

DAGORÀ

Dagorà Community Day

7 February 2023

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digitalswitzerland



TRANSFORMING SWITZERLAND  
INTO A LEADING DIGITAL NATION

# Swiss Business Environment



# Swiss business environment

- **2nd highest GDP** per capita in the world
- Economic performance is largely driven by the **services sector (74%)**
- The **European Union is Switzerland's main trading** partner
- **Over 99% of Swiss businesses are SMEs** employing fewer than 250 staff.
- Switzerland spends over **CHF 22.5 billion on R&D annually** (around 3% of GDP) with two thirds contributed from the private sector

# World competitiveness ranking 2022

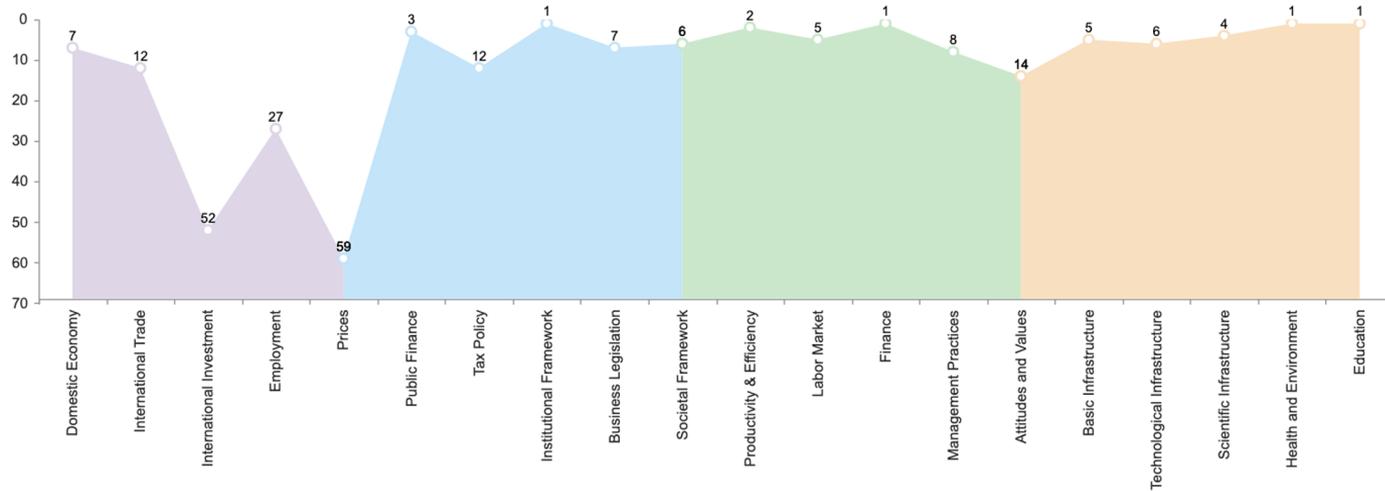
Economic Performance  
**30<sup>th</sup>**

