Annual Report
2021

SWISS
DIGITAL
INITIATIVE

DIGITAL
TRUST

Advancing Practice-Oriented Ethics in the Digital Age

Swiss at heart, global in ambition

Content

Foreword by SDI President Doris Leuthard

The situation remained challenging in 2021 with Covid still weighing heavily on our lives and raising awareness for shortcomings of digital transformation. Data scandals from social media to digital health continued, further reducing trust in digital services. At the same time, digital technologies were a major factor for staying connected and enabling us to get work done remotely.

We will be looking back at 2021 as a key year for digital ethics and responsibility with users becoming digitally educated and organisations becoming aware of their obligations to develop digital services responsibly.

For the Swiss Digital Initiative, 2021 proved not only an important but also a successful year. The Digital Trust Label, our flagship project, made huge progress. We were able to officially launch the Label at the beginning of 2022 - especially thanks to our main partners, EPFL, Mercator Switzerland, the Swiss Confederation and digitalswitzerland, and our high-level experts from the Label Expert Committee, responsible for the criteria and Label catalogue. Besides the Label, we also started activities in the fields of AI Ethics and Corporate Digital Responsibility in practice.

On both topics, the foundation has been laid in 2021 with strong partners to get these projects off the ground in 2022.

I would like to express my gratitude and a big thank you to all of our supporters, partners and fellows who make this work possible. Let us continue to work towards bringing ethical principles and values into practice and pioneering digital trust. From Geneva to the World!

Foreword by SDI Director Niniane Paeffgen

The second year of the Swiss Digital Initiative was all about development, progress and promoting digital ethics and responsibility. With a small team and strong partners, we were able to turn the idea of a Digital Trust Label into reality.

More than 60 initiatives and projects globally are working on Digital Trust. The demand for more transparency, accountability and control is high. Our main focus in 2021 was developing the Digital Trust Label, with the aim to launch and operationa-

lise it at the beginning of 2022. We strongly believe that making a real impact takes experimentation in practice, learning and adapting, the work on the label is a continued effort and process.

A global consensus is necessary and that is why we are sharing our learnings from creating the Digital Trust Label in working groups (e.g.WEF, IEEE), as well as in our Whitepaper on Digital Trust.

Our work, for which we laid the foundation last year, will continue to focus on the following three areas:

- Digital Trust
- AI Ethics
- Digital Responsibility in Practice

With the tailwind of the Digital Trust Label launch, in 2022 we want to win national and international organisations for our vision of digital trust and help shape the discourse for consumers towards more digital transparency, accountability and responsibility. From Geneva to the World!

The Digital Trust Label - A Commitment to Digital Responsibility

2021 marked a major breakthrough for the Digital Trust Label as flagship project of the SDI. The development work has been completed between 2019 and 2021 and the Label was officially launched in early 2022. Here is a break-down of the major activities in 2021 relating to the Digital Trust Label.

DIGITAL TRUST

✓ SECURITY

✓ DATA PROTECTION

✓ RELIABILITY

✓ FAIR USER INTERACTION

A strong Label Expert Committee building the criteria catalogue

The heart of the Digital Trust Label is the label criteria catalogue. It contains the criteria that is being used for the audit and thus sets the bar for digital services that want to receive the Digital Trust Label.

Based on a first user study on digital trust, four main categories of the label were defined: Security, Data Protection, Service Reliability and Fair User Interaction.

Building a solid and strong criteria catalogue based on existing standards, yet going beyond, was no easy task: technical know-how needs to be squared with user demands and practical realities. SDI could count on the significant support from renowned experts that agreed to contribute substantially to the development of the Digital Trust Label by being a member of the Label Expert Committee. All major recommendations by the Label Expert Committee can be read in a detailed document and a short executive summary.

The work of the Label Expert Committee was coordinated by the Centre for Digital Trust (C4DT) at EPFL and brings together multistakeholder expertise with representatives from academia, civil society, the public and the private sector. The work and coordination of the Label Expert Committee was carried out by Imad Aad, Project Manager at C4DT. Martin Rajman, Senior Scientist at EPFL and initial idea giver of the Label, accompanied the development process as scientific advisor.

Members of the Label Expert Committee as of end 2021

Stephanie Borg Psaila, President of the Label Expert Committee, Director for Digital Policy at DiploFoundation

SDI would like to thank all members of the Label Expert Committee, in particular its President **Stéphanie Borg Psaila** for their valuable contributions and their ongoing support of the Digital Trust Label.

- **Stéphanie Borg Psaila** Digital Policy Director, DiploFoundation
- **Prof. Yaniv Benhamou** Faculty of Law, University of Geneva, Attorney-at-Law (IP & Privacy)
- **Prof. Dr. Abraham Bernstein**, Department of Informatics, Director Digital Society Initiative, University of Zurich
- **Nikki Böhler**, Managing Director, OpenData.ch
- **Francesca Bosco** Senior Advisor, Cyber Capacity and Foresight, CyberPeace Institute
- **Christophe Hauert** Lecturer University of Lausanne, Co-Founder Cybersafe Label

- **Prof. Dr. Jean-Pierre Hubaux**, Full Professor Laboratory for Data Security, EPFL
- **Carla Hustedt** Senior Project Manager, Bertelsmann Foundation (until the end of 2020)
- **Dr. Patrick Schaller** Senior Scientist, System Security Group, ETH
- **Florian Schütz** Federal Cyber Security Delegate
- **Jean-Christophe Schwaab**, President Digitalization Commission, Fédération Romande des Consommateurs
- **Martin Steiger** Attorney and entrepreneur for law in the digital space, founder of Steiger Legal

Multistakeholder process to be inclusive of all perspectives

To ensure that the Digital Trust Label provides maximum value for its users, an inclusive process was chosen, not only for the design of the Label but also for the creation of the Label Criteria Catalogue.

Several workshops with civil society actors and interested stakeholders and two public consultations were conducted in 2021 to gather detailed feedback on the Label criteria that should be assessed in order to create a credible Label. All feedback is made public in a detailed Report and a summary.

A global user study conducted in Switzerland, Scandinavia, the US and Eastern Europe, yielded valuable insights into the needs of users of the Digital Trust Label, e.g. whether an educational approach is desired or a binary Label is enough. In collaboration with the market researcher bruhnpartner, over 80 interviews were conducted and three prototypes of the Label were tested (a descriptive approach, a normative approach and a rating).

The user study not only confirmed the high public demand for a digital trust solution but also

that a Label has a direct and indirect effect on the users. As part of the study various mock-ups and prototypes were developed and feedback by users was gathered and analysed.

