



**FUTURE SUSTAINABLE
TERRITORIES, INFRASTRUCTURES
AND CITIES**

An initiative of **EPFL** & School of
Architecture, Civil
and Environmental
Engineering (ENAC)

INTRODUCTION

Cities and territories are the focal points of major environmental and social problems and - at the same time - the places where most of the innovation happen. The climate crisis can only be solved by innovating across sectors and disciplines.

The city is an incredibly complex system and the basis of human life where a majority of the planet's population live. **It is one of the biggest contributors to some of our worst planetary problems:** air, water, and soil pollution, decline in biodiversity, the climate crisis, global warming and impacts on human health. The COVID19 pandemic accelerated additional issues, from socioeconomic inequalities in the urban environment, to the lack of resilience in economic sectors and poor flexibility of infrastructures (transport, goods, services, and living spaces).

Historically, the city as a multiplex network has developed through evolution by episodic adaptation to: a) incrementally changing conditions, and b) regular interventions reflecting evolving local needs, prevailing design concerns and attitudes, political wills and private interests over typically long periods of time.

Working in silos and looking at novel ideas in isolation show limits. Such limits

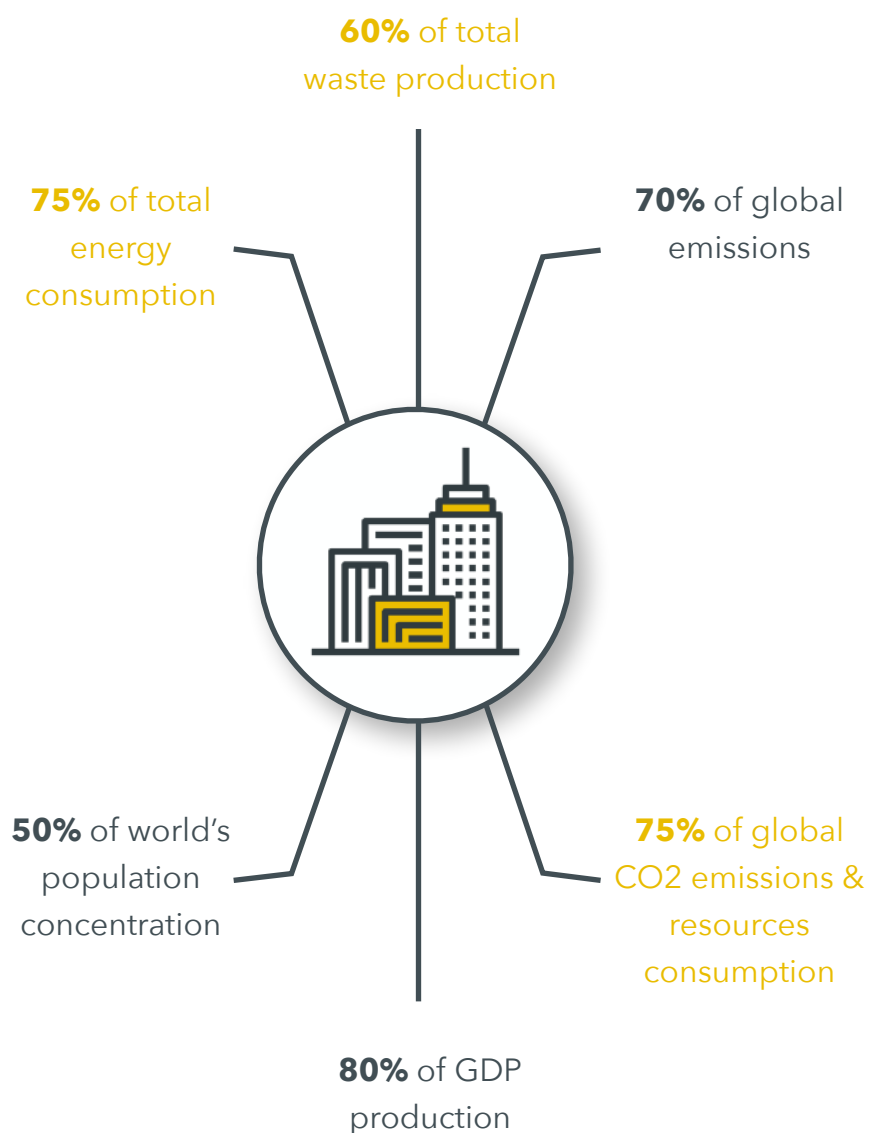
have been made apparent in recent times, as anthropogenic climate change and socioeconomic disparity increases, confirming the pressing need for rethinking how we plan new cities, retrofit existing ones and make policies through digital transformation in collective intelligence.

