

Swiss Sustainable Finance – Finance for the Future

SSF Annual Report 2015

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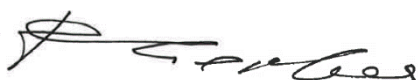
1 Foreword of the President

Dear SSF members, network partners and friends

Sustainable finance has gained considerable traction in Switzerland in the past year, supported by a variety of factors. At the federal level, the Swiss Team for the UNEP Inquiry, a project by the Swiss Federal Office for the Environment (FOEN), resulted in a report setting out the current strengths of sustainable finance in Switzerland and the challenges facing it. Seven major public institutional investors joined forces to establish the Swiss Association for Responsible Investments, with the aim of implementing joint engagement activities in the future. The revised Swiss Foundation Code for the first time identified sustainable investments as a tool to increase the impact of foundations. Finally, sustainable assets showed a record growth of 169%* driven by further mainstreaming of sustainable investing and more players getting involved.

SSF both contributed to these developments and built on them to further promote the adoption of sustainability principles in the Swiss finance market. First, we have developed a strategy which will lead our activities in the coming years. This strategy rests on three pillars, the most important being to serve the needs of our members, the second to promote SSF issues at the national level and the third to promote Switzerland's strengths in sustainable finance internationally. We are proud to provide a summary of our activities in 2015 and present to you the results of our work in the first full year of existence. The 6 events SSF organised reached more than 500 people, more than half being non-SSF members. Our continuous media work led to over 40 contributions on sustainable finance in relevant media. In addition, the 5 SSF workgroups held more than 30 meetings to drive projects ranging from the first market survey on Swiss investments for development to the preparation of a toolkit for institutional asset owners. SSF can build on a strong and growing members' base. It is your needs that stand in the focus when we define our activities and we look forward to an on-going dialogue on how to best join forces to make our vision a reality: to make Switzerland a leading centre in sustainable finance.

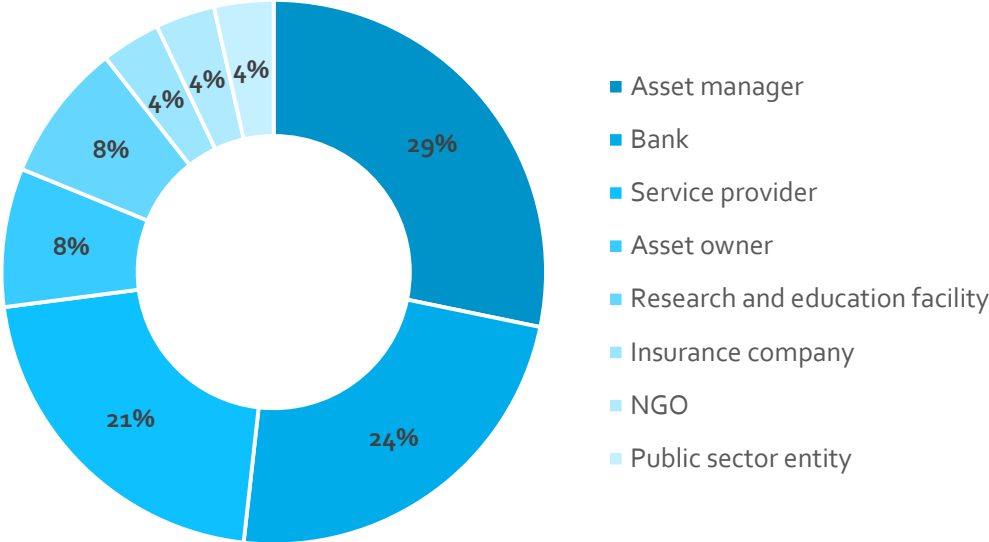
I take the opportunity to thank the Board members, the chairpersons of the working groups and all other persons who helped us to realize our work program. My special thanks go to SSF CEO Sabine Döbeli and her team that deserve the largest credit for the goals achieved in the last 12 months.



