



DAGORÀ

Dagorà Community Day

7 February 2023

Stefan Metzger, CEO digitalswitzerland

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

30th

Government
Efficiency

1st

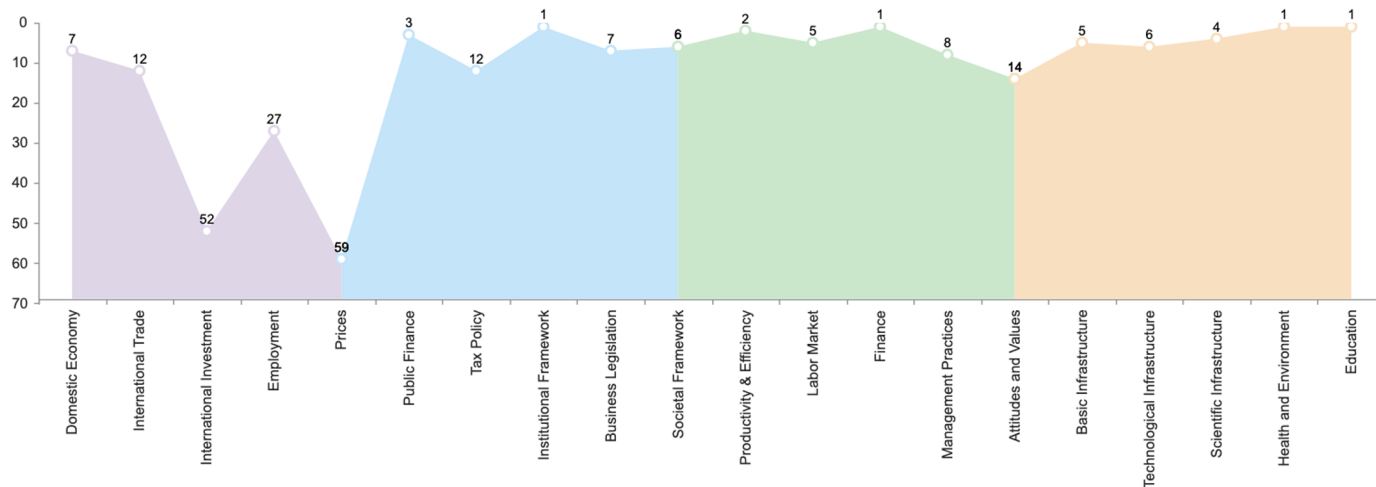
Business
Efficiency

4th

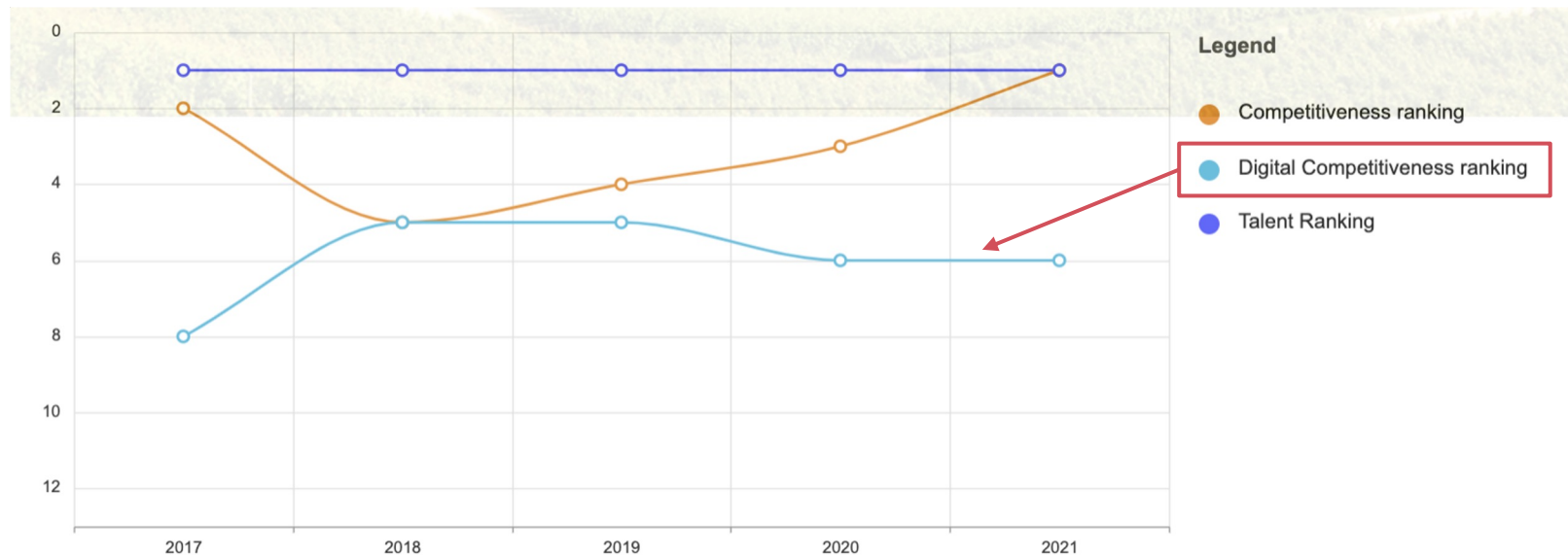
Infrastructure

1st

Overall ranking
Switzerland
2nd place
(of 63)



However....



[IMD \(2021\)](#)

...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

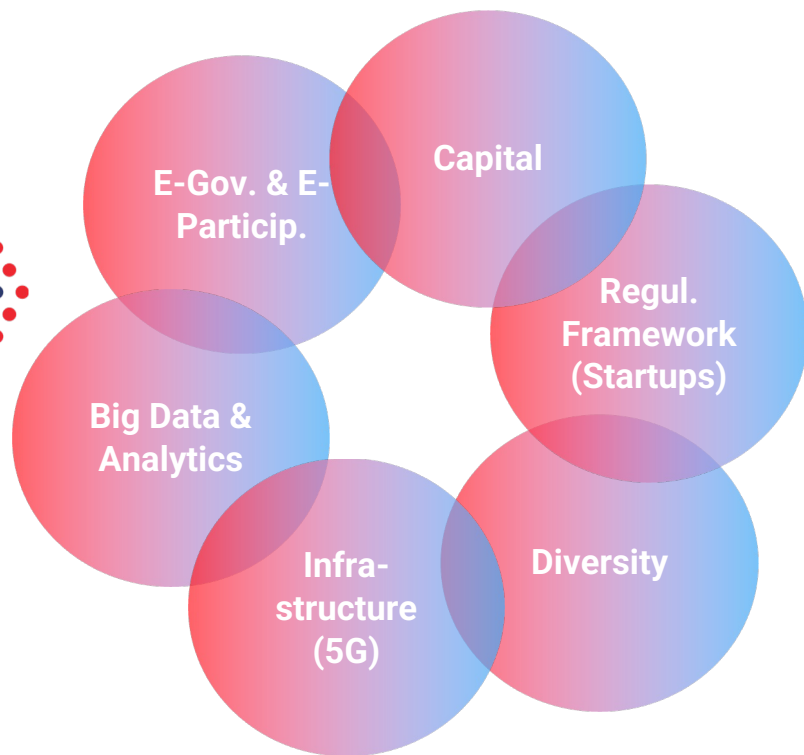
IMD Digital Competitiveness Ranking 2022

