

# lift

2015  
10th  
anniversary  
edition

[www.liftconference.com](http://www.liftconference.com)



On February 4-6, 2015, Lift organized the 10th edition of the Lift Conference in Geneva, Switzerland, bringing together more than 1,250 pioneers and innovators from 37 countries around the world.

The present report gives an insider look on the activities held over the course of these three days.



March 2015  
Lift, Geneva

# Introduction and Context



A RICH AND DIVERSE CHOICE OF TOPICS

In its tenth consecutive year, Lift attracted a new record of over **1,250 participants** from **37 countries**, high-profile speakers, exceptional thinkers and innovation pioneers to explore current and future trends in technology.

With 65 activities split over three days between: 19 workshops, 17 masterclasses, 11 talks, 8 main stage sessions, 4 debates, 3 pitching competitions and 3 social events, the Lift15 participants enjoyed every opportunity to network and share ideas with other professionals from various backgrounds.

Once again, events such as the traditional Lift Fondue or the Röstigraben Express contributed to exchanging in a relaxed but productive atmosphere.



MOST INTERACTIVE FORMAT TO DATE

After talking about innovation for the past 10 years, we have decided to put it in practice at our events too. The format chosen for this tenth edition put a strong focus on interactivity and engagement of the participants, thus breaking out of the conference room.

65% of the themes were explored with a full-on co-creation level of interaction, through a total of 40 workshops, masterclasses and debates.

In parallel, the Lift Experience exhibitors such as Haute Ecole d'Art et de Design (HEAD), the European Space Agency (ESA), the swissnex network, Knowledge Plaza or CERN showcased top-of-the-art installations and innovative projects such as Birdly, the world-renowned flying simulator designed by Max Rheiner and his team from ZHdK.



# Featured Partners and Speakers



The conference, held at the CIG in Geneva, deployed Lift's internationally acknowledged formula, mixing fields such as computer technology, design, social activism or academia to turn innovation into opportunities. A varied range of partners and widely acknowledged speakers offered new business opportunities and broadened the horizons of the participants.

## **AP-Swiss and the European Space Agency (ESA)**

With 3 co-organized masterclasses and workshops, a lounge featuring multiple startups and a satellite applications-focused program open to the public, Lift15 put space at the forefront of innovation.

## **swissnex international network**

For the first time, all swissnex offices came together for the 3 days of Lift15, bringing along 2 international masterclasses and a highly interactive lounge.

## **Accenture**

Historical partner of Lift, Accenture once again supported key insights through the Executive Briefing and a design-inspired workshop presented in collaboration with the consulting agency Fjord.

## **Knowledge Plaza**

With one of the most popular masterclasses of Lift15 and a conceptual lounge, their knowledge transfer skills were successfully passed on to the Lift community.

## **CERN**

Once again, CERN launched their storytelling in science hackathon with a workshop and an interactive installation.

## **Seedstars World**

With 36 startups, participants and investors from 67 countries, 4 masterclasses, a Women Entrepreneurs lunch and a startup lounge, the emerging markets were truly in the spotlight thanks to the Seedstars World team.

## **Alexander Rose**

Executive Director, Long Now Foundation.  
Building a Ten Thousand Year Clock.

## **Lisa Ma**

Speculative Designer.  
Explorer of the future of activism and communities.

## **Adrian Hon**

CEO at Six to Start.  
Author of "A History of the Future in 100 Objects".

## **Sophia Lin**

Art Curator, Founder of Make+ and Basement 6 Collective.  
Bridging Art with Science to create inspirational projects in Shanghai.

## **Jobst Wagner**

Chairman of the Board, Rehau Group.  
Strategy development for Switzerland.

## **Simon Lynen**

PhD Student, ETH Zurich Autonomous Systems Lab.  
Working with Google to help phones and robots see in three dimensions.