A key outcome was that a Label must provide transparency in an easily digestible way for everyone to understand. This requirement was implemented by the simplistic yet informative layout of the Label with a table listing the four Label categories, as well as providing the users with the option to directly access the DTL website for more information.
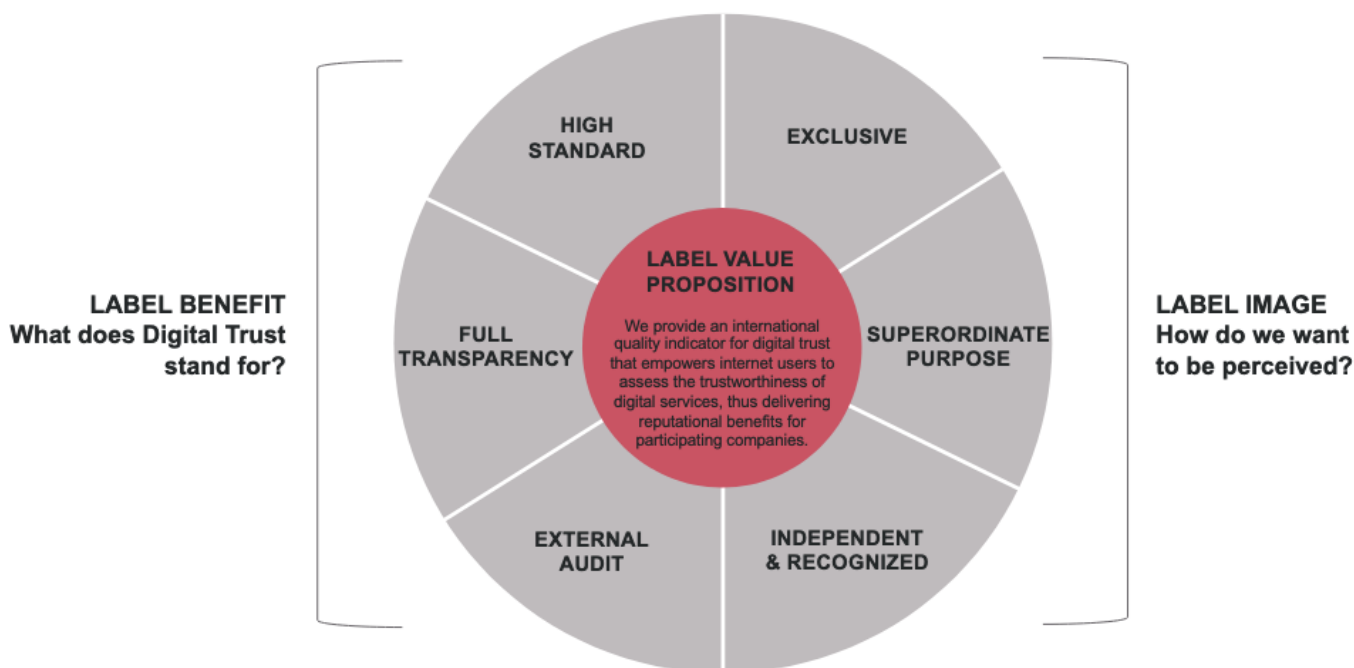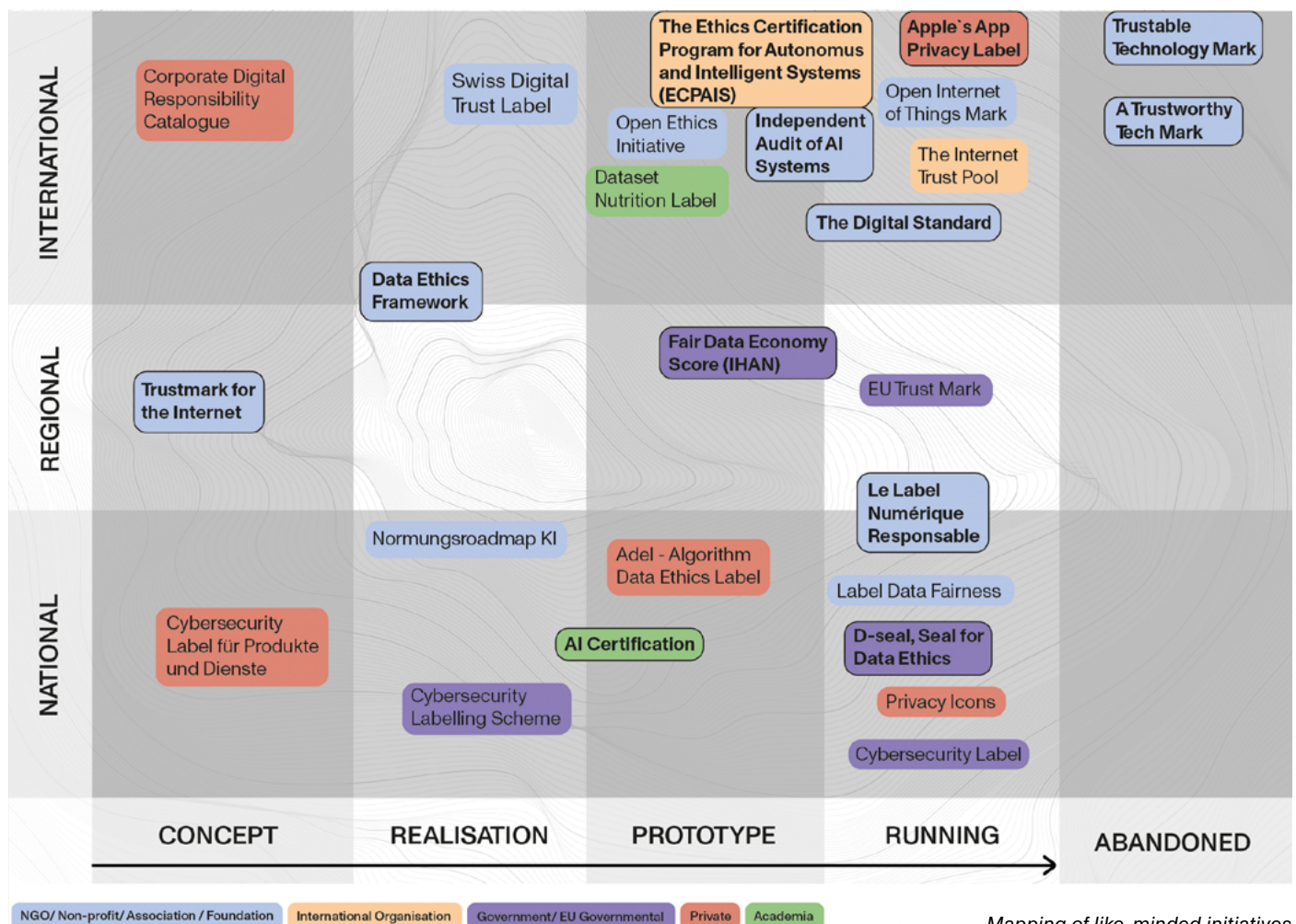

Label value proposition with six key areas

Mapping of the 60 worldwide initiatives working on labels, audits and certifications

For the development of the Digital Trust Label, monitoring like-minded initiatives and exchanging learnings within the Digital Trust ecosystem is very important. To this end, SDI not only produced a report mapping over 60 initiatives worldwide but also has an ongoing monitoring table to update the status on various projects and add new initiatives continuously. Regular exchanges with like-minded initiatives are necessary for learning from others, but also sharing insights from the Digital Trust Label development process.