FUSTIC association aims at connecting while transforming cities. Using digitalization and sustainability as transversal topics we provide technological and social innovations towards climate neutrality, health and well-being.

Our association is inclusive and acts as a connector. It brings a culture of sustainable innovation and transformation with problem-driven digital solutions. **It commits to shaping the future of sustainable territories, infrastructures, and cities.**

Nothing impactful is ever accomplished alone, diversity makes teams smarter; designing the future is insufficient without implementation.

TODAY, CITIES ARE RESPONSIBLE FOR...*



* Source: United Nations Environment Programme



WELCOME TO FUSTIC

FUSTIC* IS AN INCLUSIVE CONNECTOR and catalyst that will embrace global societal, technological, and business challenges to bring sustainability to territories, infrastructure, and cities with digital technologies.

FUSTIC IS AN ORCHESTRATOR, facilitator, and mediator that will bring convergence between heterogeneous and antagonistic viewpoints.

FUSTIC AND ITS COMMUNITY ARE DOERS AND SOLVERS as it will bring to fruition sustainable solutions benefiting climate change, global warming, and vital resource preservation.

FUSTIC IS A FLAGSHIP to promote Swiss technology and business excellence at international level.

** Please refer to the Commercial Register (<https://www.zefix.ch/fr/search/entity/list/firm/1475148>)*

OUR CONCEPT

FUSTIC Association is process-oriented and works with **cross-organizations** to support digital technology and innovative best practices/products/services that will solve key economic, industrial, urban development and climate challenges **for a sustainable future**.



