



SWITZERLAND
INNOVATION

PARK TICINO | SITE OF PARK ZURICH

LIFESTYLE TECH COMPETENCE CENTER

COLLABORATIVE INNOVATION FOR SUSTAINABLE FUTURE

Sustainable Lifestyle Lab

Jelena Tasic Pizzolato

Managing Director

Lifestyle Tech Competence Center

“DECADE OF DELIVERY”

The period between 2020
and 2030, the deadline
for achieving the SDGs



Strong consensus emerges on climate action

GOVERNAMENTS COMMITTED

From 2019 to 2022, 62 countries and the European Union implemented 485 policies to promote **sustainable consumption** and **production**.

CONSUMER CARE ABOUT SUSTAINABILITY

Products making ESG-related claims now represent nearly half of retail sales in these categories.

SUSTAINABLE REPORTING

Today, **more than 90% of the companies listed in the S&P 500 index** actively engage in this crucial practice, underlining the growing commitment to transparency and sustainability in the corporate sector.



Sustainable Development Report
2023 (sdgindex.org)

McKinsey
& Company

Do consumers care about sustainability
and ESG claims? | McKinsey

Forbes

Three Steps To Accelerate Your
Sustainability Journey (forbes.com)



We asked our associates: on which innovation areas should we focus more?

- 1 SUSTAINABILITY, CIRCULARITY AND TRACEABILITY
- 2 JOINT PROJECTS AMONG DIFFERENT PARTNERS
- 3 ARTIFICIAL INTELLIGENCE & MACHINE LEARNING
- 4 CUSTOMER EXPERIENCE & CONTENT INNOVATION

LIFESTYLE TECH COMPETENCE CENTER MEMBERS

 **accenture**

 **ANTARES VISION
GROUP**

 **ASSOS[®]**
OF SWITZERLAND

BALLY

Barilla
The Italian Food Company. Since 1877.

BertO
THE DREAM DESIGN MADE IN MEDA

 **Città
di Lugano**

DAGORÀ
LifeStyle • Innovation • Hub


GUESS

HYPHEN
Digital to Humans

LAVAZZA
TORINO, ITALIA, 1895

loomish.
— INVESTING IN INNOVATION

 **Microsoft**

 **moresi.com**

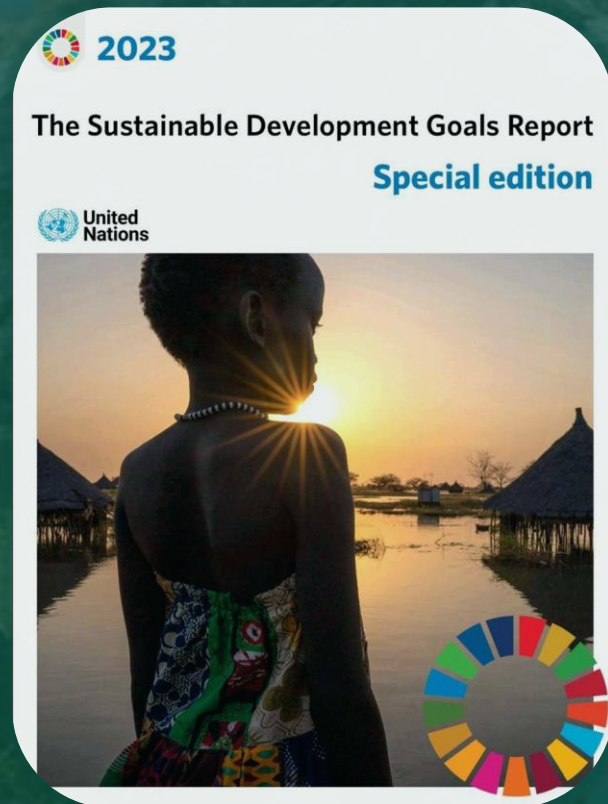
Scuola universitaria professionale
della Svizzera italiana
SUPSI

