

Innovation for Sustainability

Venture capital as a driver of change

SEPTEMBER 4TH 2018

Aura, Bleicherweg 5, 8001, Zurich



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The world faces multiple global challenges. From climate change to mass migration, the list is long and varied. To combat these global threats, we will need breakthrough innovations across nearly all sectors and technologies. Venture capital is likely to be a key enabler to the world's most creative and daring entrepreneurs to develop the disruptive innovations and new business models that tackle some of the world's big challenges.

The event **Innovation for Sustainability: venture capital as a driver of change** brings to Zurich some of the most prominent thinkers and entrepreneurial pioneers dedicated to developing market-based solutions to some of the world's big problems. The event will focus on the entrepreneurial opportunities taking place in two key areas: urban mobility and food systems.

Disrupting food production

Meat and dairy companies have a big environmental impact. According to the UN's Food and Agriculture Organization (FAO), the top 20 meat and dairy companies in the world emitted more greenhouse gases in 2017 than all of Germany, the world's fourth largest economy. At the same time, startups using technology to engineer meat in labs or develop

plant-based alternative threaten the entire meat production value chain. Going forward, the complex and costly value chain required to raise and slaughter billions of livestock each year could be the next sector set for a shake-up.

Disrupting urban mobility

The global transportation sector is set for disruption. With over 1.2 billion cars on the road today, making up nearly a quarter of global CO2 emissions, the sector is faced with rising social and environmental costs, demanding a fundamental rethink of urban mobility systems.

In a world of exponential change, transportation is already being disrupted by a confluence of forces like electrification, autonomous driving, the Internet of Cars (IoC) and the sharing economy. For instance, a number of startups are working on autonomous electric cars, shared car networks, ride hailing platforms, bike and scooter sharing offerings, and so much more. The transformation has just begun.

Speakers



Steve Westly

Founder & Managing Partner of The Westly Group

Steve is an American venture capitalist and politician. He was the State Controller and Chief Financial Officer to California from 2003 to 2007 and was one of the top candidates in the Democratic primary for Governor of California in the 2006 election. During the 2008 Presidential Election, Steve served as California Campaign Co-chair for Obama for America. Currently, Steve is a Managing Partner at The Westly Group, which he founded in 2007, one of the largest energy, utility, and sustainability focused venture capital firms in North America.



John Elkington

Founding Partner and Chairman at Volans

John Elkington is an author, advisor and serial entrepreneur, perhaps best known for coining such terms as environmental excellence, green growth, green consumer and triple bottom line. The last being an accounting framework that allows evaluating the performance of a company in a broader perspective, based on the three pillars social, environmental and financial. He is a pioneering world authority on corporate responsibility and sustainable development. Among his 19 books he has written or co-authored is the million copy selling "Green Consumer Guide" from the late 80's. Currently he is a Founding Partner and Chairman at Volans, a future-focused business working at the intersection between the worlds of sustainability, entrepreneurship and innovation.



Thomas Vellacott

CEO of WWF Switzerland

Thomas Vellacott is CEO of WWF Switzerland, a position he has held since 2012. WWF Switzerland has 290,000 supporters and forms part of WWF's global network. WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature. Before joining WWF, Thomas worked in private banking for Citibank and as consultant and engagement manager for McKinsey & Co. At WWF Switzerland, Thomas built up partnerships with the private sector and subsequently took on the role of Programme Director, responsible for national and international nature conservation. He holds degrees in Arabic and Islamic studies from Durham, in International Relations from Cambridge and in Business Administration from IMD.



Renat Heuberger

CEO of South Pole

Renat is a pioneer and social entrepreneur in the field of sustainability, climate change and renewable energies, where he is engaged since 1999. As a founding partner and CEO of the South Pole Group. Before founding South Pole, Renat was co-founder and CEO of the myclimate foundation, one of the world's first players on the voluntary carbon markets. Renat has been elected "Social Entrepreneur of Switzerland" by the World Economic Forum's Schwab foundation, and he serves as a member of the Global Agenda Council on Climate Change of the WEF. He is a board member of Climate-KIC, a board member of Climate Friendly Pty Ltd, Australia's leading voluntary carbon company, and of Perenia Pty Ltd. He is a member of the advisory board of HUB Zurich, a platform for social entrepreneurship and MyNewEnergy, a company launching the first-ever platform to compare power products in Switzerland.

Speakers



Joshua Tetrick

Founder and CEO of JUST

Josh, founded Hampton Creek, Inc. in 2012, renamed to JUST later, a food company that produces plant-based food where he also serves as its Chief Executive Officer. He is a social entrepreneur, writer, and speaker, has led a United Nations business initiative in Kenya and worked for both former President Clinton and the president of Liberia, Ellen Johnson-Sirleaf, and taught street children as a Fulbright Scholar in Nigeria and South Africa. Josh Tetrick is a graduate of Cornell University and the University of Michigan Law School.