Mapping of like-minded initiatives

The Digital Trust Label is a mix between an organic label and a nutrition fact table: Level 1 - the logo, Level 2 - the descriptive table for more information and Level 3 - detailed information for a better understanding

Testing and validating the Label in practice

A Label will only be of value when it is actually used by the organisations and recognised by the users. This means that user demands must always be checked against the practical appeal of the Label and the audit process. Thanks to SDI's Development Partners from the private and public sector, their inputs regarding the practical implementation of Label criteria – not the criteria themselves – could be validated. Through successful pre-audits with several organisations, the Digital Trust Label has shown that it is not only a visionary idea but actually works in practice.

All relevant information for interested organisations and users are also presented on a dedicated website that went live in 2021. In addition to detailed documents like the label criteria catalogue, the website also features an explanation video aimed at users of the Digital Trust Label.

In addition to the aforementioned aspects, several pillars ensure that the Digital Trust Label can act as a credible commitment for digital responsibility, from the transparent sharing of information, to academic excellence and a clear governance structure.
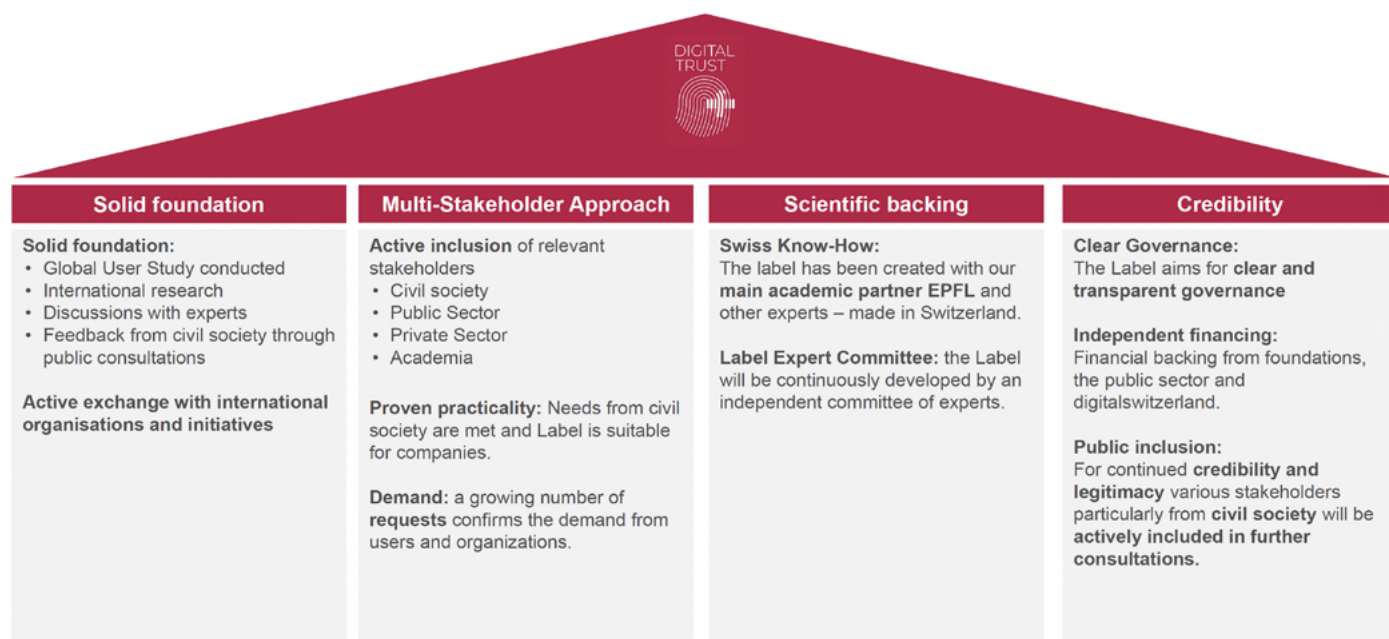
Pillars of success for the Digital Trust Label

How to build Digital Trust: Key learnings in a Digital Trust Whitepaper

In a Whitepaper on Digital Trust, learnings from the intense work on developing a Digital Trust Label were summarised. The Whitepaper also outlined the Swiss Digital Initiative's understanding of Digital Trust and why building it matters for successful digital transformation, particularly in healthcare, the public, media, banking and insurance sector, in the fields of Human Resources and the education sector. In addition to the Digital Trust Label, the Swiss Digital Initiative proposes a Digital Trust Framework that shows the various elements of Digital Trust:

All these elements should be addressed when working towards building Digital Trust in a coordinated fashion. Looking at the Digital Trust Ecosystem the Swiss Digital Initiative concludes that coordinated efforts by various stakeholders are needed. Switzerland is well positioned to play an active role globally in working towards Digital Trust.
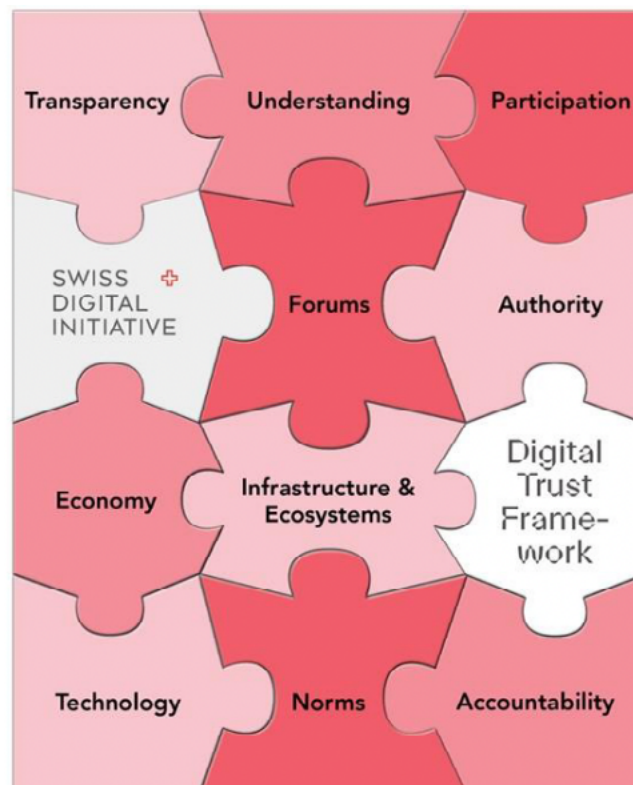
The Digital Trust Framework
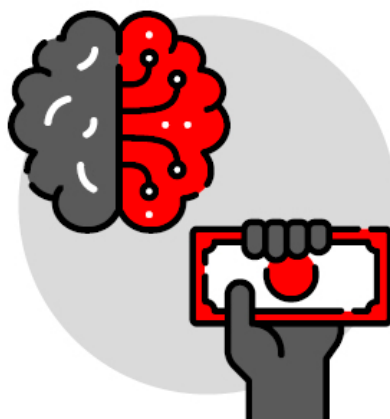
AI Ethics
event series

As part of the 2021 Digital Days, organised by digitalswitzerland, the Swiss Digital Initiative conducted an event series to look closely at three aspects of ethics and AI. Together with the project partners AlgorithmWatch Switzerland, the ethics innovation lab ethix and the Geneva Science and Diplomacy Anticipator (GES-DA), the events explored political and economic aspects of ethics in AI as well as future scenarios for technological developments and governance. The objective of the event was to raise awareness on the ethical implications of AI, to create actionable recommendations for users and companies to promote AI ethics. The learnings and the collaboratively created insights of each workshop build the basis for a continued involvement of SDI in one of our three key focus areas, AI Ethics.