Government Efficiency  
**1<sup>st</sup>**

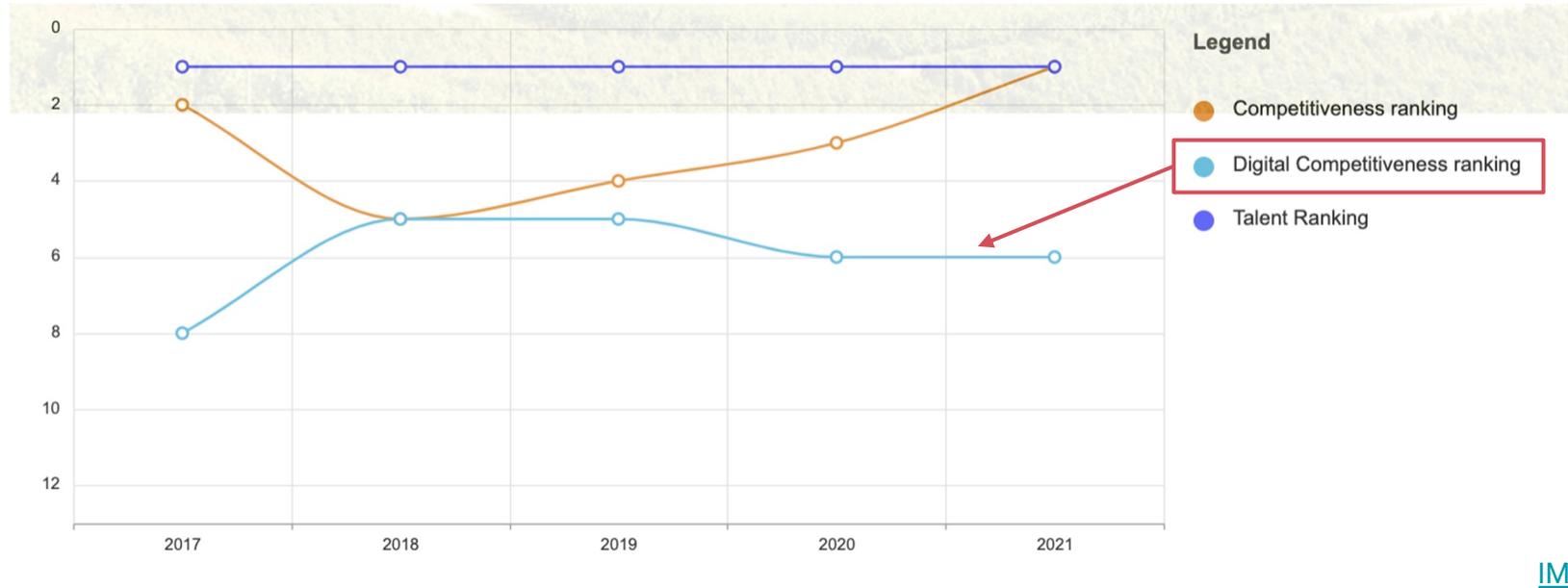
Business Efficiency  
**4<sup>th</sup>**

Infrastructure  
**1<sup>st</sup>**

Overall ranking  
**Switzerland**  
**2nd place**  
(of 63)



# However....



...to keep a leading role, to secure wealth and wellbeing,  
Switzerland needs to become a leading digital nation worldwide.

**IMD Digital  
Competitiveness  
Ranking 2022**



# IMD Digital Competitiveness Ranking 2022

## Overview

**63** ECONOMIES COMPARED

### IMD World Digital Competitiveness Ranking

Assesses the capacity and readiness of an economy to adopt and explore digital technologies as a key driver for economic transformation in business, government and wider society.

**3** FACTORS

#### Knowledge

the infrastructure that underlines the process of discovery, understanding and learning of new digital technologies.

#### Technology

the overall context through which the development of digital technologies is enabled.

#### Future Readiness

the level of preparedness of an economy to assume its digital transformation

**9** SUB-FACTORS

- Talent
- Training & education
- Scientific concentration

- Regulatory framework
- Capital
- Technological framework

- Adaptive attitudes
- Business agility
- IT integration

**52** CRITERIA

32 ranked statistics + 20 Survey = 52 ranked criteria

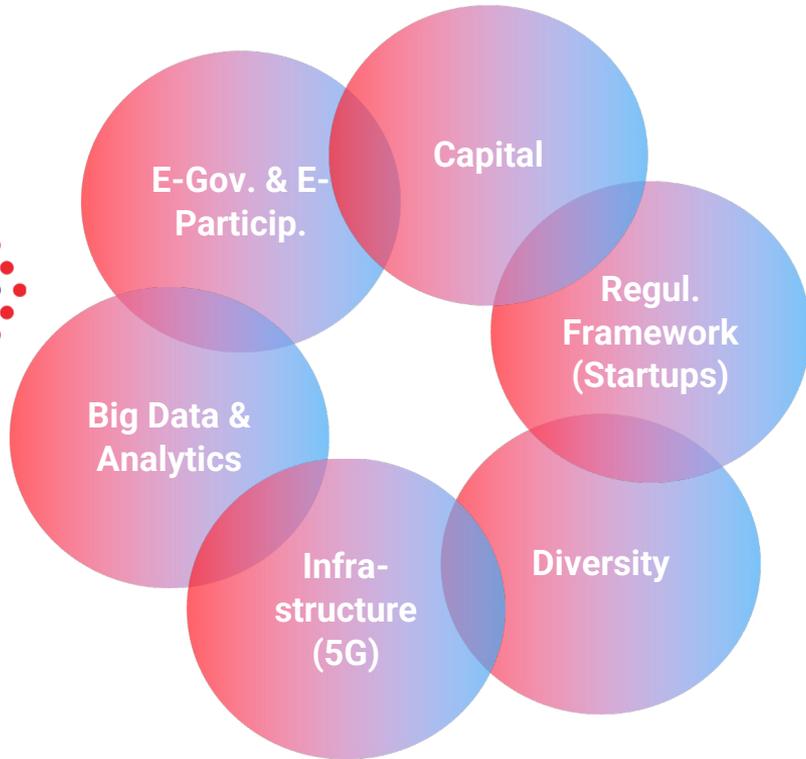
# IMD Digital Competitiveness Ranking 2022

