

# Swiss Triple Impact Programme

## Launch Regional Platform Zug with V-ZUG

In view of global challenges such as climate change, **a sustainable economic strategy is of crucial importance for the long-term development and prosperity of the Zug region.**

As a major business location, it is important to optimize **the strength and potential of regional companies for positive change.**



### Vision

Our aim is to support companies of all sizes and from all sectors in the **Zug region in developing a clear and effective sustainability strategy** with the supportive reference framework of the Sustainable Development Goals (SDGs).

### 3 steps to sustainability



#### PRIORITISE

In a half-day workshop, you prioritise the most important effects, risks and opportunities of your business model and discuss with like-minded companies which levers you can set in motion and how.



#### PLAN

In a follow-up workshop, we work together to structure and plan your strategic approach to sustainability based on objectives and measures that are relevant to your business model.



#### TRANSFORM

Set yourself ambitious sustainability targets and make them visible by publishing them in our [STI Directory](#).

### What is the STI programme?

The Swiss Triple Impact (STI) is a solution-oriented sustainability programme developed by B Lab Switzerland for companies of all sizes and industries.

In 3 steps, the STI programme helps Swiss organisations to become future-proof by enabling them to develop an effective sustainability strategy that is aligned with the Sustainable Development Goals (SDGs).

### Your community benefits

As an STI-Community member you benefit from:

- Access to thematic events and various online and offline events
- the opportunity to exchange ideas (Peer Mentoring workshops) with other companies
- Discounts for B Lab Switzerland events
- Access to proven templates and tools
- Discounts for our service providers



**+450**

**Participating companies**



**+50**

**Partners**



**+90**

**Companies in the STI Directory**



**+350**

**SDG-related goals**

# First workshop on 9 April 2024

Programme launch with the Prioritisation Workshop

9 April, 1.30 - 5.20 p.m., Altstadthalle, Unter Altstadt 14, 6300 Zug 



[Please register here](#)

## Followed by: Launch Apéro of the Zug Swiss Triple Impact Platform with V-ZUG (open to all)

 9 April, 5.30 - 7.00 p.m., Altstadthalle, Unter Altstadt 14, 6300 Zug

[Please register here](#)

Would you like to find out more about our programme and exchange ideas with companies from the region?

Then we cordially invite you to our exclusive aperitif on Tuesday, 9 April at 5.30 pm. In addition to a stimulating networking Get Together, V-ZUG will give an inspiring input speech about concretely integrating and amplifying sustainability within their business.

Join us not only to gain valuable insights into the programme, but also to take the opportunity to network with like-minded people and gain new impetus for your company. We look forward to welcoming you to this exciting event!

### Programme

- 13.30-17.20: Prioritisation-Workshop
- 17.30-19.00: Launch Regional Platform Zug with V-ZUG: Community Apéro
- 17.30-17.40: Door opening
- 17.40-17.50: Welcome, B Lab Mission & STI Programme and Zug Platform
- 17.50-18.00: V-ZUG in the Swiss Triple Impact programme: best practices and specific STI sustainability goals - *Marcel Niederberger, Head of Sustainability*
- 18.00-18.10: Sustainability reporting: overview of the requirements in Switzerland - *Dr Roman Aus der Au, Attorney at Kellerhals Carrard*
- 18.10-19.00: Network Get Together & Apéro

Get in touch with us!



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### Some of our STI participants

