

Press release

Jean-Daniel Gerber elected as new Swiss Sustainable Finance President

Zurich, 17 June 2015

The members of Swiss Sustainable Finance (SSF) have elected Jean-Daniel Gerber as the new President at the Annual General Meeting held in Bern. Following the formal proceedings, the members discussed current issues in six rounds of discussions ranging from the impact of the Swiss Energy Strategy 2050 on property investments to the opportunities created by sustainable investment solutions in the current climate of negative interest rates. Guest speaker Nicholas Niggli, Head of the Economic, Finance, Science & Innovation Section at the Swiss Embassy in London, encouraged his audience to trust in their flair for innovation and take advantage of chances that arise at the earliest opportunity.

Swiss Sustainable Finance (SSF) held its second Annual Members' Assembly in Bern. SSF enjoyed continuous growth during its first year and now has 83 members and network partners, including major banks and insurance companies and many specialist asset managers and service providers as well as SECO as a network partner.

Jean-Daniel Gerber elected as new President

Following his nomination by the Board, Jean-Daniel Gerber, former State Secretary and Head of SECO, was elected as the new President by the assembled members. 'I'm delighted to have been elected. Innovation and quality are prerequisites for strengthening the role in the global asset management market. In my role at SSF I will ensure that we build on existing strengths in this field,' expressed Jean-Daniel Gerber while describing his objectives. Interim President Klaus Tischhauser therewith hands over the reins to his successor as planned. Board member Angela de Wolff thanked Klaus Tischhauser for the commitment and vision he has shown in his development-related work. 'The current activity report made it clear that words were being backed up by numerous actions,' she stated, paying tribute to his efforts. With the election of Caroline Anstey, Global Head UBS and Society at UBS AG, and Béatrice Fischer, Head Stakeholder Management and Head Philanthropy Services and Responsible Investment Private Banking & Wealth Management at Credit Suisse, the SSF Board gains two members to represent the two major Swiss banks.

Development of expertise the top priority for SSF

Following the Annual General Meeting, the second part of the session saw members and partners take part in six rounds of discussions regarding various topical issues. The one clear message to emerge was how a greater readiness to tackle global challenges can open up a host of opportunities for players from the financial markets in terms of interesting investments and innovative products. It is becoming increasingly important in insurance and asset management to identify climate risks and align underwriting conditions and investment strategies accordingly. Here too, education appears to be an important factor. 'Admittedly, there is no shortage of information out there regarding sustainable finance. The challenge remains, however, to ensure this information also reaches its intended audience, and does so in a form that makes their work as asset managers, pension fund managers and private client advisers here in Switzerland easier,' explained Sabine Döbeli, the CEO of SSF. 'Our

Sustainable Finance Professional Education working group is currently working on comprehensive training materials. At the same time, we are also looking to collaborate with various educational institutions to ensure the next generation of financial experts are familiar with the concept of sustainable finance.' In addition, to clarify the sometimes ambiguous terminology involved in the field, SFF plans to prepare a technical glossary which will be made available online.

Targeted promotion of 'Swissness' as a competitive advantage

Nicholas Niggli, Head of the Economic, Finance, Science & Innovation Section at the Swiss Embassy in London and President of the 'Association of Economic Representatives in London', was the keynote speaker at the event. He used his speech – 'Wind of Change - A London Perspective on the Challenges & Opportunities for the Swiss Finance Center (with a focus on sustainable finance)' – to share his opinions on this topic and encouraged his audience to trust in their flair for innovation and take advantage of chances that arise at the earliest opportunity, conveying the message that he clearly feels the time is ripe.

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Further information

- > [SSF Activity Report 2014/2015](#)
- > [Overview of current members and network partners](#)
- > [SSF Newsletter](#) bimonthly
- > [Twitter account @SwissSustFin](#)
- > [LinkedIn account Swiss Sustainable Finance](#)

***Swiss Sustainable Finance (SSF)** strengthens the position of Switzerland in the global marketplace for sustainable finance by informing, educating and catalyzing growth. The association, founded in 2014, has representation in Zurich, Geneva and Lugano. Currently SSF unites 83 members and network partners from financial service providers, investors, universities and business schools, public sector entities and other interested organisations. www.sustainablefinance.ch*