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)

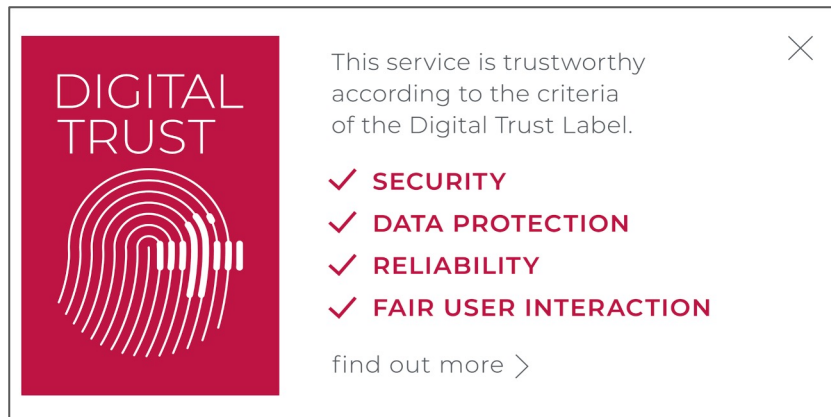
Advancing practice-oriented ethics In the digital age



- 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



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

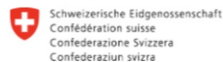
1. It shows that **mandatory criteria are fulfilled** by a **digital service**;
2. Gives users **more information and transparency** for empowered decision-making;
3. Provides an opportunity for organisations to focus on and **signal digital responsibility**.