Political aspects of AI ethics

At the first workshop in Berne, ethical considerations of using AI in the public sector were discussed with participants. In different groups, participants supported by moderators of AlgorithmWatch Switzerland looked at different use-cases of public sector AI throughout Europe and Switzerland using a checklist developed by AlgorithmWatch Switzerland.

In the concluding discussion it became apparent that the issue isn't necessarily that there aren't any rules or guidance. But just as is the case in the private sector, the practical implementation of those principles poses a significant challenge. What might sound logical and feasible on paper all too often fails when confronted with the messy reality.

Discussing public sector AI ethics in Bern

Brainstorming the AI Ethics "wishlist" in Zürich

AI ethics and the economy

For the second event, participants under the moderation of ethix discussed the expectations of consumers towards the private sector when it comes to AI ethics. Starting from the observation that customers feel not enough is being done by the private sector to take ethical considerations into account in the development of AI services, participants tried to come up with a "wishlist." What is needed by the state, the private sector and society?

Participants acknowledged that it is very easy to demand that "somebody" do more, but we also need more digital literacy in the wider population. Otherwise, relevant questions driving consumer behaviour might not even be asked, in turn lowering incentives for the private sector to engage with digital ethics.

Where are we headed: Exploring future trends together

For the conclusion of our Ethics & AI event series for the Swiss Digital Days, the Swiss Digital Initiative and GESDA welcomed three experts for a look into the future. The technological trends over the next five, 10 and more years, as well as their social consequences and learnings for governance were discussed. The freely available 2021 GESDA Science Breakthrough Radar provided the inputs to the presentation and the open discussion with the audience that followed.

The discussion and the questions from the audience not only showed the interest in understanding the impact of technological developments on the international community. It has also become clear once again that this discussion benefits from including different perspectives. This is particularly the case when talking about ethics. In contrast to other aspects, there aren't simple checklists that can be hardcoded. To truly engage with ethics means accepting complexity and not opting for simple solutions.
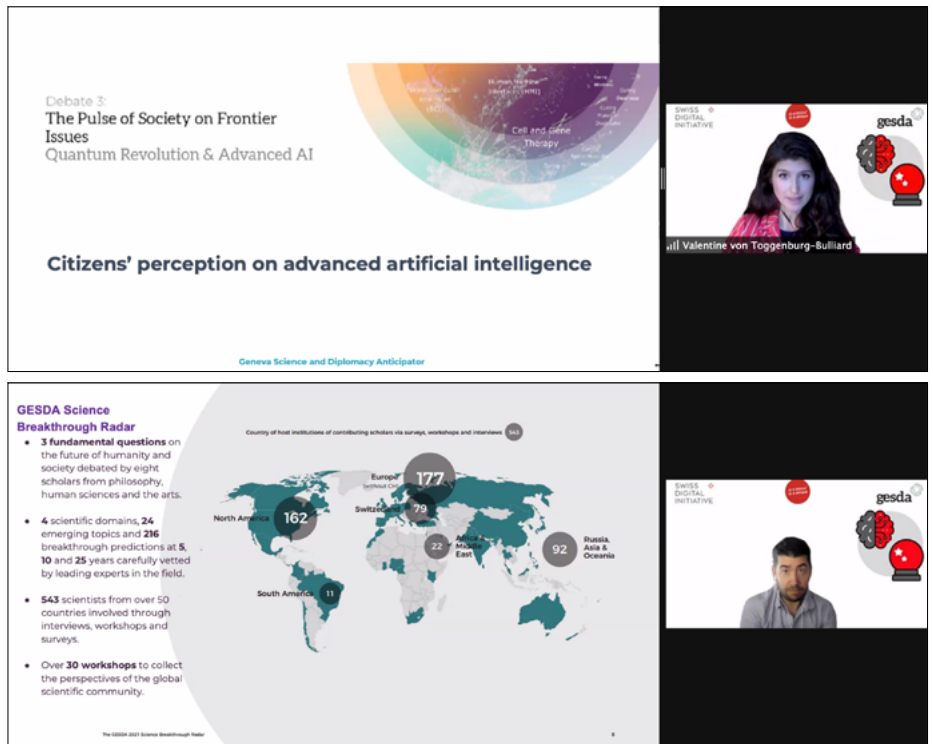
Valentine Toggenburg-Buillard, WEF Global Shapers Community and Martin Müller, GESDA sharing their views on the future of AI Ethics

— HEAD Genève

AdFace – Collaboration with Master Media Design program, HEAD – Genève

HEAD Students brainstorming project ideas

Art is a great way of breaking down complex issues and an underestimated resource to advance the societal debate about digitalisation. In collaboration with the leading art and design school HEAD Genève (Haute école d'art et de design), an interactive and thought-provoking web experience on digital trust and ethics was created. The interactive experience AdFace addresses two issues of concern: targeted advertising and facial recognition.

Site visitors are asked to grant access to their webcam. The picture taken is subsequently analysed and an individual advertisement profile established. This profile and inferred characteristics about the visitor are then shared with them to raise awareness for how we implicitly trust digital services surrounding us and how certain inferences are constantly made about our interests and status.

The project was led by Marta Revuelta, Félicien Goguey and Alexia Mathieu. The idea was created by the students Raghid Jomaa and Emma Parente.

Best practices for Corporate Digital Responsibility

In line with SDI's mission to bring ethical principles and values into digital technologies, every organisation should be supported in implementing principles of digital responsibility. To this end, SDI is collaborating with IMD Lausanne to collect case studies of organisations that have turned principles of digital responsibility into practice. These case studies will act as a resource for any organisation interested in strengthening its digital responsibility by making best practices and experiences available. As such, this resource will complement our Digital Trust Label project and advance the adoption of digital responsibility among organisations. The project was initiated towards the end of 2021 and will be further advanced in 2022.

From the side of IMD, the project is led by Michael Wade, Global Centre for Digital Business Transformation and Tomoko Yokoi, Researcher and Advisor in Digital Business Transformation.

Thought Leadership

In addition to its practice-oriented projects to advance digital ethics and responsibility, the Swiss Digital Initiative contributes and shares its insights and learnings through interviews, keynote speeches, workshops, publications and contributions in working groups.

SDI in the media

In 2021, several interviews and contributions were conducted resulting in an even higher media coverage than the year before. Some highlights will be briefly presented. A full list of media mentions is available on the SDI website.