## All Rankings



# Room for improvement

Various areas where Switzerland does not perform well



## Knowledge

Female researchers (rank 33)

## Technology

Starting a business (rank 37)

Enforcing contracts (rank 41)

Capital: IT & media stock market cap. (rank 44)

Wireless broadband (rank 38)

## Future Readiness

E-Participation (rank 18)

Attitudes towards globalisation (rank 21)

Worlds robots distribution (rank 25)

Use of big data & analytics (rank 23)

E-Government (rank 16)

**From the Ecosystem for  
the Ecosystem  
“Use Cases”**



# Fields of activity at digitalswitzerland

## People, Culture & Mindset

The inclusion of all segments of the **population** is crucial for an innovative digital Switzerland.

**Ecosystem example:** *Leverage the ecosystem to have a Dialogue with the population - with over 100 partner organisations from private economy, academia and politics - "Swiss Digital Days".*

## Education, Talent & Research

**35'800 digital specialists** will be needed in addition by 2028 and upskilling of all is essential.

**Ecosystem example:** *HR community with our member organisations to promote "Lifelong Learning".*

## Visibility, Network & Collaboration

Transversal collaboration and ecosystem's ramp-up with all actors of the **public** and **private** sector, **academia**, **scaleups** and **civil** society is key for a sovereign society and economy

**Ecosystem example:** *"Swisstech" represents Swiss innovation of multiple players under one umbrella brand abroad.*

## Infrastructure & Security

What the rail, road, electricity and telecom networks have brought to the development of Switzerland in the industrial age, the digital infrastructure will bring to the digital age. They are **essential growth drivers**, job creator and decisive factors where companies decide to locate its facilities.

**Ecosystem example:** *digitalswitzerland coordinates the economies interests in the development of an E-ID.*

## Politico-Economic Environment

A **technology-savvy view** of all dossiers and an **open dialogue** across the various disciplines is necessary to ensure that the potential of digital technology is better used across all areas.

## Administration / e-Government

digitalswitzerland comprises the expertise and voices of the private sector economy, academia and the population to support the federal administration as a strong **sparring partner**.

# Case 1/3: Swiss Digital Initiative (SDI)

Advancing practice-oriented ethics In the digital age



- Foundation with headquarters in **Geneva**
- **Mission:** Promoting digital ethics and responsibility
- Created by **digitalswitzerland**, under the patronage of **Federal Councillor Ueli Maurer** in 2019
- President is **Doris Leuthard**, former Federal Councillor and Member of the UN High-Level Panel on Digital Cooperation
- Official launch at the **WEF 2020** in Davos in presence of Federal Councillors Ignazio Cassis and Ueli Maurer

# SDI: Digital Trust Label

The pioneer project to advance digital trust



DIGITAL TRUST

This service is trustworthy according to the criteria of the Digital Trust Label.

- ✓ SECURITY
- ✓ DATA PROTECTION
- ✓ RELIABILITY
- ✓ FAIR USER INTERACTION

[find out more >](#)

✕

The Digital Trust Label is a combination of an **organic label** and a **nutritional value table** for **digital services**.

1. It shows that **mandatory criteria are fulfilled** by a **digital service**;
2. Gives users **more information and transparency** for empowered decision-making;
3. Provides an opportunity for organisations to focus on and **signal digital responsibility**.