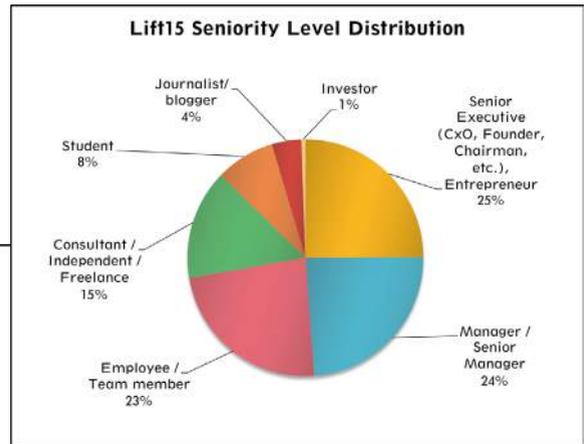
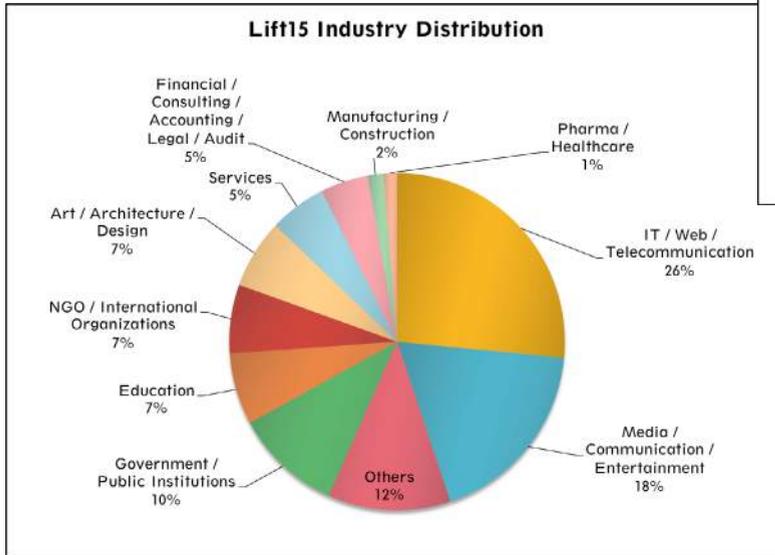
## **Etienne Mineur**

CEO and Creative Director of Volumiques.

## **Régine Debatty**

Blogger, curator and critic at We Make Money Not Art.





## KEY OF SUCCESS: DIVERSITY

At Lift, we believe diversity both in terms of backgrounds and geography is key and we are happy to have been able to reach this balance once again for this 10th edition in Geneva.



## Audience

This 10th edition combined visionary themes with innovative formats and brought together over 1,250 influential executives, artists, designers, researchers, intellectuals and strategists from 37 countries.

Some interesting figures from the Lift15 audience:

- 58% of the participants have attended one or several Lift events in the past
- **1 in 2 participants** was either a Senior Manager or CxO of their company
- 44% of the participants work in **either IT/Web or Media/Communication**
- An additional 370 participants came for the Seedstars World Finals on Wednesday 4th

These numbers are coherent with the high-level nature of the event, as well as its strong roots in the digital world.

A number of key companies from various sectors and NGOs attended the conference, such as:

Mirabaud, Lombard Odier, European Investment Bank, Microsoft, Logitech, Autodesk, Caterpillar, DuPont, Cartier, Richemont International, Swisscom, Migros, Procter & Gamble, ITU or ICRC.





Political participation & dialogue workshop of @AnjaWydenGuelpa @LIFTconference #Lift15 important topic pic.twitter.com/UwGAlw2nRy

JHMORIN @JHMORIN · IL Y A 6 JOURS · RÉPONDRE · RETWEETER · FAVORI



U.S. Embassy Bern @USEmbassyBern · Feb 6  
Such an inspiring group! MT @LIFTconference: Women entrepreneurs w AlpiCT Venture Night winner @BestMilo & @AmbSuzi

## Online Reach

Thanks to its interconnected and active community, the Lift Conference in Geneva has been having a stellar track record of online reach through Twitter.

Each year, the quotes and lessons from our speakers and workshop leaders are spread all around the world by our participants and followers, reaching millions of people.

Lift15 continued in this tradition by being in the **top 3 trending topics** on twitter for Switzerland during the full three days of the conference and reaching far beyond the conference room with **8,000+ tweets** mentioning #lift15, spread across millions of twitter feeds.

## Lift15 Smartphone App

For the 10th edition of the conference, Lift decided to offer its participants a new way to interact and connect before, during and after the event.