Leading Swiss Newspaper Neue Zürcher Zeitung featured a detailed interview with our President Doris Leuthard on where Switzerland stands with regard to digital transformation, why the transformation is taking more time than necessary and how the work of SDI and the Digital Trust Label comes into play.

Our Managing Director Niniane Paeffgen not only talked to RTS - La Matinale and Le Temps but also had the opportunity to present the work of SDI, why digital ethics matters and how the Digital Trust Label works, including details on the auditing process and the label criteria to the ICTJournal. You can read the full interview here.

«As users of digital services, we have a certain power.»
Niniane Paeffgen at RTS - La Matinale
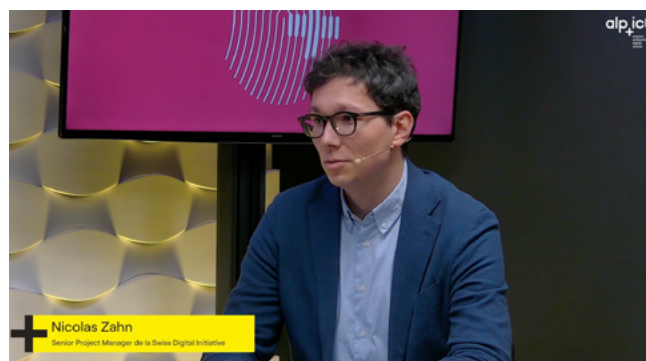
«The Digital Trust Label creates transparency and choice for users of digital services.» Nicolas Zahn at alpICT, a leading tech-publication in Romandie

Event participation and contributions

SDI regularly participates in events to connect with like-minded organisations to raise awareness to issues of digital ethics for a broader audience and to share its learnings and insights from its work, such as the development of a Digital Trust Label. Here is a selection of some of our event participation.

50th St. Gallen Symposium: Ethics and Fairness in the Age of Digital Transformation

A first highlight was the 50th St. Gallen Symposium built around the issue of Trust. SDI led a panel discussion on Ethics and Fairness in the Age of Digital Transformation and participated in a high-level round table on Digital Trust. The lively debate formed the basis for a Digital Trust Whitepaper by IMD Lausanne.

"This digital world means more cooperation"

Doris Leuthard
Chairwoman Swiss Digital Initiative

Doris Leuthard and Niniane Paeffgen at the St. Gallen Symposium

Roundtable organised by the Club Diplomatique in Geneva

SDI Director Niniane Paeffgen shared her views on the future of international Geneva, the metaverse and ethical aspects of digital technologies in a Roundtable, organised by the Club Diplomatique de Genève and hosted by RTS - Radio Télévision Suisse.

Round Table on the future for International Geneva in the virtual age. From left to right: Michael Moller (former under-secretary-general of the United Nations, Chairman Diplomacy Forum at GESDA), Yannick Roulin (Ambassador and Head of Host State Division FDFA), Marie Laure Salles, (Director of the Graduate Institute of International and Development Studies), Niniane Paeffgen (Director SDI), Benedikt Wechsler (Ambassador and Head of Division for Digitalisation FDFA).

Keynote on Digital Trust at the Swiss Smart Government Day 2021

Another highlight was the St. Gallen Smart Government Day where Niniane Paeffgen held a keynote on the importance of Digital Trust for the digital transformation of the public sector, building upon recent votes regarding digital projects such as the electronic identity. Nicolas Zahn moderated a practice-oriented workshop to discuss digital ethics in the life of public administrators.

«Digital trust goes beyond security, privacy and reliability. Ethical, legal aspects and sustainability also play an important role.» Niniane Paeffgen in her Keynote on Digital Trust at the 2021 Smart Government Day

High-level panel on how to build digital trust going forward. From left to right: Moderator Jean-Pierre Hubaux (Professor at EPFL), Nele Leosk (Ambassador for Digital Affairs, Estonia), John Frank (Vice President UN Affairs, Microsoft), Niniane Paeffgen (Director SDI), André Kudelski (CEO and Chairman, Kudelski Group) and Ursula Oesterle (Vice President for Innovation, EPFL)

Digital Trust 2025 conference, co-hosted by the Graduate Institute Geneva and EPFL's Centre for Digital Trust (C4DT)

At the Digital Trust 2025 Conference, co-organised by the Graduate Institute of International and Development Studies and the EPFL Center for Digital Trust (C4DT), SDI was represented by Managing Director Niniane Paeffgen to addressed a number of key questions: How does a lack of digital trust manifest itself today? Is this justified, based on current privacy and security issues, or is it exaggerated? What lessons can be learned from other sectors on how to build the trust that will be needed for our digital future?

Further Highlights: Corporate Digital Responsibility Awards in Germany, Club de Madrid's AI Policy Conference, NZZ X Days and Digital Arts Festival

Further highlights were for example the SDI participation at the NZZ X Days, the Zurich Digital Arts Festival and the CDR Award Ceremony in Germany. SDI presented the Swiss perspective on digital responsibility, why it matters and how organisations can implement ethical practises into the development and use of digital technologies.

Furthermore, SDI President Doris Leuthard shared insights from the work of the development of a Digital Trust Label in the Policy Lab on Fundamental Rights in AI and Digital Societies, organised by the Club de Madrid and the Boston Global Forum. The event brought together leading figures from politics and academia to discuss various aspects of this topic and exchange experiences.

«Art is a valuable ally for raising awareness and stimulating critical thinking around the societal implications of new technologies.» SDI at the Digital Arts Festival in Zurich

Contributions in working groups

SDI is proud to be a member of several working groups that advance digital ethics and digital responsibility. In particular, in 2021 SDI continued to be an observer in the Geneva Dialogue. In addition, SDI has joined the IEEE AI Trust & Agency Committee to discuss potential standardisation. SDI has also reached out to the OECD and the WEF Working Group on Digital Trust.

While SDI is still a small organisation, active contributions in relevant working groups helps to maximise the impact of its work. Ideas and insights can be exchanged with other organisations and stakeholders. Discussions in working groups help SDI to broaden its network and showcase its projects, not only to get feedback but also to spread the word and attract the attention of like-minded organisations that can multiply the impact of projects such as the Digital Trust Label.

GENEVA DIALOGUE ON RESPONSIBLE BEHAVIOUR IN CYBERSPACE

IEEE

WORLD ECONOMIC FORUM

Outlook

## Pioneering Digital Trust, AI Ethics and Corporate Digital Responsibility in Practice

With the successful launch of the Digital Trust Label in January 2022, the remainder of this year will be dedicated to scaling the Label and increasing its adoption in Switzerland and beyond. In doing so, SDI will obtain valuable feedback from the organisations who labelled their digital service, the users who interact with the Label for the first time and all other stakeholders who wish to provide feedback. The adoption by companies, but also acceptance by users will be critical for the next phase. The values expressed in organic and fair trade Labels in the analogue world are well known in the population and SDI believes that the same should be possible and valid for the digital sphere.

