



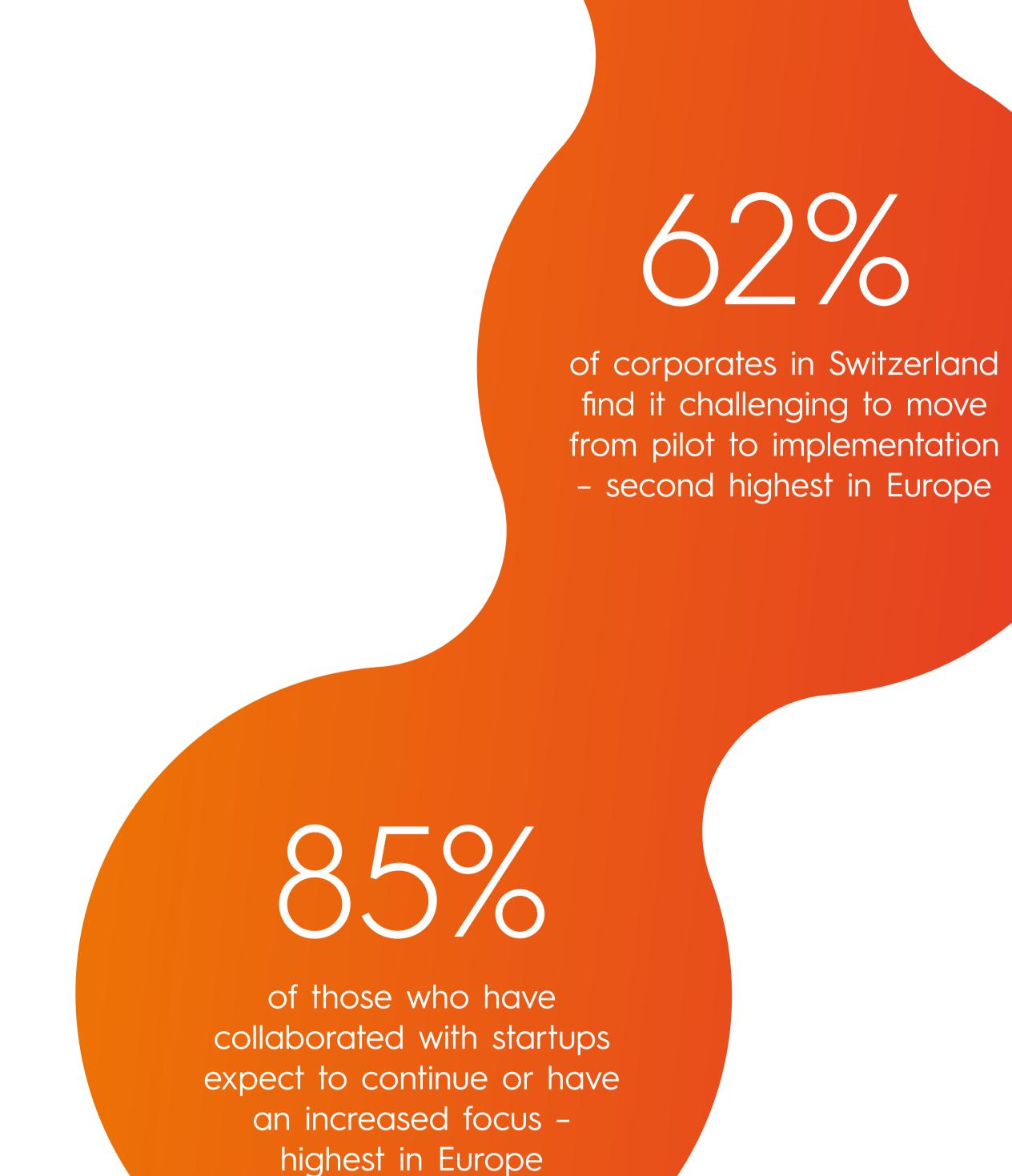
## Switzerland leads Europe in Gen Al – but struggles to leverage Open Innovation potential

Swiss corporates are at the forefront of Europe's Generative AI revolution, with 71% of Open Innovation collaborations in the past two years concerning AI — the highest level in the region, according to Sopra Steria Next's new Open Innovation Report 2025.

