

Media release

St.Gallen, 30 August 2016

Former Federal Councillor Adolf Ogi receives the Erich Walser Generations Prize 2016

Former Federal Councillor Dr. h.c. Adolf Ogi received the Erich Walser Generations Prize on 29 August 2016 at the 10th World Demographic & Ageing (WDA) Forum “Our Next World” in St.Gallen. In his encomium, his former fellow politician Moritz Leuenberger reserved particular praise for Ogi’s courage in embracing bold, cross-generational projects and his ability to communicate his enthusiasm to young people especially. The prize was presented by the WDA Forum jointly with Helvetia Insurance and Prof. Dr. Günter Müller-Stewens from the University of St.Gallen. Adolf Ogi is dedicating it to his “Freude herrscht” foundation. The Krönli Kids children’s football academy of SC Brühl St.Gallen 1901 also received the first regional recognition award from the WDA Generations Club.

On 29 August 2016, former Federal Councillor Dr. h.c. Adolf Ogi received the Erich Walser Generations Prize 2016 in person at the 10th World Demographic & Ageing Forum “Our Next World” at the University of St.Gallen. The prize is awarded to individuals who make an exemplary contribution to advancing understanding between the generations. The jury consisted of Prof. Dr. Günter Müller-Stewens from the University of St.Gallen, Stefan Loacker, CEO of the Helvetia Group, and delegates of the Board of Directors of WDA Forum AG. It noted that through his dedication, positive attitude and courageously far-sighted approach to social change, Adolf Ogi has led the way in demonstrating that the challenges society faces both now and in the future can only be overcome if people act and learn intergenerationally.

Moritz Leuenberger lauds exemplary far-sightedness

In his encomium, former fellow politician Moritz Leuenberger also praised Adolf Ogi’s talent for devising bold new projects and communicating his enthusiasm for them to young people in particular, adding that Ogi had always pursued his visions free from the constraints of ideology and out of profound humanity. Future generations would benefit from his work as a UN Special Advisor on Sport and Federal Councillor in combating landmines and promoting a sustainable energy policy. The same applied to the New Rail Link through the Alps (NRLA), a project that Adolf Ogi set in motion. Stefan Loacker, CEO of the Helvetia Group which is insuring the NRLA construction site for the Gotthard and Ceneri tunnels, also expressed his gratitude, adding: “Life insurance and pension provision are at the heart of our business, so we know just how important it is to promote understanding between the generations. Adolf Ogi has consistently advanced that dialogue, both as a politician and in an honorary capacity.”

Prize money goes to the “Freude herrscht” foundation

Originally created in 2005 as the Prix des Générations, the prize has now been renamed and presented for the first time in memory of Erich Walser, a founder member of the WDA Forum, former Chairman of the Board and CEO of Helvetia Holding AG. It is awarded every three years under the auspices of the WDA Forum and is endowed with CHF 20,000 by Helvetia Insurance. Adolf Ogi is donating the money to his “Freude herrscht” foundation, which supports programmes that encourage

children to develop healthy self-confidence and physical fitness. Ogi expressed his delight at the award, noting: "The prize will enable us to support even more projects in this area. Our Foundation aims to instil virtues such as vitality, fitness, perseverance, helpfulness and comradeship in future generations."

Regional recognition award for the Krönli Kids 2015/2016 – SC Brühl St.Gallen 1901

The Krönli Kids children's football academy of SC Brühl St.Gallen 1901 has the same objective. It received the first regional recognition award on the same evening. The award, worth CHF 3,000, is endowed by the WDA Generations Club. In his speech Adolf Ogi praised the keen footballers of Krönli Kids, stating: "They are a living example of integration and passionate intergenerational cooperation." Each year the trainers, who are all retired, offer some 60 children aged five and six from around 30 nations a fun and relaxed introduction to football while also emphasising values such as fairness, order and discipline.

Photo captions:

Photo 1: Regina Regenass, Managing Director of the WDA Forum, and Stefan Loacker, CEO of the Helvetia Group, present the Erich Walser Generations Prize to former Federal Councillor Adolf Ogi.

Photo 2: In his speech, Moritz Leuenberger praised the cross-generational commitment of his fellow politician, former Federal Councillor Adolf Ogi.

Photo 3: The Krönli Kids 2015/2016 of SC Brühl St.Gallen 1901 received the regional recognition award from the WDA Forum.

About the WDA Forum

Population trends as well as ageing and generational issues are among the key challenges of the 21st century but also a source of unique opportunities. With a vision of maintaining and enhancing welfare and prosperity in the future, the WDA Forum aims to address and research these demographic issues and their impact on the social, economic and political environment in the international context. To this end, it has defined five areas of action: work life, retirement plans, financial markets, health and competitiveness. As a think tank, the WDA Forum works closely with the Institute of Insurance Economics at the University of St.Gallen as well as other educational and research institutions including the Harvard T.H. Chan School of Public Health in Boston, Stanford University in California and Fudan University in Shanghai. The WDA Forum was established in 2002 and is based in St.Gallen.

Further information: www.wdaforum.org

About the Helvetia Group

In over 150 years, the Helvetia Group has grown from a number of Swiss and foreign insurance companies into a successful international insurance group. Today, Helvetia has subsidiaries in its home market Switzerland as well as in the countries that make up the Europe market area: Germany, Italy, Austria and Spain. With its Specialty Markets market area, Helvetia is also present in France and in selected regions worldwide. The Group is headquartered in St.Gallen, Switzerland. Helvetia is active in the life and non-life business, and also offers customised specialty lines and reinsurance cover. With some 6,700 employees, the company provides services to more than 4.7 million private and corporate customers. Since life insurance and pension provision are at the heart of its business, Helvetia recognises the importance of promoting understanding and dialogue between and across the generations.

Further information: www.helvetia.com



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