It remains clear that the Label will always be a continuous development effort to meet evolving user demands and technological progression. To foster the sustainable growth of the Label and the organisation itself, SDI will expand on ensuring a credible governance structure and invest in additional resources to further professionalise its capabilities to serve stakeholders needs. Besides Digital Trust, SDI will focus on the topics Corporate Digital Responsibility in Practice and AI Ethics.

The growing realisation of a need for a global digital governance and a more humane-centric digital world makes the dynamic international ecosystem in Geneva - the birthplace of the internet - an ideal location for this pioneering work. Thus, fostering and strengthening collaboration with stakeholders and partners in Geneva and beyond will be another priority in the next year.

Finally, we believe that questions around digital ethics and responsibility are not a short-term trend, marketing hype or nice-to-have. On the opposite: Companies, which are aware of their responsibility and do understand the strategic dimension of digital ethics will win stakeholder trust in the long-term and have a competitive advantage. With our initiative we want to do our part from a practical perspective - a commitment to digital responsibility.
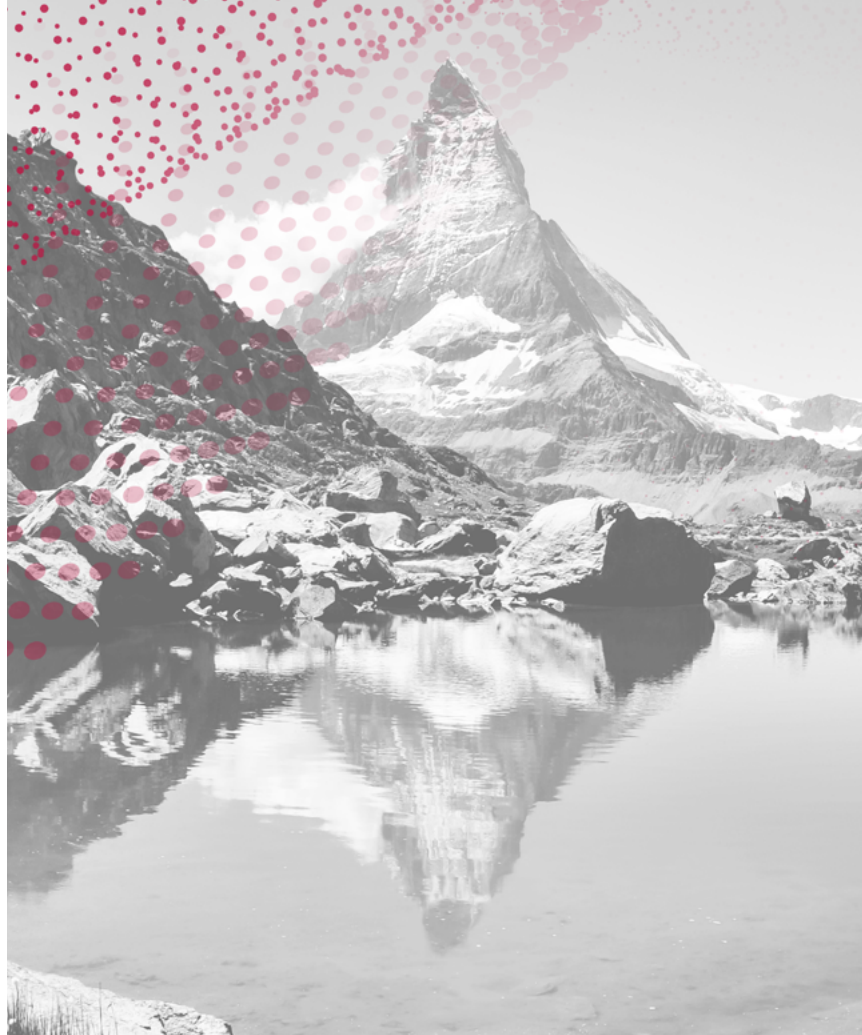
People & Partners

Foundation Board of Directors in 2021

Our seven members of the Foundation Board of Directors represent the multistakeholder -approach of the SDI. Two members represent the academic world, two members of the Board come from the private sector, two members have a public sector background and one person speaks for the civil society.

Doris Leuthard
President
former Swiss Federal Councillor
and Member of the UN
High-level Panel on Digital
Cooperation

Walter Thurnherr
(ad personam)
Federal Chancellor

Yves Flückiger
Rector University of Geneva

Martin Vetterli
President EPFL

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

Marc Walder
CEO Ringier and
Founder digitalswitzerland

Anja Wyden Guelpa
Director and founder civicLab
and former State Chancellor
of the State of Geneva

Executive Office in 2021

Operational management of the Foundation, oversight of the activities and ensuring compliance with its purpose and decisions taken by the Board was ensured by a growing team in 2021. Managing Director Niniane Paeffgen is supported by Sarah Gädig who manages Operations and the Digital Trust Label Project (joined February 2021) and Nicolas Zahn (joined May 2021) who supports communications and manages additional projects.

Furthermore, SDI has been operationally supported by digitalswitzerland. The Digital Trust Label project was only possible thanks to a close partnership with EPFL and the support of the Mercator Foundation Switzerland.

The secretariat of the Foundation was entrusted to a secretary.

Niniane Paeffgen
Managing Director

Sarah Gädig
Project &
Operations Manager

Nicolas Zahn
Senior Project Manager

Supported by

Manuel Liatowitsch
Secretary of the Foundation
Chief Legal Officer and
General Counsel
Ringier Group

Martin Rajman
Senior Scientist and
Scientific Advisor for the
Digital Trust Label

Imad Aad
Project Manager,
Coordination of the Label,
Expert Committee Centre
for Digital Trust (C4DT)

Partners Swiss Digital Initiative

digitalswitzerland

Mercator Foundation Switzerland

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

SGS

EPFL

Label Co-Development Organisations

Booking.com

canton de vaud
LIBERTÉ ET PATRIE

AXA

swisscom

Swiss Re

CREDIT SUISSE

IBM

Financials

The Foundation Swiss Digital Initiative is mainly financed by other foundations and supported by its founding organisation, the multistakeholder association digitalswitzerland. Project-specific funding is based on contributions from our partners Mercator Foundation and the Swiss Confederation. EPFL has made significant inkind contributions to the creation of the Digital Trust Label. A top priority of the Foundation was to ensure the business-independent funding of the Digital Trust Label activity. These efforts will continue with the aim to ensure that the Label truly meets users' needs.