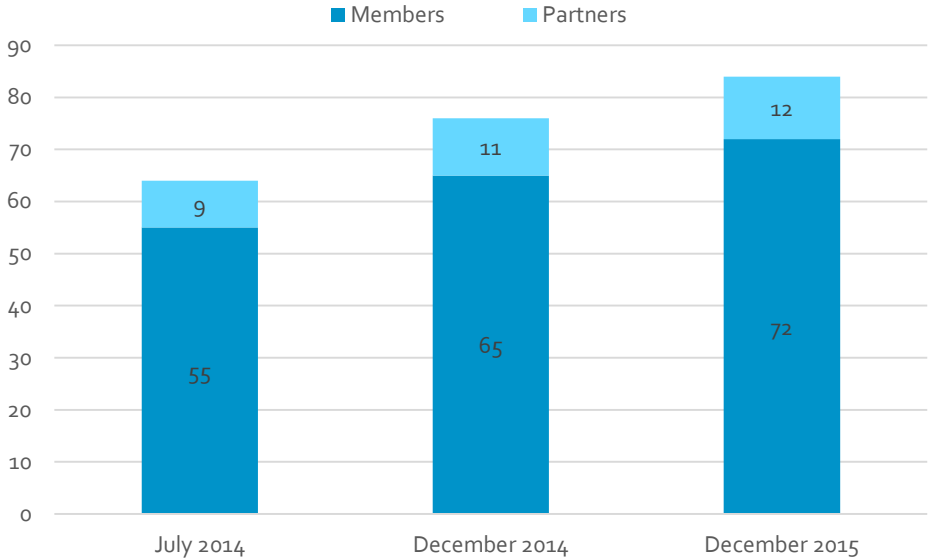
Jean-Daniel Gerber, President

2 SSF in numbers

SSF had 84 members and network partners by Dec. 2015



Continuous growth of SSF member and network partner base



5 SSF workgroups met frequently involving many active members

SSF led 5 workgroups during 2015*	Meetings in 2015	SSF members actively involved in workgroups
	33	47

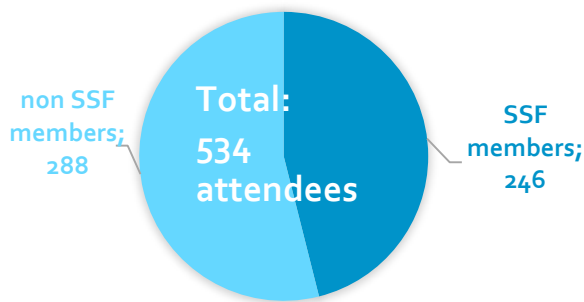
*see page 6 for further information on workgroups

SSF's successful event track record in 2015



90% of 100 surveyed attendees to SSF events, said they are likely or extremely likely to recommend SSF events to a friend or colleague

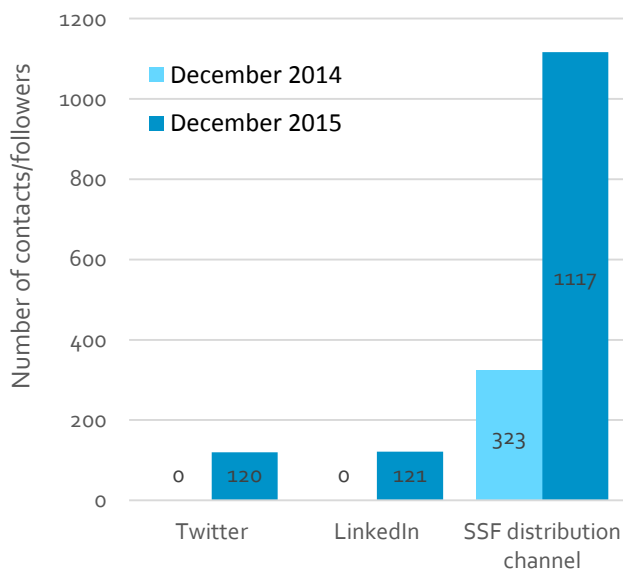
6 SSF events* in 2015 attract large share of non-members



