

## PRESS RELEASE

### Starting the next chapter for the Digital Trust Label

**The Swiss Digital Initiative, together with supporters, partners and experts developed the Digital Trust Label, a first-of-its-kind certification scheme for the trustworthiness of digital services. After validating the certification scheme in the market and updating the standard for artificial intelligence, the time has come for the next chapter of this project by transferring it to the long-standing auditing partner SGS.**

*Davos, 21 January 2025* - As the Swiss Digital Initiative's flagship project, work on the Digital Trust Label started in 2020 with a clear mission: to address this growing challenge of digital trust by establishing a new standard for digital services and providing users with a clear signal of trustworthiness. The initiative gained significant momentum with its official launch in January 2022, quickly attracting adoption from leading organizations including Swiss Re, Swisscom, Swiss Post, Cisco, Wefox, and others. A major milestone was reached in 2024 with a comprehensive update to the criteria catalogue, specifically addressing the crucial role of artificial intelligence in digital trust and ensuring the label's future readiness.

In addition, the Swiss Digital Initiative has published a self-assessment tool to support digital service providers implement AI in a trustworthy way. In today's rapidly evolving digital landscape, artificial intelligence—particularly generative AI—has emerged as a transformative force in how digital services are designed. As organizations rush to integrate these technologies, the need for thoughtful implementation has never been more critical. While the potential of generative AI to enhance digital services is immense, the regulatory landscape remains in flux, and standards are still emerging. Organizations must navigate this complexity while maintaining the trust of their end-users—a challenge that requires careful consideration of both opportunities and risks.

#### **Building a Future of Verifiable Digital Trust**

Today marks a significant milestone as the Swiss Digital Initiative Foundation announces the transfer of the Digital Trust Label to SGS, the world's leading testing, inspection and certification company and a long-standing partner of the project.

The transfer to SGS represents a natural evolution in the label's journey from an innovative concept to an auditable standard. Under SGS's stewardship, the Digital Trust Label will expand its reach while maintaining its rigorous standards, making digital trust verifiable and actionable for organizations worldwide.

"The Digital Trust Label perfectly complements our strategic vision for digital assurance services," says Jan Meemken, Sub-Regional Manager of DACH at SGS. "Having supported this initiative from its early stages, we recognized its potential for digital trust. We are committed to scaling this Swiss innovation internationally while maintaining its high standards and credibility."

# SWISS DIGITAL INITIATIVE

Doris Leuthard, President of the Swiss Digital Initiative Foundation, reflects on the journey: "I am immensely proud to see how our vision of creating a 'fair trade label for the digital age' has evolved from concept to concrete reality. This achievement wouldn't have been possible without the dedication of the Swiss Digital Initiative team, our supporters, partners, clients, and experts who contributed their expertise and passion. I thank them all wholeheartedly for helping us reach this significant milestone."

## **About SGS**

SGS is the world's leading Testing, Inspection and Certification company. SGS operates a network of over 2,700 laboratories and business facilities across 119 countries, supported by a team of 99,250 dedicated professionals. With over 145 years of service excellence, SGS combines the precision and accuracy that define Swiss companies to help organizations achieve the highest standards of quality, safety and compliance.

The brand promise – when you need to be sure – underscores the commitment to trust, integrity and sustainability, enabling businesses to thrive with confidence. SGS proudly delivers its expert services through the SGS name and trusted specialized brands, including Brightsight, Bluesign, Maine Pointe and Nutrasource.

SGS is publicly traded on the SIX Swiss Exchange under the ticker symbol SGSN (ISIN CH0002497458, Reuters SGSN.S, Bloomberg SGSN:SW).

## **About the Swiss Digital Initiative - Swiss roots, global reach**

The Swiss Digital Initiative Foundation is a long-term, sustainable commitment to digital responsibility, with the mission to restore trust in digital technologies through concrete projects. It brings together academia, government, civil society and business to find solutions to strengthen trust in digital technologies. The foundation is headquartered in Geneva and was initiated by digitalswitzerland.

## **Latest Publication:**

- [Towards trustworthy AI in digital services: A self-assessment tool for Digital Service Providers](#)

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