Funds have been managed carefully, in order to be able to ensure the scaling and operational phase of the Digital Trust Label in 2022.
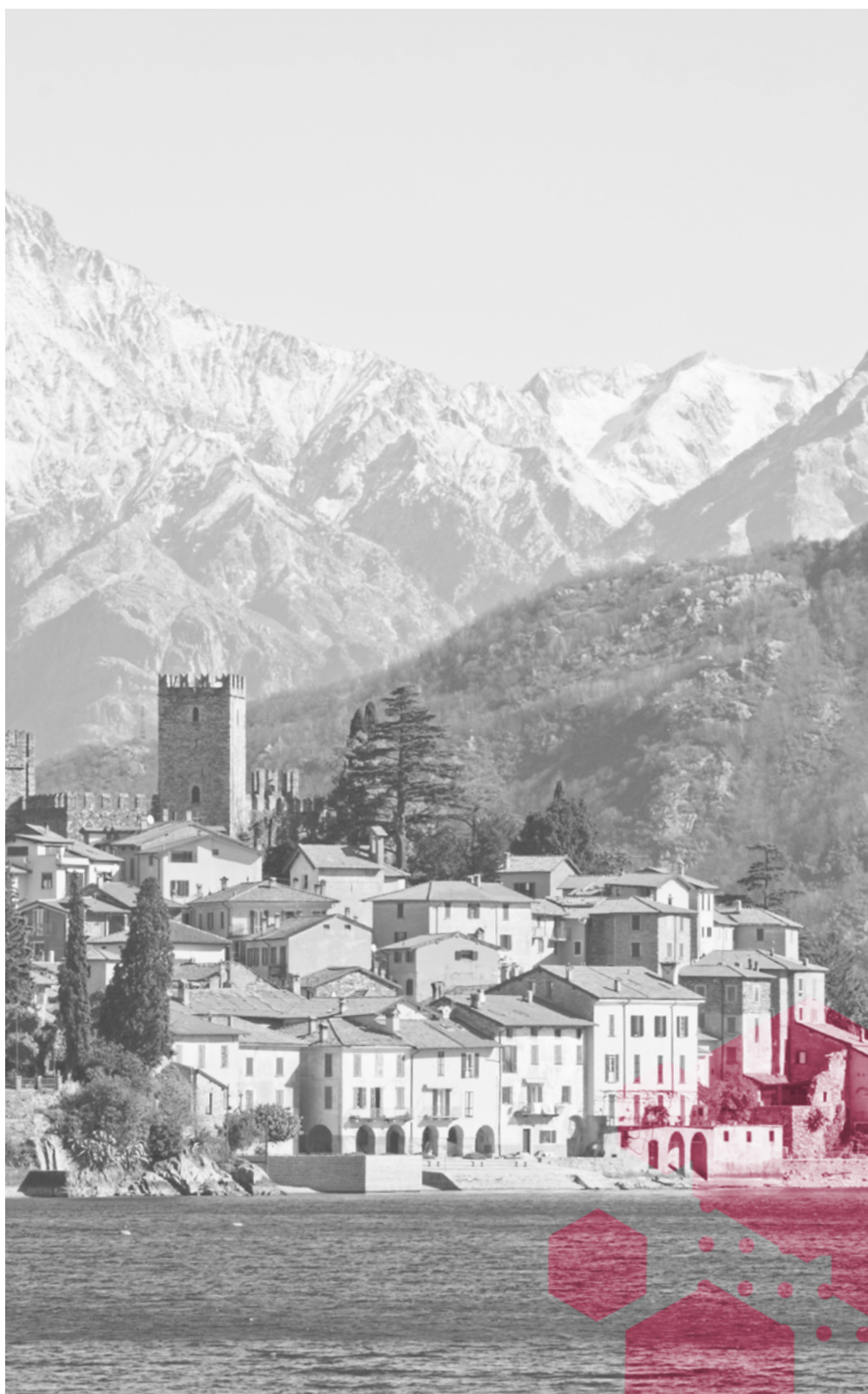
treureva

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

Zurich, March 3, 2022

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, 2021.

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

Michael Boller
Licensed audit expert

Enclosure:
- Financial statements

PrimeGlobal
An Association of
Independent Accounting Firms

EXPERT
SUISSE
Certified Company

Treureva AG, Othmarstrasse 8, Postfach, CH-8024 Zürich
+41 44 267 17 17, treureva.ch

Financial Statements

Balance Sheet

	Notes	31.12.2021 CHF	31.12.2020 CHF
Assets			
Cash		945'734.67	1'138'434.25
Total assets		**945'734.67**	**1'138'434.25**
Liabilities and Foundation Capital			
Trade liabilities	1	63'701.40	-
Other current liabilities	2	6'418.80	-
Deferred income and accrued expenses	3	3'500.00	84'053.15
Total Liabilities		**73'620.20**	**84'053.15**
Foundation Capital			
Foundation Capital as at 01.01./13.01.		1'054'381.10	60'000.00
Loss/Profit for the period		-182'266.63	994'381.10
Foundation Capital as at 31.12.		872'114.47	1'054'381.10
Total Liabilities and Foundation Capital		**945'734.67**	**1'138'434.25**

Income Statement

	Notes	01.01. - 31.12.2021 CHF	13.01. - 31.12.2020 CHF
Income from donations and contributions		449'300.00	1'100'000.00
Total Income from donations and contributions		**449'300.00**	**1'100'000.00**
Projects	4	-294'882.77	-101'593.15
Total operating expenses		**-294'882.77**	**-101'593.15**
Personnel expenses	5	-297'784.53	-
Other operating expenses		-38'644.11	-4'000.00
Operating result		**-182'011.41**	**994'406.85**
Financial expenses		-224.77	-25.75
Taxes		-30.45	-
Loss/Profit for the period		**-182'266.63**	**994'381.10**

Financial Statements

Notes to the financial statements 2021

Details of the principles applied in the annual account if not mandatory by law

Accounting principles

These financial statements have been prepard according to the provisions of the Swiss Law on Accounting and Financial Reporting (32nd title of the Swiss Code of Obligations).

Information, breakdown ans explanations relating to items on the balance sheet and in the profit an loss account

	31.12.2021	31.12.2020
1 Trade liabilities in CHF		
Due to third parties	63'701.40	-
Total	**63'701.40**	**-**
2 Other current liabilities in CHF		
Due to third parties	6'418.80	-
Total	**6'418.80**	**-**
3 Deferred income and accrued expenses in CHF		
Accrued expenses	-3'500.00	-84'053.15
Total	**-3'500.00**	**-84'053.15**
4 Projects in CHF		
Service expenses Swiss Digital Trust Label	-246'795.60	-101'593.15
Personnel expenses Swiss Digital Trust Label	-33'087.17	-
Other Projects	-15'000.00	-
Total	**-294'882.77**	**-101'593.15**
5 Personnel expenses in CHF		
Salary expenses	-289'167.00	-
Social security expenses	-26'791.30	-
Other personnel expenses	-14'913.40	-
Total	**-330'871.70**	**-**

Of the total personnel expenses, CHF 33,087.17 (previous year CHF 0.00) were recognised as project expenses.

About SDI

Purpose

The Swiss Digital Initiative Foundation aims to promote ethical standards and conduct in the use of digital information and technologies at a global level. The Foundation carries out its activities through its own projects, grants and the financing or co-financing of selected third-party projects. It may cooperate with third parties to promote the Foundation's purpose and delegate tasks to third parties. The Foundation can also carry out other tasks related to the topic of "Ethics in the Age of Digital Transformation". The Foundation does not pursue any profit-making purposes and does not strive for profit.