However, only 47% of those who had done Al collaborations see startups as important partners to execute their organisation's Al strategy, the second lowest level in Europe.

Despite Switzerland's longstanding position at the top of the Global Innovation Index, its Open Innovation success rate lags behind, with corporates achieving their objectives all or most of the time in only 38% of projects — the second lowest in Europe. One key obstacle is scaling Al initiatives, as 62% of Swiss firms cite difficulties in moving from pilot projects to full implementation.

However, momentum is building. A record 86% of Swiss corporates expect to continue or increase their focus on Open Innovation — the highest in Europe. Among those yet to engage, 67% express a desire to collaborate with startups, signalling a shift towards a more dynamic and connected innovation ecosystem.



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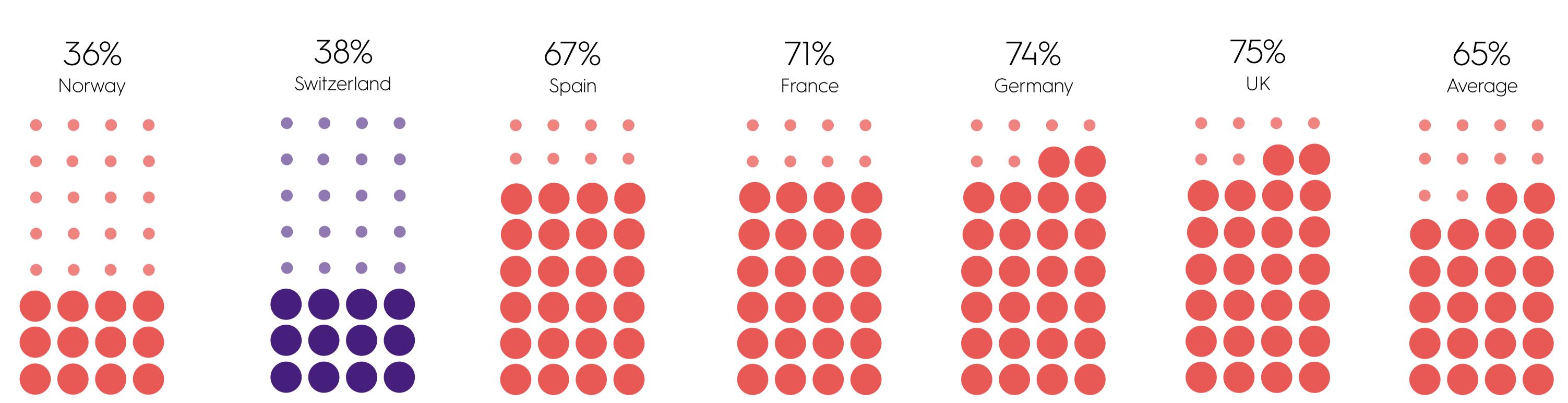
collaboration with startups

- second lowest in Europe

Second lowest level of successful collaborations

you achieve your objectives? Companies answering Always or Most of the Time.

Q: Overall, how often in your collaborations with startups did



2. Highest level of corporates who have collaborated who will continue or increase their focus on Open Innovation

67% 71% 72%
DENMARK BELGIUM GERMANY

84% 80% 78%
SPAIN FRANCE AVERAGE

86% SWITZERLAND

Q: What are your organisation's expectations for collaborating with startups in the future? Companies answering Continue of Increase Collaboration rate.