Oliver Ouboter

Cofounder and Chief Operating Officer of Microlino

Oliver Ouboter is Cofounder and Chief Operating Officer of Microlino, a subsidiary of Micro Mobility Systems, a company dedicated to inventing innovative mobility solutions. In 2015, he joined his father and brother in founding the innovative electric vehicle startup Microlino. The fully electric bubble car will start being delivered in the second half of 2018 – providing micro solutions to Europe and beyond. Oliver holds a degree in Business Administration of the University of St. Gallen.



Freddy Hunziker

Founder and CEO of New Roots

Freddy Hunziker is the Founder and CEO of “New Roots”, which produces Cheese made from milk of cashew nuts. Today, he and his wife are looking to expand their production facility since their product line „Cheeze“ is flying off the shelf. Freddy was trained as a polytechnician before an accident forced him to switch careers. As an avid sports player, and having sustained many injuries, he experimented with foods that help him optimize his recovery time. As a result of this work, Freddy first became a vegetarian, and then a vegan, which he has now been for five years.



Roger Lienhard

Founder and CEO of Blue Horizon

Roger is the founder of the Blue Horizon Corporation and the affiliated Blue Horizon International Foundation. His primary objective is to generate synergies between the associated companies to ensure the maximum impact on the major global shift towards a more sustainable food system. He is a serial entrepreneur who has founded and sold several companies within the IT, advertising and online marketing industry.

Speakers



Robert Ruttmann

Founder and CEO at RFS and IFS

Robert Ruttmann is the founder and CEO of the research consortia Redesigning Financial Services and Innovation for Sustainability. Both are part of the Institute for Customer Insight at University of St. Gallen. Previously, Robert spent over 10 years in the financial services industry, working in Global Research at Credit Suisse, and in the Investment Office at Julius Baer, running a team of cross-asset strategists. Robert has two master's degrees from the University of St.Gallen, one in Banking and Finance, and one in International Affairs and Governance. He received his bachelor's degree in 2002 in Economics from Bates College, US.



Judith Häberli

Founder and CEO of Urban Connect

Judith Häberli is the Founder and CEO of Urban Connect, a company offering corporates a smart IoT-based e-bike and e-scooter sharing platform. Founded in 2014, the company today has clients like Google Europe, Roche, Zurich Insurance, Avaloq and many more. Judith has a degrees in stage acting from the European Film Acting School and quantitative economics from the University of Zurich. Her company's motto is "changing the way we commute to work".



Alice Fauconnet

Co-founder and owner of New Roots

Alice is the co-founder and owner of New Roots. After a Masters Degree in Social Anthropology in Paris and an overall concern with social justice issues, she started reflecting on the question of animal rights and became vegan alongside her partner Freddy as a result. In 2015, Alice and Freddy launched New Roots, where they produce vegan cheese with the intent of honoring century-old artisan cheese-making traditions with an ethical twist. The production of this cheese has a carbon footprint of about 25 times less traditional cheese.



Patrik Aellig

Head of Communications at Cargo Sous Terrain

Patrik Aellig is the Head of Communications at Cargo sous terrain. Cargo sous terrain (CST) aims to develop an innovative goods transport system by 2030 that will dramatically improve transport infrastructure in Switzerland and change the world of logistics over the medium term. Patrik is an expert in communications and public affairs working at ecos in Basel. He manages projects relating to urban development and sustainable transport systems, developing and implementing public relations and communications strategies.

Program | SEPTEMBER 4TH 2018



Location: Aura, Bleicherweg 5, 8001, Zurich

Day pass: CHF 190.00

13:00 – 13:15	Welcome and introduction (Robert Ruttmann)	15:40 – 15:50	Cargo Sous Terrain (Patrik Aellig)
13:15 – 13:35	Taking sustainability exponential (John Elkington)	15:50 – 16:15	Navigating the future (panel)
13:45 – 14:15	Venture capital as a driver of change Revolutions occurring in mobility, energy and building (Steve Westly)	16:15 – 16:45	Coffee break
14:15 – 14:35	Business as a tool to solving the big problems (panel)	16:45 – 17:05	The future of food (Roger Lienhard)
14:35 – 15:00	Coffee break	17:05 – 17:25	Thought for food (Joshua Tetrick)
15:00 – 15:20	The future of urban mobility (to be determined)	17:25 – 17:35	Innovation in cheese (Alice Fauconnet & Freddy Hunziker)
15:20 – 15:30	Microlino – the urban car of the future (Oliver Ouboter)	17:35 – 18:00	An unappealing proposition? (panel)
15:30 – 15:40	The future of bike and scooter sharing (Judith Häberli)	18:00 – 18:30	Barometer: State of the Planet (Thomas Vellacott)
		18:30 – 20:00	A truly unique dining experience – next generation food tasting



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