Media release

Annual Conference of Swiss Sustainable Finance (SSF) highlights important role of financial sector in the transition to a sustainable future – Christine Gugolz joins SSF Board

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At this year's Annual Conference of Swiss Sustainable Finance (SSF), held in Bern on June 22, representatives from the Swiss government and business provided concrete insights into the role of finance in the transition to a sustainable economy. Among the high-profile speakers were State Secretary Daniela Stoffel, Swisscom CEO Christoph Aeschlimann, and WBCSD President and CEO Peter Bakker. In addition, SSF members elected Christine Gugolz, an experienced sustainability specialist from UBS, to its board. She replaces Michael Baldinger who stepped down at the end of the official six-year term.

At this year's SSF Annual Conference, the focus was on two key questions: How can the financial sector effectively contribute to the urgently needed transition to a climate-aligned economy, and how can this transition take place in such a way that global economic inequality is reduced rather than increased? In her presentation, Daniela Stoffel, State Secretary for International Finance at the Federal Department of Finance (FDF), explained how the Federal Council is working towards the goal to make the Swiss financial center leading in sustainable finance and underlined the importance of higher transparency requirements regarding sustainability goals and achieved results. Swisscom CEO Christoph Aeschlimann in his contribution addressed the challenging path to a net zero business, which Swisscom is striving to achieve by 2040, and advocated that large companies also take responsibility outside their direct sphere of influence, for example by supporting innovative startups and thus indirectly accelerating the transition. Various experts illustrated how financial service providers define a transition strategy and address implementation challenges. In the concluding panel Patrick Odier, SSF President, Reto Burkard, Head of Climate at the Federal Office for the Environment (FOEN), and Peter Bakker, President and CEO of WBCSD, discussed the need to design climate strategies in such a way that global economic and social inequality is not increased but reduced.

"Over the past few years, SSF has has grown into an important and highly respected body in all matters of sustainable finance. This is also reflected in the fact that we were once again able to attract top-class representatives to our Annual Conference," summarises Sabine Döbeli, CEO of SSF.

Christine Gugolz joins the SSF Board
With Christine Gugolz, Lead Sustainability Strategy at UBS, the SSF members have elected an experienced sustainability expert to the Board. She replaces Michael Baldinger, UBS Chief

Sustainability Officer, who stepped down at the end of the official six-year term. Christine Gugolz manages the development and implementation of the sustainability and impact strategy for UBS, ensuring alignment of sustainability-related projects and activities across the firm. "I am delighted to contribute to the success of SSF and thus its goal of making Switzerland a leading sustainable financial center with my many years of experience at the intersection of sustainability and client needs," commented Christine Gugolz on her election. The list of all SSF Board members can be found here.

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Swiss Sustainable Finance (SSF) strengthens Switzerland's positioning as a global market for sustainable finance by providing information, education and promoting growth. Founded in 2014, the organization has representative offices in Zurich, Geneva and Lugano. Currently, SSF unites over 230 members and network partners, including financial service providers, investors, universities and colleges, government offices and other organizations. The overview of the current members and network partners of Swiss Sustainable Finance can be found here.