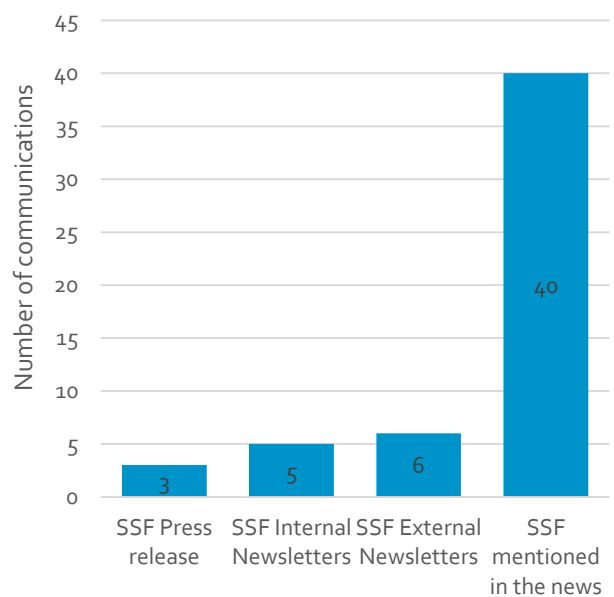
*SSF organized or was main organizer

SSF's communication activities result in strong media presence

Growth in SSF's media channels



SSF Communication in 2015





3 Activities in 2015

In this section, we outline the most important activities SSF realized in 2015, grouping them according to the priorities defined in the mission statement of SSF (sections 3.1-3.3). Section 3.4 describes the process undertaken to define the new SSF strategy as well as its content.

The activities implemented by the SSF Management team were supported by five different workgroups, four of them topical and one of them regional. The five workgroups are: Workgroup SF Education Pro, Workgroup Institutional Asset Owners, Workgroup Private Wealth Management, Workgroup Investments for Development, Workgroup Ticino.

3.1 Information on and promotion of sustainable finance

3.1.1 Events

SSF has established itself as a well-renowned organizer of sustainable finance events in all 3 language regions of Switzerland. In addition to the six events organized or lead-organized by SSF in 2015, SSF was involved in 21 additional events, two of which it co-organized with the Swiss Federal Office for the Environment (FOEN) and the Canton of Zurich, respectively. The co-organisation of events helps SSF to reach new circles and professionals not yet convinced of the benefits of sustainable finance, or not yet having been exposed to the main ideas. SSF focused on a diverse range of topics during 2015, with events in the area of sustainable private wealth management, responsible investments in the agricultural supply chain, investment portfolio carbon footprinting, and an informative workshop on the newly published Governance Code for Swiss foundations.

3.1.2 Market Studies

In the course of 2015 SSF took up first activities in the market research area which contributed to an increased visibility of sustainable finance in Switzerland and internationally.

In November 2015, the Novethic responsible investor survey was published taking into account 181 asset owners representing over EUR 7 billion in assets. SSF acted as an official partner for Novethic to collect data from Swiss Romandie and as a partner for the Forum Nachhaltige Geldanlagen (FNG) for the German speaking region of Switzerland.

In 2015 SSF also set the groundwork for its first independent market survey in the area of investments for development. Within SSF's member-led workgroup, a questionnaire was developed and sent out to organisations active in the field. The data collected laid the foundation for the study "Swiss Investments for a Better World" published in April 2016.

SSF also worked closely with FNG in 2015 in a joint effort to prepare the Swiss market study on sustainable investments (an excerpt from the Sustainable Investment Market Report covering Germany, Austria and Switzerland). This work included re-evaluating and updating survey questions, communicating with and recruiting survey respondents, and planning the format and distribution of the final report, which was published in May 2016.

3.1.3 Political Dialogue

SSF was involved in various discussions and projects of Swiss federal authorities in 2015, therewith providing visibility to the Swiss sustainable finance community.

As an official partner of the global United Nation Environmental Program (UNEP) Inquiry project¹, the FOEN set up a Swiss Team, including SSF and many of its members, which drew up a Swiss report for the UNEP project, setting out the current strengths of sustainable finance in Switzerland and the existing challenges. In May 2015, the results of this report were presented to the public at the event "Swiss Finance for a changing world" co-organized by FOEN and SSF.

As a next step, FOEN in cooperation with the Swiss Team prepared a report drafting a roadmap for a sustainable financial centre Switzerland. SSF is a member of the editorial team for this report which identifies barriers for more sustainability in finance in six core areas and makes recommendations addressing different players. The report will be launched at SSF's 2016 Annual General Meeting in Bern.

