

Initiated by SICPA, **the unlimitrust campus** will be a centre of excellence dedicated to the Economy of Trust. It embodies SICPA's purpose of enabling trust for governments and their citizens. It is the world's first campus dedicated to the Economy of Trust and it will open in the summer 2022.

As physical and digital interactions merge, governments, companies and citizens are facing growing challenges, such as increasing complexity (platform accessibility, digital literacy), unprecedented threats (data security and privacy), lack of trust (digital and physical delivery systems) and sociopolitical factors (digital ethics and transparency, social and economic disparities). To tackle these challenges, SICPA, the market leader in security inks and leading provider of secured authentication, identification, traceability and supply chain solutions, aims to further the Economy of Trust worldwide with the unlimitrust campus. The campus will promote trust at large, by encouraging new ideas, new collaborations and the development of new trust technologies.

Mission The unlimitrust campus' mission is to create a trustworthy ecosystem that brings together start-ups, corporations, investors, academics, institutions and other stakeholders in the field of trust technologies to co-create the Economy of Trust. This community of trust innovators will develop, adopt and value technologies, policies as well as practices that guarantee the secure, ethical and sustainable flow of products, services and people, all along their physical and digital journey. The trust technologies of particular interest on campus, whether in the physical or the digital world, include but are not limited to:

DIGITAL

Artificial intelligence, IoTs, CloudTechs, Secure communications, Quantum technologies, Cryptography, Blockchain, secure transactions, Cybersecurity

PHYSICAL

Imagery (small and large scale), Drones, sensors, Materials techs, forensic techs, Biomarking, bio-fingerprints, bio-geo-chemical traceability

DIGITAL TWINS

Linking physical with digital representations in a secure way

Vision The unlimitrust campus' vision is to encourage and support the application of trustworthy technology solutions, practices and processes that further the Economy of Trust. In our constantly changing world, an Economy of Trust, where transactions, interactions and products across the physical and digital worlds are based on protected, unforgeable and verifiable data, is essential.

Ambition The shared ambition of the unlimitrust community is to accelerate innovation and contribute to economic, social and environmental sustainability and resilience by building trust in every physical or digital transaction, interaction and product in our daily lives. The unlimitrust campus will focus on the three pillars of the Economy of Trust, as defined for the campus, namely: **Trusted Supply Chains**, from sustainable production to final consumption, **Health**, secured healthcare systems and data, **E-services**, services for the digital economy.

The Foundation for the Economy of Trust

The Foundation for the Economy of Trust, created by SICPA, will promote the topic of the Economy of Trust by building an international community of thought leaders and innovators who want to support resilient and sustainable economies. It will propose programmes to initiate and accelerate innovation in the application of trust-related technologies and organise events to connect people and foster collaboration.