expertise for building up a resilient digital trust ecosystem and expand our impact on a global scale. We are very thrilled to go one step further for a more secure and sustainable digital future.

Digital Trust Movement

Since 2020, the Swiss Digital Initiative has set in motion groundbreaking work to define and develop an actionable definition of Digital Trust from a user-centric and practice-oriented perspective. Digital Trust is the credible adherence to principles such as transparency and data protection that make a digital service and technology trustworthy for users.



The **Digital Trust Movement**, from Geneva to the world, is based on three pillars:

- 1) Digital Trust Expertise
- 2) Practical solutions and tools
- 3) Awareness raising/outreach

1 Digital Trust Expertise

The Digital Trust Expertise has been developed to provide tools for organizations and users. It is continuously improved by scientific and economic collaborations in Switzerland and abroad. An expert working group developed the Digital Trust Label application scheme, based on 35 criteria in four categories; security, data protection, reliability, and fair user interactions. The Label Expert Committee (see page 15) continuously assesses the relevance of the criteria and the Label Certification Committee (see page 15) validates the awarding of the label. SDI shares its expertise internationally to strengthen the criteria' relevance. In 2023, the Swiss Digital Initiative will set up an international network of expertise with main hubs in digital trust.









Data protection

Reliability User interaction

06 Outlook 2023

2 Tools: The Digital Trust Label & the Digital Trust Compass

The Digital Trust Label is the first in-the-world actionable tool: a combination of an organic label and a nutritional value table for digital services. It is the **pioneer tool to advance digital trust.** Its operationalization follows technical, legal and regulatory specifications that are verified by an audit and the Label shows that mandatory criteria are fulfilled by a digital service. Also, it builds on existing and well-established standards, covering elements of ISO 27001, ISO 22301, GDPR.

The Digital Trust Compass is an interactive tool, which will be available online, based on the 35 Digital Trust Label Criteria. It will show organisations if they are heading the right or the wrong way towards digital trust and measure end-users awareness on the topic.

3 Outreach: a campaign to raise awareness on Digital Trust

As bringing ethical standards to digital services and technologies might seem too complicated for some people, SDI will reach people through our various tools and projects available to raise awareness and put digital trust into practice. These will also help the public to understand the challenges of the current issues of the digital world and offer solutions to have digital trust in the ongoing digital age.

Join the Digital Trust Movement - from Geneva to the world!

Solid Partnerships

In 2023, SDI is focused on fostering strong partnerships as a key mission. Fortunately, we are already working with a range of reliable partners who share our expertise and values in the Digital Trust Movement. Our partnerships span across academia, government, civil society, and business, as we aim to collaborate with diverse stakeholders in the digital transformation landscape to develop a robust digital trust ecosystem.

Participating in global conferences, events

To further our goals, we plan to attend and participate in a range of global conferences and events, both regional and international, to showcase our work and network with other experts in the field. In addition, we aim to host our own events in 2023, providing a platform to share our knowledge and activities.

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07 | Thank you partners

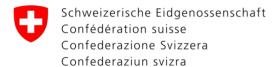
SDI would like to thank all of our partners for supporting us in building a more trustworthy digital world!



















08 | SDI Financials

Audit report

treureva

Report of the statutory auditor on the limited statutory examination to the Board of Foundation of FONDATION SWISS DIGITAL INITIATIVE Geneva

Zurich, March 3, 2023

As statutory auditor, we we have examined the financial statements (balance sheet, income statement and notes) of FONDATION SWISS DIGITAL INITIATIVE for the financial year ended December 31, 2022.

These financial statements are the responsibility of the Board of Foundation. Our responsibility is to perform a limited statutory examination on these financial statements. We confirm that we meet the licensing and independence requirements as stipulated by Swiss law.

We conducted our examination in accordance with the Swiss Standard on the Limited Statutory Examination. This standard requires that we plan and perform a limited statutory examination to identify material misstatements in the financial statements. A limited statutory examination consists primarily of inquiries of company personnel and analytical procedures as well as detailed tests of company documents as considered necessary in the circumstances. However, the testing of operational processes and the internal control system, as well as inquiries and further testing procedures to detect fraud or other legal violations, are not within the scope of this examination.

Based on our limited statutory examination, nothing has come to our attention that causes us to believe that the financial statements do not comply with Swiss law and the foundation's deed.

Treureva Ltd

Peter Rüegsegger Licensed audit expert Auditor in charge Laura Sahli Licensed audit expert

Enclosure:

- Financial statements



SDI Financials

Financial statement

	Notes	31.12.2022 CHF	31.12.2021 CHF		
Assets					
Cash Other current receivables Accrued Income		1'037'999.02 1'698.70 25'000.00	945'734.67 - -		
Total Assets		1'064'697.72	945'734.67		
Liabilities and Foundation Capital					
Trade liabilities Other current liabilities Deferred income and accrued expenses Total Liabilities	1 2 3	33'443.80 15'086.45 27'609.40 76'139.65	63'701.40 6'418.80 3'500.00 73'620.20		
Foundation Capital					
Foundation Capital as at 01.01.		872'114.47	1'054'381.10		
Annual profit/loss		116'443.60	-182'266.63		
Foundation Capital as at 31.12.		988'558.07	872'114.47		
Total Liabilities and Foundation Capital		1'064'697.72	945'734.67		
Income statement					
		2022 CHF	2021 CHF		
Income from donations and contributions	4	645'450.00	449'300.00		
Total income from donations and contributions		645'450.00	449'300.00		
Projects	5	-120'461.95	-294'882.77		
Total operating expenses		-120'461.95	-294'882.77		
Personnel expenses	6	-373'395.60	-297'784.53		
Other operating expenses		-34'559.70	-38'644.11		
Operating result		117'032.75	-182'011.41		
Financial expenses Taxes		-73.35 -515.80	-224.77 -30.45		
Annual profit/loss		116'443.60	-182'266.63		

SDI Financials

Notes to the financial statements 2022

General information

Organisation, legal form, domicile

Fondation SWISS DIGITAL INITIATIVE, Geneva Business identification number (UID) CHE-246.817.828

Declaration of the number of full-time equivalents (FTEs)

On annual average, the association had no more than 50 FTE (as in the previous year).

Foundation purpose

The purpose of the «Swiss Digital Initiative» Foundation is to promote ethical standards and conduct, in the use of digital information and technologies at a global level. It supports all activities that serve the implementation of this initiative.

Legal basis and further regulations

The legal basis is formed by the Foundation Deed of 08 January 2020, the Articles of Association and the Foundation Regulations of 07 January 2020. The Foundation was entered in the Commercial Register with the diary entry of 13 January 2020.

List of the Board of Foundation with signing authority

The term of office of a member of the Foundation Board shall be one year; repeated re-election is permitted.

Function	Persoanl data	Signing authority
President	Doris Leuthard	Joint signature by two
Director	Fathi Derder	Joint signature by two
Member	Yves Flückiger	Joint signature by two
Member	Ivo Furrer	Joint signature by two
Member	Walter Thurnherr	Joint signature by two
Member	Marc Walder	Joint signature by two
Member	Anja Wyden Guelpa	Joint signature by two
Member	Michael Hengartner	Joint signature by two
Member	André Kudelski	Joint signature by two

Auditor

Treureva Ltd, in Zurich (CHE-105.888.546)

Regulator authority

Federal Supervisory Authority for Foundations, Bern

Impressum

SWISS & DIGITAL INITIATIVE

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