

Press release

e-Sustainability : A Premier Conference on Innovation and Sustainable Business Strategies organized by Dagorà Lifestyle Innovation Hub

Zurich, 10th October 2023 - Dagorà, in partnership with Netcomm Suisse and Switzerland Innovation Park Zurich, is proud to present the second edition of e-Sustainability. The conference will take place on October 24th in Dübendorf and will gather industry-leading brands and retailers in a comprehensive exploration of business strategy, technology, investments, mergers, and acquisitions in the context of sustainability.

With the ever-evolving regulatory environment as well as the mounting expectations from consumers, a clear sustainability strategy is now a must for any business in Switzerland and beyond. As demonstrated by a study¹ commissioned by Dagorà and carried out by the Lifestyle Tech Competence Center (LTCC) on e-commerce behaviors in the country, today 40% of e-consumers are making purchasing decisions based on sustainability concerns and values. Furthermore, 77% of respondents are willing to wait longer and 65% to pay more for their sustainable choices.

The central theme of the conference will revolve around the importance of including sustainability throughout the business strategy and how innovation can support lifestyle brands with this definitive competitive advantage in a fast-evolving market.

"This year's e-commerce consumer behavior research confirms that focusing on sustainability is a must, not only from a reglementary point of view, but also as a business advantage. Swiss e-shoppers have now reached 78.5% of the population, a percentage that is way higher than the European average, and they are more and more sensitive to brands' sustainability commitments. What's interesting is that this is true across all ages and that, as ever, people look for a sustainable option when shopping online," commented Carlo Terreni, President of Dagorà. **"The second edition of e-Sustainability serves as a premier platform to empower brands and retailers with the knowledge and strategies to thrive in a rapidly changing landscape."**

Renowned experts and leaders will delve into four pivotal topics during the event: circular economy, decarbonization, supply chain optimization, and customer engagement. **"I am thrilled about this unique conference, poised to infuse a refreshing perspective into the sustainability dialogue. It will be for example the perfect opportunity to further explore the potential that digital transformation offers in this sphere,"** commented Dr. Stefan Siemer, Head Corporate Sustainability at Weleda.

The conference will propose insightful discussions and talks from C-level speakers representing major brands such as Breitling, Guess, Weleda, UBS and Woford, among others. "Sustainability is translated from brand strategy to outcomes in the hands of each participant along global value chains. The e-Sustainability Conference is an important forum to bring different perspectives together to allow

¹ CONSUMER RESEARCH ON E-COMMERCE HABITS AND BEHAVIOR IN SWITZERLAND 2023 BY LIFESTYLE TECH COMPETENCE CENTER – 2023

us to consider the multidimensionality of the topic," stated Aurelia Figueroa, Global Director of Sustainability at Breitling.

"The e-Sustainability conference will be a perfect place to exchange all the learnings we gathered since the launch of CoffeeB. One thing is clear both online and offline: the sustainability wave is not going back and brands need to start taking steps to retain and attract customers," commented Frank Wilde, Head of CoffeeB at Delica **"And remember big changes start small. I am convinced that to address the various sustainability problems in our society, we need to take action personally both at work and at home. If each one of us makes a small step, we have the power to change the world.**The conference will offer a unique opportunity for attendees to gain valuable insights, exchange ideas, and form meaningful connections with like-minded professionals and industry experts. Participants can anticipate engaging panel discussions, and networking sessions that will further catalyze sustainable growth and transformation.

The event is organized with the support of the following partners: Antares Vision, Callirius, HRM, Karma Metrix, Playmarketing, South Pole.

About Dagorà:

Dagorà Lifestyle Innovation Hub is a professional community of lifestyle industry experts, bringing together brand executives, technology companies, investors, and startups. The community gathers to share knowledge and create business networks through their co-working space, industry events, and online platform.

e-Sustainability:

24th October 2023

9:00 - 18:00

The Switzerland Innovation Park, Dübendorf

<https://e-sustainability.ch/>

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