In July 2015, SSF was invited to represent the Swiss Financial sector in the official Swiss delegation for the international conference Financing for Development 3 (FFD3) in Addis Abeba. The main objective of the conference was the sign off of the Addis Abeba Action Agenda (AAAA) by the 192 UN member countries, a document defining the framework to finance the Sustainable Development

¹ <http://web.unep.org/inquiry>

Goals (SDGs). SSF-CEO Sabine Döbeli acted as moderator for a side event organised by the Swiss Agency for Development and Cooperation and took the opportunity to not only liaise with the Swiss officials of the delegation, but also with many of the roughly 7000 participants at the main conference and at the over 200 side events.

A workshop was held by the State Secretariat of International Finance Matters (SIF) in December 2015 with representatives from the Swiss sustainable finance network on the role of Sustainable finance for Switzerland. SSF contributed to the discussion by informing about latest trends both in Switzerland and abroad and pointing out major points of action to foster market development in this field.

3.1.4 Media Work

In 2015, SSF actively engaged with relevant media to open new channels and bring the theme more visibility. Furthermore, SSF released three press releases in multiple languages on relevant subjects.

In 2015, SSF was mentioned in prominent media from all language regions in Switzerland over 40 times. These include Neue Zürcher Zeitung, Finance und Wirtschaft, Handelszeitung, finews, L'Agefi, Le Temps, Corriere del Ticino, Swiss Radio (Echo der Zeit) and Television (SF Börse, SF Tagesschau), as well as numerous specialized Media platforms.

3.2 Education

3.2.1 Workgroup SF Education Pro

The SF Education Pro Workgroup, headed by SSF member Kate Cacciatore from Edmond de Rothschild, set out in 2015 to develop training material to educate professionals on the topic of sustainable finance. The workgroup defined the content of four different modules introducing sustainable finance and providing background information on different approaches and forms. In the course of 2016 the content of the four modules was finalised and the group is now working on the layout of the slide deck for distribution. The group also prepared a survey to determine what training needs exist within various organisations.

3.2.2 SSF Training activities

SSF offered its knowledge for lectures and presentations in different courses both in under-graduate and executive training. These courses on sustainable finance were offered at different universities and business schools, including Business School Lausanne, Ecole polytechnique fédérale de Lausanne (EPFL), high schools in Bellinzona, University of Geneva, University of St. Gallen and University of Zurich.

Furthermore SSF in cooperation with AZEK (the Swiss Training Centre for Investment Professionals) prepared two Seminars on short-termism and long term investing to be held in 2016.

3.3 Catalysing growth

3.3.1 Workgroup Institutional Asset Owners

At a kick-off meeting in March 2015, SSF's Institutional Asset Owner Members defined the priorities of the workgroup. Many workgroup members expressed difficulties to initiate an internal process to integrate ESG into their investments due to many misconceptions and a lack of an encompassing overview on the topic. The workgroup therefore agreed that a comprehensive toolkit defining the various aspects of sustainable finance from a Swiss perspective should be drafted.

SSF called for contributions for this publication from its network and received close to thirty suggestions for contributions. To process these and to otherwise determine the format and content of the toolkit, in autumn 2015, an editorial team was established consisting of six members. From close to thirty suggestions received, the editorial team selected authors for each topic and helped define the key areas of focus for each chapter. The toolkit will be published in autumn 2016.

Another priority defined by the workgroup was the provision of input on specific topics by experts. A presentation on international trends regarding reputational risks for asset owners and the adoption of exclusion policies for controversial activities was the first input provided to the workgroup.

3.3.2 Workgroup Private Wealth Management

The private wealth management workgroup was set up with a goal to promote the strong offerings in sustainable investing within Swiss institutions and use them as unique selling propositions for Swiss private banking. The workgroup prioritized specific actions it wanted to undertake to work towards their goal. In a first step, to bring more transparency to the market, the workgroup prepared a glossary of close to 100 terms related to sustainable finance, which has been published on the SSF website. The group also drafted 10 arguments for relationship managers to promote sustainable investments and is further working on making these arguments more tangible with plans to prepare a publication on this topic.

