



World of Data
18/09/2025 Basel
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Press Release

Fighting Climate Change and Biodiversity Loss With Data

WWF Switzerland to Deliver the Opening Keynote at World of Data in Basel

Basel, July 11, 2025 – The World of Data 2025 is set to feature a high-profile voice in global conservation. In this year's opening keynote, Franziska Tiefenauer, Head of Impact & Strategy, and Michael Wolf, Data Analytics Product Manager at WWF Switzerland, will demonstrate how the international NGO is using data to tackle the defining challenges of our time — from climate change to biodiversity loss.

Titled **"Data for a Living Planet: Driving Change Through Data"**, the keynote explores how WWF leverages satellite imagery, ESG indicators, and AI-powered analysis to measure impact, identify priority areas, and help transform global systems. "We're absolutely thrilled to have WWF Switzerland opening this year's World of Data. It's a powerful reminder of how broadly and meaningfully data is being used — especially by organizations that carry global responsibility," says Klaus Blaschek, Managing Director of b.telligent, the event's organizer.

The Countdown Is On – Don't Miss Out

Just a few weeks to go until **World of Data** on **September 18, 2025** — and nearly 300 tickets are already gone. If you want to join, now's the time to book. Need a hotel? A limited room block has been secured for attendees and is available until the end of July 2025.

More details here:

www.worldofdata.com/en/ch/location-hotel

World of Data 2025 at a Glance:

450 attendees

- 25 hands-on talks
- 10 technology partners
- **Venue:** Theater Basel
- **Date:** September 18, 2025

All info on speakers, tech partners, and the venue:

www.worldofdata.com/en

Watch the official event trailer: [Trailer WoD 2025](#)

About the World of Data (WoD)

What started in 2014 as the "BI Congress" has since evolved into one of the leading events for data analytics, AI, and consulting in the DACH region. World of Data brings together data professionals, decision-makers, and software manufacturers in one day — dedicated to networking, celebration, and the exchange of trends and best practices in the data industry. From big data and cloud to AI and customer intelligence — WoD impresses with hands-on presentations, strong case studies, and an exhibition of innovative partners. Since 2023, the event has alternated annually between Germany and Switzerland. In 2024, around 850 participants from a wide range of industries came together in Munich.



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About b.telligent, organizer of WoD

smart data. smart decisions.

b.telligent is a technology-independent consultancy specializing in optimizing digital and data-driven business processes, as well as customer and supplier relationships. More than 400 employees work across ten locations in Germany, Austria, Romania, and Switzerland, serving over 500 clients.



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