# SDI: Strong partners and leadership

## Labelled digital services and committed organizations

### Our Partners

backing the Digital Trust Label



### Board Members of the Swiss Digital Initiative (as of 2022) the Geneva-based foundation behind the Digital Trust Label



**Doris Leuthard**

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



**Yves Flückiger**

Rector University of Geneva



**Ivo Furrer**

Former President digital**switzerland**, Member of the Board of Directors of Julius Baer, Helvetia Insurance, responsAbility, inventx



**Michael Hengartner**

President ETH Board



**André Kudelski**

Chairman and CEO Kudelski Group



**Walter Thurnherr**

Swiss Federal Chancellor (ad personam)



**Marc Walder**

CEO Ringier and Founder digital**switzerland**



**Anja Wyden Guelpa**

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

# SDI: Digital Trust Label Use Cases

Backing the Label with credibility and leading expertise

Organizations that already labelled their digital services



Organizations that already committed to be labelled in 2022



# Case 2/3: eSustainability

Ecological mega topics: carbon emissions and biodiversity

**\*\*\*STRATEGIC INSIGHT\*\*\***

*»In Europe, the 'E' of ESG is more relevant. In the US, the 'S' is currently more dominant»  
(UBS, Group Sustainability)*

TWO ECOLOGICAL MEGA TOPICS

## CARBON EMISSIONS

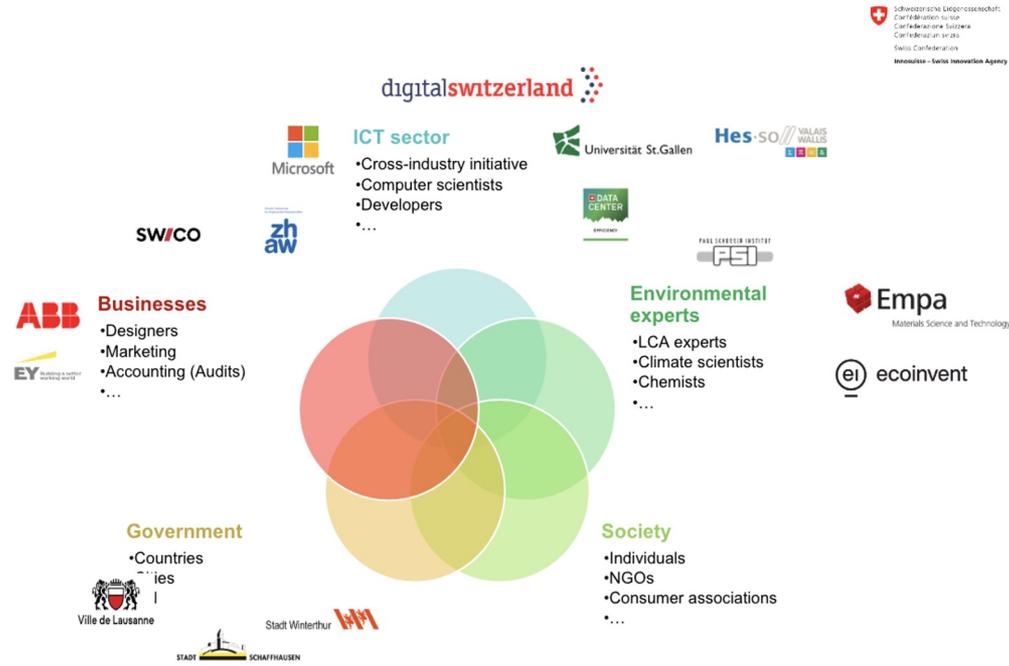
Carbon footprint, carbon neutrality and net-zero strategies are key to businesses and governments.