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 digitalswitzerland, 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 digitalswitzerland



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

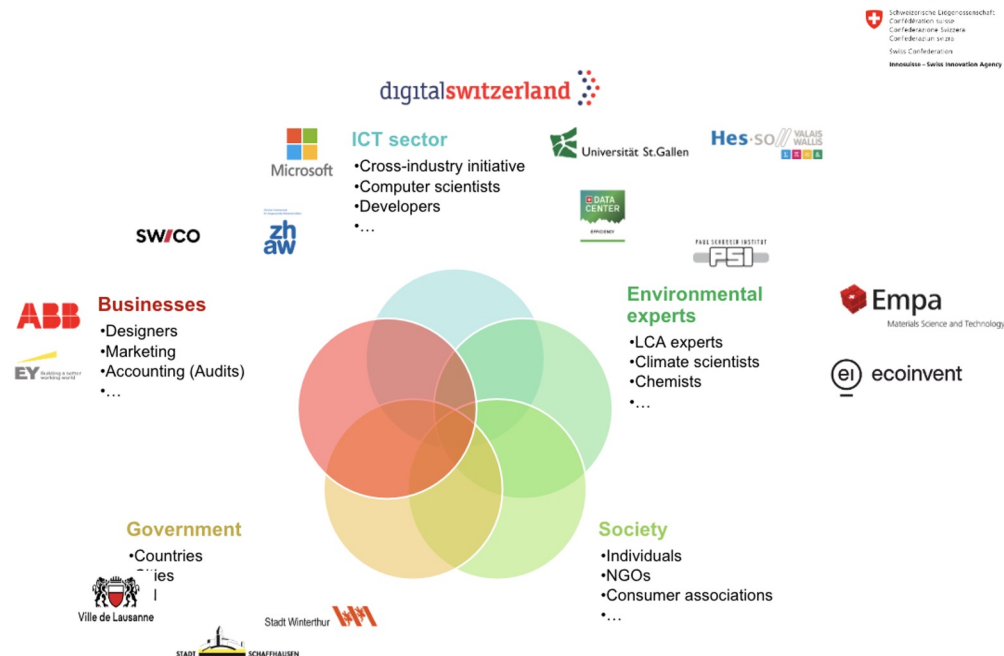
Carbon footprint, carbon neutrality and net-zero strategies are key to businesses and governments.

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

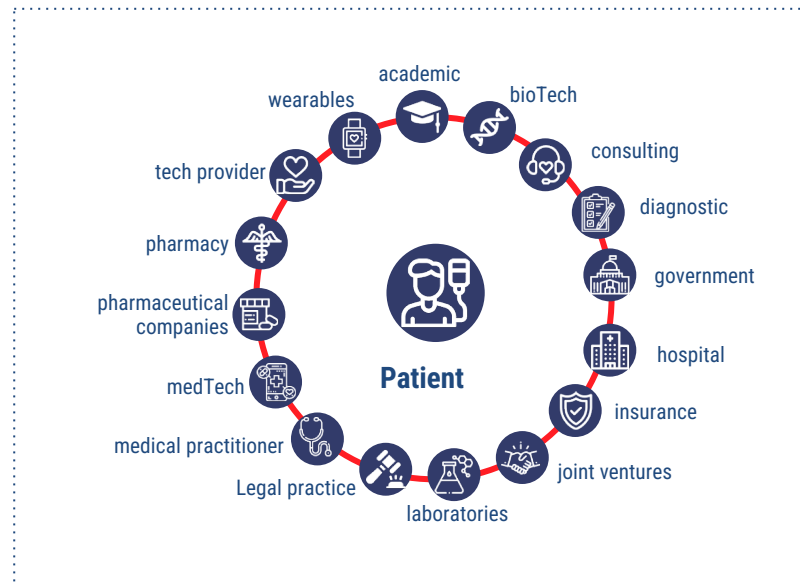


Identity



[Digital Health landing page](#) on
digitalswitzerland website

Consortium approach representing all actors and existing solution



Thank you!

Stefan Metzger
stefan@digitalswitzerland.com
+41 79 403 11 07