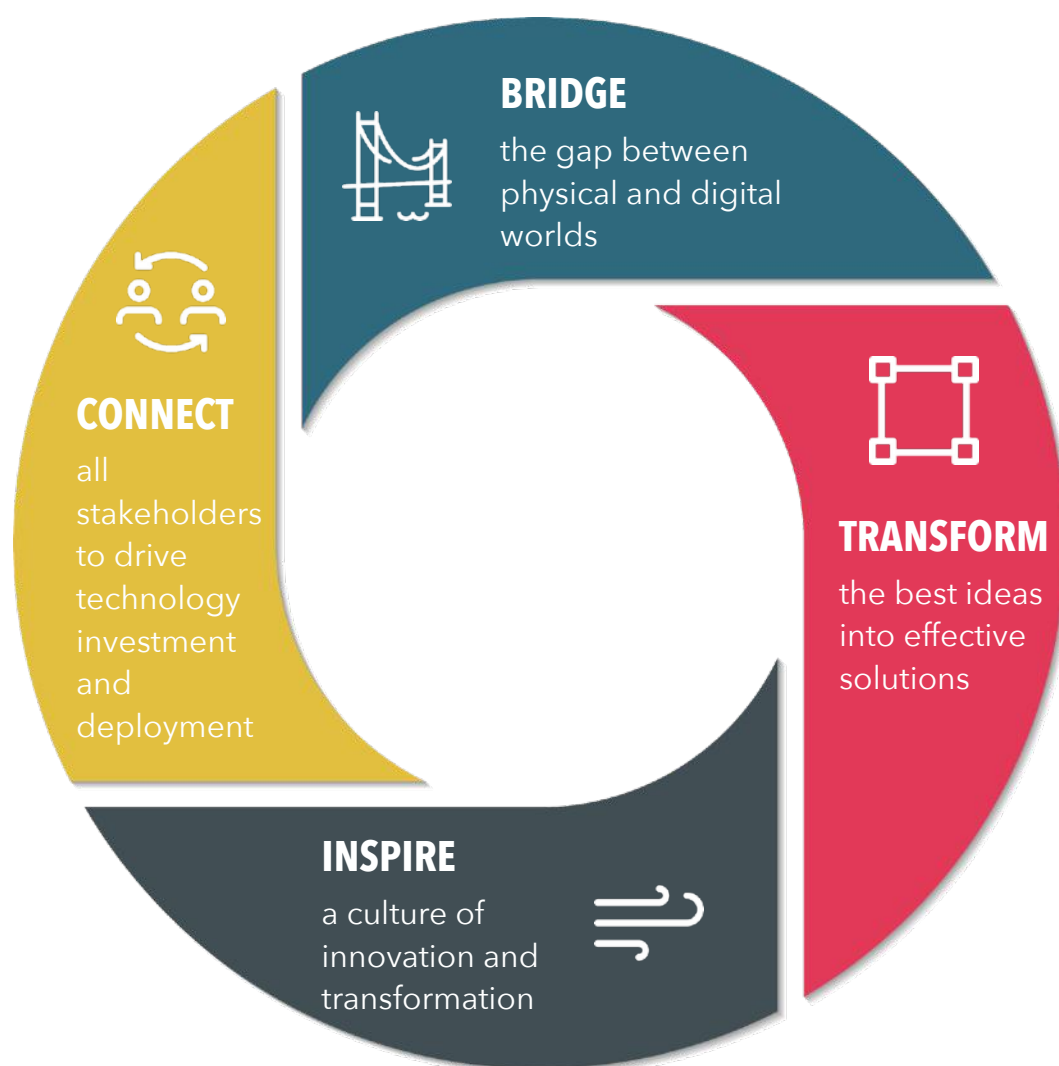
OUR MISSION

We want to **unlock the full potential of digital solutions**, inspire a culture of innovation and transformation, and bring viable solutions to our ecosystem & global markets, sciences and innovation at the service of Society.

Inspiring innovation and excellence is at the heart of everything FUSTIC Association does. This embraces horizon scanning for **emerging technologies and trends**, leveraging cross-sector technology, and harnessing panels for expert advice and capability.