 **UBS**

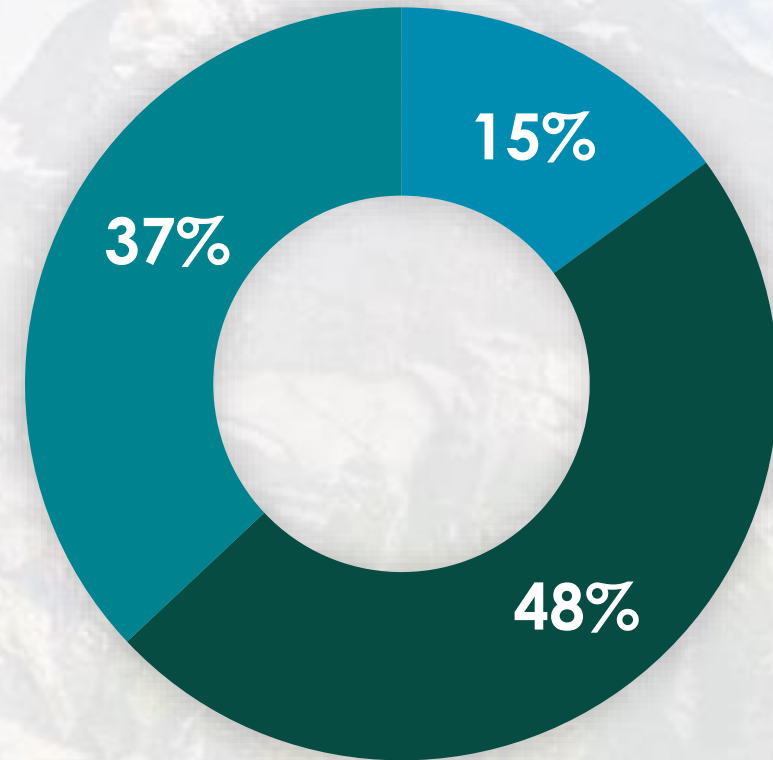
 **Università
della
Svizzera
italiana**




 **VF**

SDG's commitment appears to be solid..

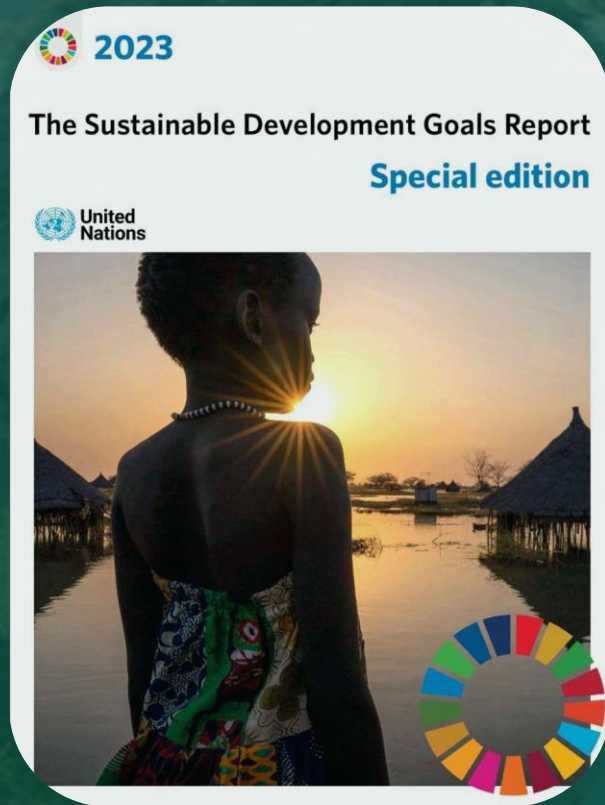


.. but “halfway to 2030, that promise is in peril”

