



Digitization

# The e-ID: a directional decision *for our digital future*

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## At a glance

- On September 28, Switzerland will vote on the e-ID.
- The e-ID reduces bureaucracy and makes processes more efficient.
- It therefore strengthens Switzerland's competitiveness as a business location.

Switzerland will vote on the new e-ID law on September 28. The Federal Council says yes, the National Council and Council of States say yes, according to the latest polls the majority of the population says yes and the major parties, with the exception of the SVP, also say yes.

For the economy, the initial situation is clear: this state-run, secure e-ID is urgently needed. It relieves the burden on companies, creates new opportunities for innovation, reduces bureaucracy and at the same time provides the basis for efficient administration.

## The e-ID frees up time for the essentials

Today, companies have to verify the identity of their customers in numerous processes - for example when opening an account or in online stores with age checks such as wine shops. This identification is usually cumbersome: ID cards are copied, scanned, photographed, uploaded or checked manually. This costs time and therefore money.

With the e-ID, this effort can be massively reduced. Citizens can use their government-approved digital ID quickly and reliably for services provided by companies and public authorities. A fintech can accept new customers within minutes instead of days. An online retailer can ensure that someone is of legal age without having to collect irrelevant data such as their name or date of birth.

The e-ID eliminates media disruptions and shortens processing times. This frees up resources that companies can use for the essentials: Innovation and customer proximity.

## A yes for the attractiveness of Switzerland as a business location

Other countries are already familiar with digital identities. If Switzerland stands still, it risks being left behind internationally. With a state e-ID, on the other hand, we are relying on Swiss quality, independent infrastructure and the highest data protection standards. It is precisely this security aspect that creates the trust that speaks for a clear yes at the ballot box.

The referendum on the e-ID is a landmark decision. A No vote would bring us all to a standstill. A Yes vote, on the other hand, will give the Swiss economy a key tool to reduce bureaucracy, promote innovation and remain attractive as a business location.



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