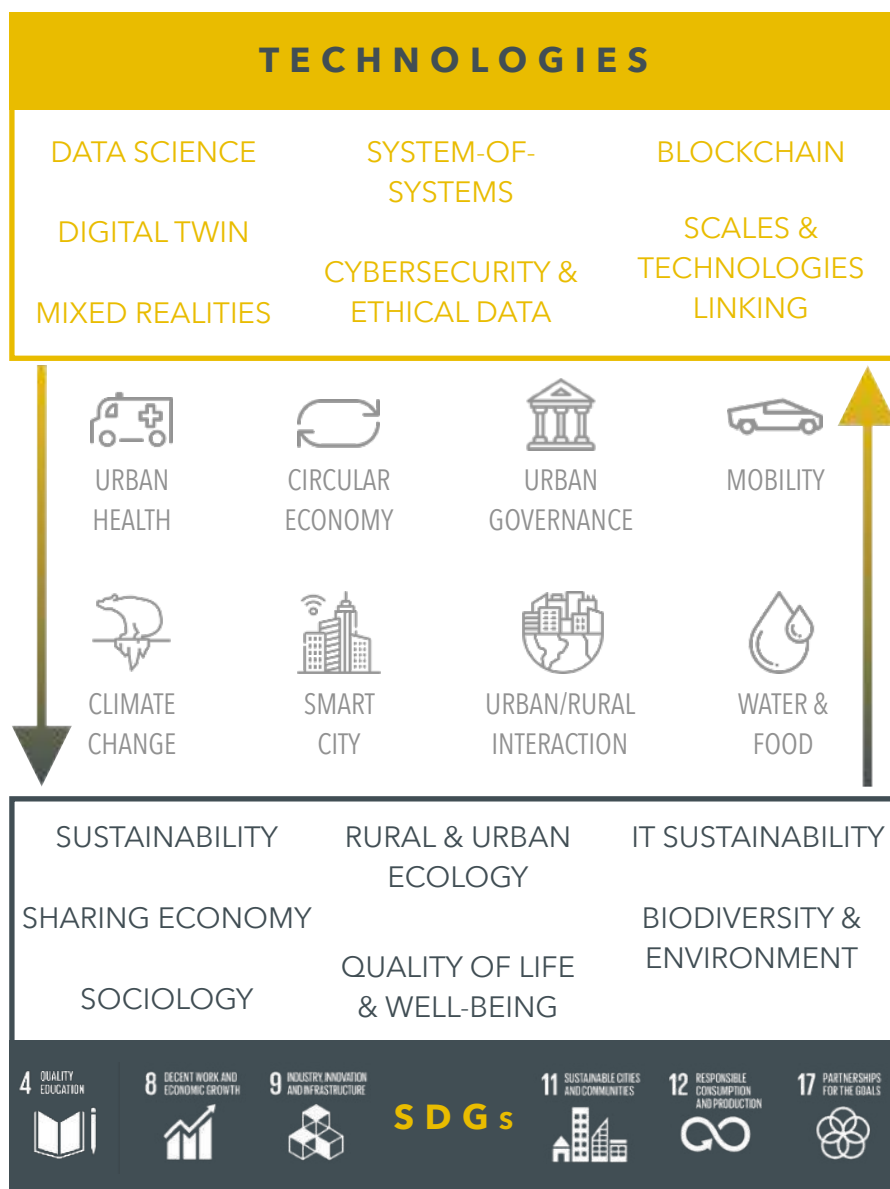
A UNIFYING ECOSYSTEM...

By making sure that all stakeholders of the value chain get a seat at the table, FUSTIC will reinforce the strength of its actions and leverage collective solution-oriented projects. From start-ups and academics, to SMEs, corporates, NGOs and public institutions, FUSTIC will gather forces, perspectives and willingness to act for shaping tomorrow's cities and territories.



...TO TACKLE SDGs CHALLENGES

The UN 2030 agenda cannot be achieved without local actions in cities. Our objective is to bring new skills to the Swiss workforce, sustainable business models, and both incremental and radical innovations to solve explicit societal & market needs in eight strategic fields.





« Be a global citizen. Act with passion and compassion. Help us make this world safer and more sustainable today and for the generations that will follow us. That is our moral responsibility. »

BAN-KI MOON
UN GENERAL-SECRETARY

OUR SERVICES

FC**FUSTIC COMMUNITY ⁽¹⁾**

Access exclusive services such as dedicated matchmaking platform

FA**FUSTIC AWARENESS ⁽¹⁾**

Raise awareness of our members to attend (meet the expert, matchmaking days)

FS**FUSTIC SYSTEM VALUE CHAIN ⁽¹⁾**

Define all together our desirable future and co-create projects from ideation to implementation