## BIODIVERSITY

The next big thing. Tracking impacts and dependencies on natural ecosystems

# Wiser Ecosystem

Creating reliable GHG data enabling large-scale climate strategies



1. Develop a digital ecosystem to simplify CF assessment while enabling **consistent & trustworthy** uses of various frameworks and data sources
1. Demonstrate the advantages & viability of the WISER digital ecosystem with prototypes that are tailored to the needs of different stakeholders

# Case 3/3: Digital Health

We want to **digitalise** the entire healthcare system in Switzerland and make it **patient-centric**



We want to **raise health awareness** to have a healthy population



We want to create an **easy-to-use, secure, trustworthy, efficient** and **convenient** national system **for patients and healthcare providers**



We want to place the **patient in the centre**, building **trust** by giving the **patient autonomy** over his/her own health data



We want to act as the **neutral player** orchestrating players of all kinds into action

# Digital Health: Challenges

Switzerland is lagging behind its neighboring countries in digitalisation of its healthcare system

## Challenges

1

### Lack of national guidelines and standards

- Switzerland has a decentralised healthcare system
- Each canton of Switzerland has its own health policies

2

### Lack of trust in digitalisation and fear of data storage

- Patients are not well informed on the location of their data storage
- Swiss citizens fear digital systems

3

### Lack of health and digital literacy

- 49% of Swiss population has issues to process information and use health services\*
- 75% of Swiss population has low health literacy related to healthcare system navigation\*
- Digital upskilling is not part of all the education curriculums leading to healthcare professions

4

### Lack of data interoperability

- Lack of standardisation, harmonisation and comparability between health data
- Each organisation/department has its own IT system to store the health data

5

### Lack of legal framework for an integrated smart solution

- Electronic Patient Dossier follows the principle of double voluntarism
- Swiss laws leave no room for innovation, new technologies or agility

# Digital Health: Challenges

Bringing leading experts together



**Jade Sternberg**  
Project Lead  
digitalswitzerland



**Philomena Colatrella**  
SteerCo Co-Lead  
CSS



**Conrad Müller**  
Stiftung Pro  
UKBB



**Sebastiano Caprara**  
Balgrist Hospital



**Susanne Gedamke**  
SPO



**Felix Akeret**  
SASIS from  
santésuisse



**Marie-Jeanne Semnar**  
Interpharma



**Alexandros Giannakis**  
Accenture



**Thomas Gross**  
BINT & ofac



**Pius Zängerle**  
curafutura



**Mathias Becher**  
FOPH



**Susanne Weissbäcker**  
EY-Parthenon



**Matthias Glück**  
Post



**Anna Kuruvilla**  
SwissRe



**Garif Yalak**  
Cisco



**Chantal Stäuble**  
Netcetera



**Toni La Rosa**  
ELCA



**Ivo Schmid**  
IBM

## Stakeholder Group

- Medical/Hospital industry
- Insurance industry
- Pharmaceutical industry
- Patient
- Government
- Technical providers

# Digital Health: Principles of work

Core values, identity and consortium approach

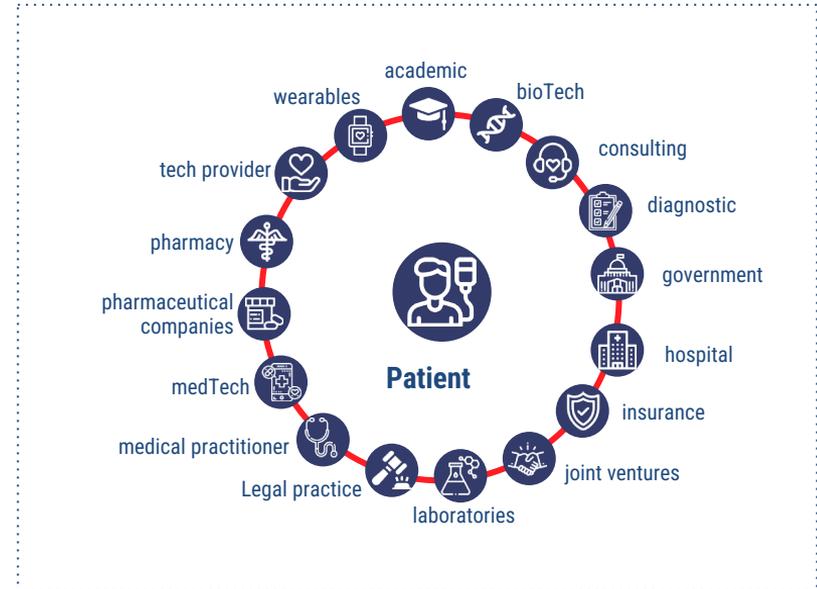
## Core values



## Identity



## Consortium approach representing all actors and existing solution



# Thank you!

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