The Swiss Digital Initiative (SDI) is an independent, non-profit foundation based in Geneva, founded in 2020 by digitalswitzerland and under the patronage of Federal Councillor Ueli Maurer. The SDI pursues concrete projects with the aim of securing ethical standards and promoting responsible conduct in the digital world. It brings together academia, government, civil society and business to find solutions to strengthen trust in digital technologies and in the actors involved in ongoing digital transformation.
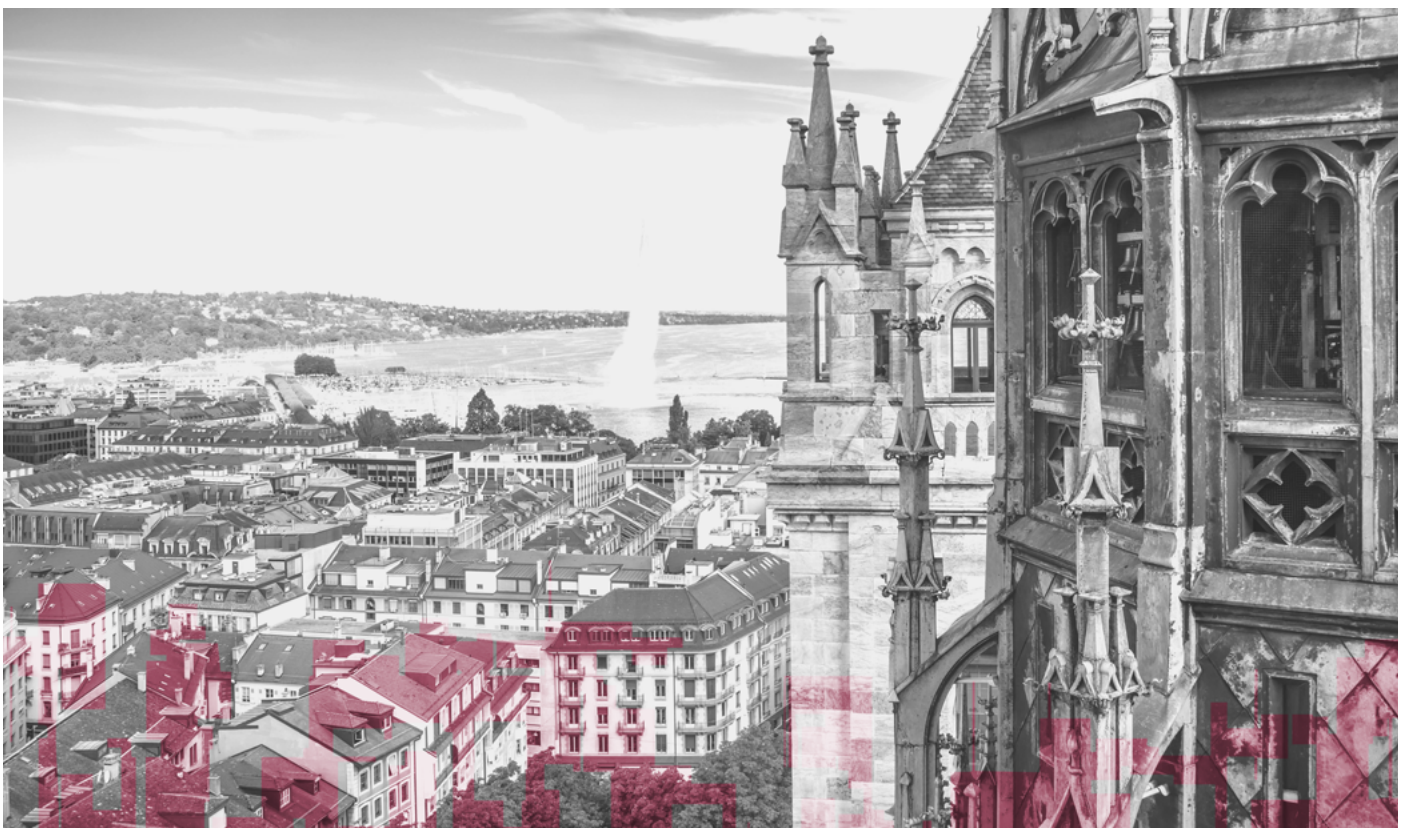
SDI Guiding Principles

The process governing the definition and implementation of projects pursued within the Swiss Digital Initiative are guided by the following principles:

1 Inclusiveness

SDI projects must commit to a participatory and inclusive process open to all relevant and interested stakeholders. This means including users, civil society organisations, vulnerable groups and critical voices, regulators, and corporations to ensure active participation on the part of diverse members of society from a wide range of cultural backgrounds. This is in order to increase overall trust in data-driven applications and algorithmic processes through their lawful, non-discriminatory and fair use.

2 Awareness

Insights from the many other relevant initiatives in the ongoing shaping of ethical frameworks within the digital sphere must be taken into account throughout the entire process. This will promote critical consideration of hidden assumptions or biases, which may relate to demographics, geography, or various forms of underrepresentation, in order to reduce unfair biases or discrimination rather than to create new or reinforce existing ones.

3 Transparency

SDI projects must guarantee transparent communication with stakeholders and the public.

4 Agility and Flexibility

The SDI process will remain flexible to allow for experimentation and innovation, while balancing the benefits with the inherent risks.

5 Responsiveness

SDI projects will emphasise the development of mechanisms that will enable appropriate responses to emerging harms or governance needs not foreseen during the development or implementation of data-based applications or algorithmic processes.

6 Sustainability

The SDI process will live up to the requirements of sustainability by striving for a minimised impact on resources, in particular by taking advantage of technologies in order to spare these resources.

7 Benevolence

SDI projects must strive to implement human-centric approaches that put people's rights and needs - as enshrined in principles such as autonomy, explicability, or fairness - at the heart of technical progress.

8 Accountability

SDI stakeholders and the implementation of SDI projects will commit to acting responsibly with regard to the initiative's commitments, and in their dealings with resources, people, and facts. If personal data is gathered or used as part of these projects, the privacy of individuals will be assured at all times in accordance with applicable data protection law

Swiss at Heart, Global in Ambition

Choosing Campus Biotech in Geneva as headquarters for the SDI is not a coincidence. The city as a whole is seen as the centre for multilateral diplomacy and international cooperation. As an innovative location known for legal certainty, stability and not least of all neutrality, Switzerland is predestined to drive such an important initiative and to build bridges.

SDI aims to reinforce and advance the strong international digital ecosystem in Geneva through building a cluster or „Swiss Digital Lab" together with initiatives such as GESDA, the Cyber Peace Institute, the World Economic Forum and others. A place where Swiss excellence is experienced and implemented through concrete projects. Through collaboration with international organisations, such as the United Nations, International Telecommunication Union and the International Committee of the Red Cross, Geneva can strengthen its position as the international hub to tackle some of the most complex and urgent global internet governance challenges.

SDI offices are located at the Campus Biotech, in the heart of International Geneva. This is made possible thanks to the Geneva Science and Diplomacy Anticipator (GESDA), which kindly shares their office spaces with the SDI Foundation.

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