FIB**FUSTIC INNOVATION BOOSTER ⁽²⁾**

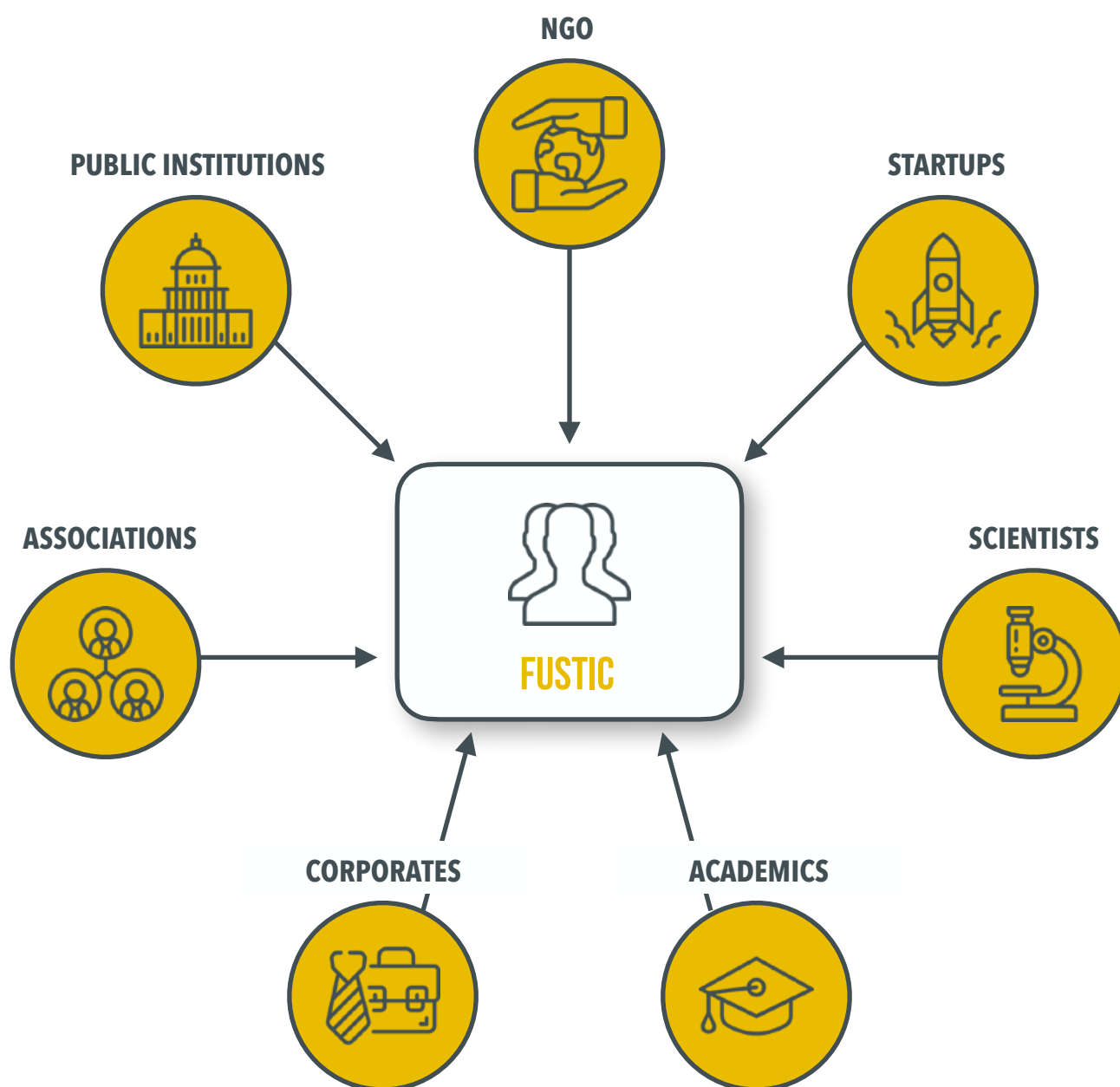
Initiate, build and coordinate consortia for innovative projects and best practices program

(1) Included in the freemium membership

(2) Subject to an extra fee on top of the freemium membership

BE THE CHANGE

Actions must be taken in the shortest term possible to limit the impact of human activities on climate change. Territories and cities are at the heart of our concerns and deserve all energies to meet with the UN 2030 agenda. Join the change and be the change.