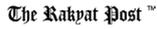
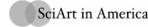
Through this new smartphone app, lifters were able to browse the list of participants, contact each other directly through their phones, check the next session in their personalized schedule and more.

With 600 active users on the app and up to **9,500 connections per day**, this new tool offered great possibilities to connect and exchange.

## KEY OF SUCCESS: ACCESSIBILITY

Even if delivering inspiring talks in the conference room and actionable learnings in workshops are at the core of the Lift Conference, we believe that our message needs to go beyond these walls to make a difference. That is why, year-round, we dedicate resources to spreading through our social media accounts the knowledge that we acquire during the various Lift events around the world.





## KEY OF SUCCESS: EDITORIAL EDGE

One of our core competencies is to identify what makes a new technology or value proposition a real game changer, not only from a technical or business standpoint, but also from a social one.

By working closely with various media outlet and journalists, some we have known for years, we contribute to communicating our editorial choices beyond the conference.



## Press Coverage

Lift15 had the pleasure of welcoming 90 journalists and bloggers from all around the world, covering the conference for both local media such as: Le Temps, Bilan, RTS, Berner Zeitung, and international media such as: Reuters, The Economic Times, Forbes Armenia, tech.eu or Le Monde.

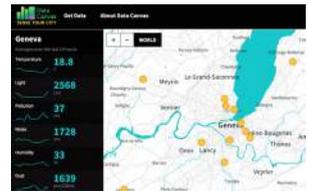
Some press figures for Lift15:

- 90 journalists
- **90 publications** to this date (printed and online media, Radio/TV coverage, blogs) in Swiss-, French-, German-, US-, and UK-based media
- A special section on the website of Le Temps was created to display Lift15 articles during the conference

In addition to a great local coverage, two projects have attracted international curiosity:

**Data Canvas: Sense Your City**, a grass-root project empowering citizens around the world to gather environmental data. Its related online data visualization competition was launched jointly by Lift, swissnex San Francisco and Gray Area on the last day of Lift15.

**Birdly**, a fly simulator designed by Max Rheiner and his team from ZHdK, attracted much attention during its exhibition at Lift15. Filmed by Reuters, it is now being widely shared online by various media.



# Lift15's Main Partners

## Official Partners

**AP-Swiss**  
Space Applications and Services



European Space Agency

## Official Sponsors



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Département fédéral de l'économie,  
de la formation et de la recherche DEFR  
**Secrétariat d'Etat à la formation,  
à la recherche et à l'innovation SEFRI**



REPUBLIQUE  
ET CANTON  
DE GENEVE

POST TENEBRAS LUX



Knowledge Plaza



**EMAKINA**  
building brand experiences



tv production + transmission



# Lift: An International Network

For the past 10 years, we have been actively pursuing opportunities to make innovation happen around the world. Korea, France and China offered us great opportunities to meet the local communities and their most influential members.

In 2015, we are proud to announce a new destination: **India**, as well as state our will to connect the various locations in which we have been, are and will be active. A new platform is under construction to allow each of you, speakers, workshop leaders, participants to **leverage the Lift network** to further your projects and business endeavours.

Similarly, we will continue to connect our international events by bringing content along with us, to and from Switzerland.

## EVENTS OF 2015

For the first time in the history of Lift, we will bring discussions about innovation right at the political epicenter of Switzerland in **Bern**, in partnership with the Parliamentary Start-up Group and Le Réseau, with **Lift Sous La Coupole** on **March 18, 2015**.

Building on our strong relationship with the swissnex network, we will organize jointly our second edition of **Lift China** in **June**. First in Shanghai for a full day of conference, we will then move to Shenzhen during the Maker Faire for a second day in the heart of the Maker Movement.

In **September**, we will continue to explore new horizons in Life Science with the second edition of **Lift Basel**, in partnership with the innovation network i-net ICT.

Finally, during the **last quarter of 2015**, we will join swissnex India for our first edition of **Lift in Bangalore**, thus strengthening our presence in Asia.



CONNECTING INNOVATORS WORLDWIDE



EXPLORING NEW HORIZONS WITH YOU





# Be part of Lift!

In 2015, Lift will continue its work of building bridges between communities of innovators, the public and the private sector, grassroots initiatives and corporations, citizens and governments.

Join us in China, India and Switzerland over the next months to discover news ways to innovate, together.

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