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
Swiss Re: 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

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