3. Second highest level of corporates to find moving from pilot to implementation the biggest barrier

 64%
 23%
 27%

 NORWAY
 SPAIN
 LUXEMBOURG

 30%
 35%
 34%

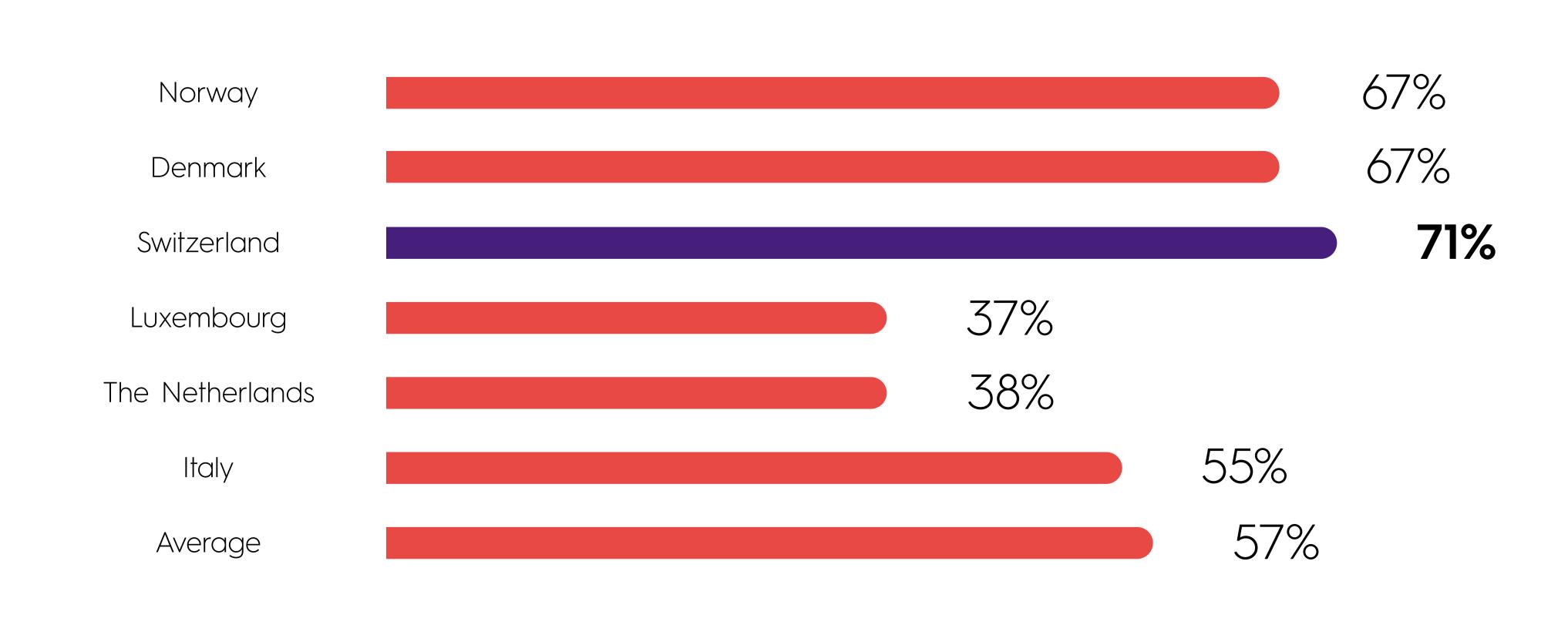
 ITALY
 FRANCE
 AVERAGE

62% SWITZERLAND

Q: Of the following, which are the biggest barriers (obstacles) for your organisation when collaborating with startups? Companies answering Challenge to move from pilot to implementation.

 $\bigcirc 4$ . Highest level of corporates who have conducted AI collaborations in the past two years

Q: In which area(s) have you collaborated with startups within the last 24 months? Companies answering Artificial Intelligence (AI).



Second lowest level of corporates who judge startups to be crucial in executing their AI strategy

Q: What future role do you see for startups in the ongoing development and implementation of your organisation's AI strategy? Companies answering As Key Partners in Driving Innovation or As Integral to your AI development Process.