STRATEGIC COMMITTEE



PROF. CLAUDIA R. BINDER

FUSTIC President
Dean of EPFL ENAC School



Dr. FREDERIC DREYER

FUSTIC Founder & VP
ENAC Innovation & Ecosystem Manager



SARA EL KABIRI

Manager of smart mobility strategy
Canton of Vaud



ELISABETH PFUND

STI Coordinator
B Lab Switzerland



ANNE MELLANO

Chief Business Officer
FAIRTIQ



MARIE-LAURE BURGNER

Founder & CEO
Green GoWeb



MARIE-LAURE DALON

CEO
Nuesch Developpement Romandie



Dr. PETER RICHNER

Deputy Director
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RAMZI BOUZERDA

Founder & CEO
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ADRIEN VIEIRA DE MELLO

R&D Manager - DT
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GILLES MOSCA

CEO
Groupe Henry Management



THIERRY DENUAULT

Real Estate Dev. Director
Losinger Marazzi



PHILIPPE DURR

Partnership & Alliance Officer
Romande Energie



ERIC PLAN

General Secretary
CleantechAlps

TESTIMONIALS

« FUSTIC association reunifies and embraces challenges linked to the rapid changes to our planet's environment, driven by urban population growth, resources scarcity and climate change... with increasingly evident ramification that will unfold in the upcoming decades. »

PROF. CLAUDIA R. BINDER

FUSTIC President | Dean of EPFL ENAC School



« I cannot live with the idea that the status quo we're seeing can't be challenged. Our kids deserve a better future, and the future we all want starts today! »

Dr. FREDERIC DREYER

FUSTIC Founder and VP | ENAC Innovation & Ecosystem Manager



« The FUSTIC association acts as an incubator for R&D projects serving the development of sustainable cities. It facilitates the emergence and the realization of innovative projects, requiring the high expertise of the laboratories of the Swiss Federal Institute of Technology in Lausanne. A key role in enriching knowledge of the territory and accelerating the ecological transition. »

ADRIEN VIEIRA DE MELLO

R&D Manager | Information of Territories Department | Canton of Geneva



« Faced with the growing complexity and lightning acceleration of environmental issues, our responses can only be collective. It is urgent to catalyze and connect our intelligence, our resources, our energies, with as much humility as enthusiasm. »

PHILIPPE DURR

Partnership & Alliance Officer | Romande Energie SA



TESTIMONIALS



« Tech or no tech, that's not the question. The question is how to use the right technology in the right place, and with the right mix. Moving forward sustainably is hanging on taking up this challenge, with sound human, responsible and collective intelligence. FUSTIC is working on that, for our cities, infrastructures and territories. »

SARA EL KABIRI

Manager of smart mobility strategy | Canton of Vaud



« Unbridled growth, global warming and the scarcity of raw materials call for the development of a less energy-consuming growth model. To meet these challenges, Helvetia Environnement acts daily at the heart of the territories, to be a player in the energy transition. This is why we believe that joining the FUSTIC association makes sense for our future. »

MIKE SEBAUT

Communication Manager | Helvetia Environnement SA



« The sustainable world of tomorrow is now. The challenges are diverse, complex and cross-sectoral. In such a context, I am convinced that the impact will only come from holistic approaches, breaking down the vertical silos that block us. FUSTIC bears witness to this vision, bringing together a range of players and helping us, together, to build our new future. It's about time. »

JULIE SCHÜPBACH

Projects & Marketing Manager | Agropole SA



« Droople is committed to make a change on how water usage insights could contribute to a better future for us and our children. Droople is an early believer in FUSTIC, a unique catalyst aimed to building bridges between cities, territories, infrastructures and people and fostering innovation within a common framework. »

RAMZI BOUZERDA

Founder & CEO | Droople SA

JOIN US **NOW!**



OR VISIT

WWW.FUSTIC.ORG





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