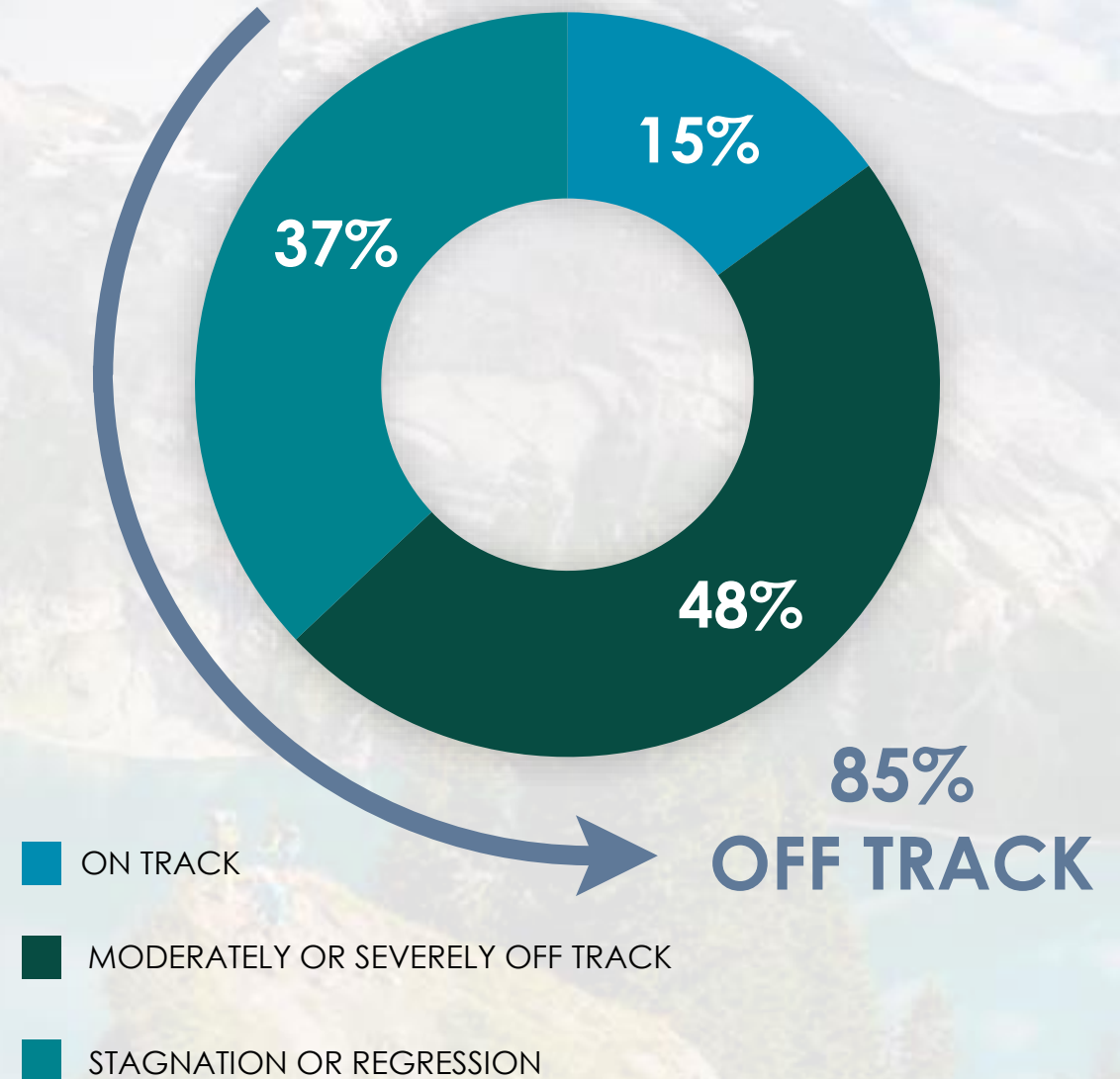


-  ON TRACK
-  MODERATELY OR SEVERELY OFF TRACK
-  STAGNATION OR REGRESSION

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So, why is there so li



What is the biggest roadblock to delivering your sustainability targets?

- ☐ Lack of Awareness and Education
- ☐ Financial & Investment Constraints
- ☐ Short-term Focus and Pressure for Immediate Results
- ☐ Regulatory and Policy Uncertainties
- ☐ Complexity and Lack of Standardization
- ☐ Other

Our focus is on SDG 17

It captures the complexity of the SDGs by demanding collaboration at scale



Goal 17, partnership for the goals, may be last on the list but actually forms the **backbone** of the **2030 agenda**.



“This means extending your innovation efforts beyond the physical limitations of your organization by: **building virtual ecosystems that bring together your customers, suppliers, partners, start-ups, academia, government, and the public toward a common goal**”.



Extensive innovation — and, in some cases, **reimagining a new future** — will be required for organizations to have a chance of hitting the mark.”



The Sustainable Lifestyle Lab

A place where companies from the **lifestyle sectors** collaborate on **extensive innovation** needed for **reaching SDGs**, leveraging **digital technologies**, and forging **partnerships**.





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PARTNERSHIPS

**INVESTMENTS IN
R&D**

**COMPETENCE
BUILDING**

**AWARENESS &
EDUCATION**

**SUPPLY CHAIN
SUSTAINABILITY**

**TECHNOLOGICAL
LEAP**



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- Industry leaders share expertise in **AR/VR, AI, IoT**, etc.
- **Corporate trainings**, e.g. regulatory policy
- **P2P** industry workshops

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- Consumer **focus groups**
- **Conferences** and **webinars**

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SUPPLY CHAIN SUST.

- **Digital Product Passport**
- Traceability
- Partners for **big data** collection and elaboration
- **3D** prototyping facilities

TECHNOLOGICAL LEAP



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TECHNOLOGICAL LEAP

- **Global startup scouting** in line with corporates' needs
- **Proofs of concept** with diverse brands

JOIN SS

Let's connect

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