3.3.3 Workgroup Investments for Development

The workgroup Investments for Development elected Frederic Berney, CRO BlueOrchard, as their workgroup leader. The first priority of the group was to establish a market survey of Swiss investments for development. SSF and the members of the workgroup defined the survey elements, established the online platform and identified key target survey participants. Symbiotics, with their already well established data collection and analysis infrastructure supplied their know-how and systems for the survey and University of Zurich was chosen as a partner for the data analysis. The questionnaire was sent out in October 2015 and participants supplied input through Q3 2015. University of Zurich performed the analysis over the following months and the report was published in April 2016.

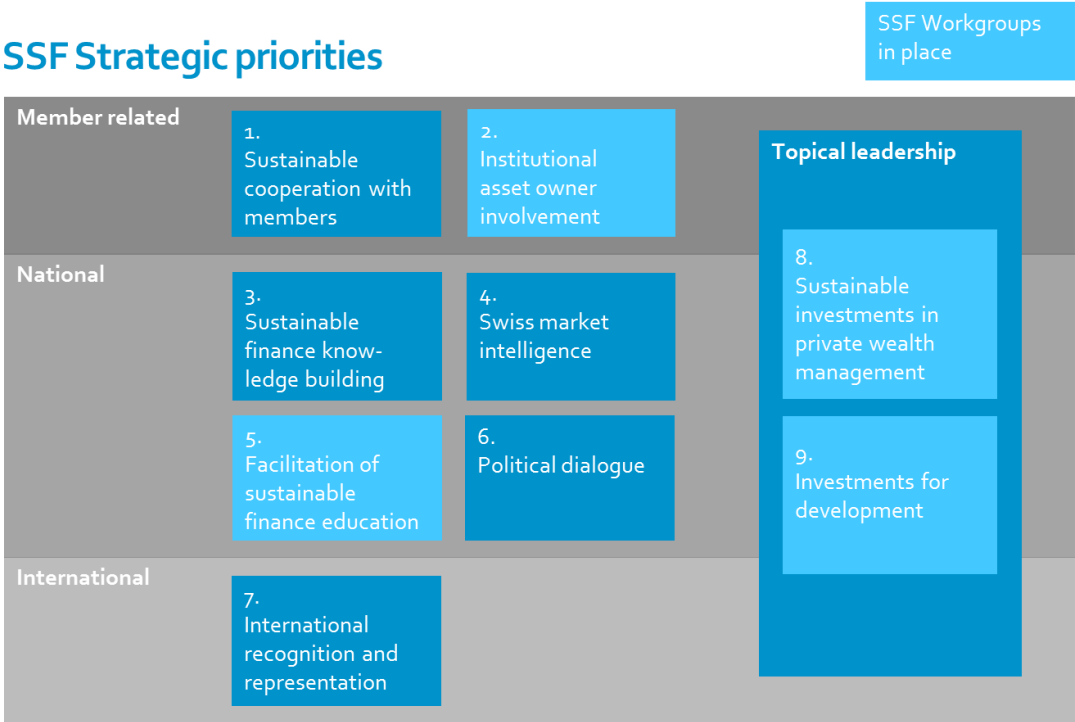
3.4 SSF Strategy

In mid-2015, one year after its launch, SSF re-evaluated the strategy of the organisation. This process was initiated by the newly elected President in order to take into account developments in the sustainable finance market in Switzerland while even better aligning the activities to the varied expectation of a growing member base.

The re-evaluation of the strategy was based on the vision and mission² of SSF, which were defined in the launch phase of the organisation. During a period of four months, in which the SSF team held two full-day strategy workshops, SSF carried out an assessment of stakeholder needs, developed an impact model and defined potential strategic activities. The Board then defined the strategic priorities which are outlined in section 3.4.1. At its December meeting in 2015 the SSF Board approved the new SSF Strategy defining the priorities and planned activities for the next years.³ The strategy was subsequently sent to the SSF members for feedback. It will further be presented and discussed at the 2016 Members' Assembly and the results will be evaluated during 2016/17 in order to fine-tune the strategy and account for member input.

3.4.1 Strategic Priorities

The figure below illustrates the nine strategic priorities of the SSF strategy. Those appearing in light blue represent priorities for which SSF has an active member-led workgroup in place. Those coloured in dark blue are activities that are driven by the SSF management team.



² See SSF website for vision and mission: http://www.sustainablefinance.ch/en/vision-mission-_content---1--1034.html

³ Members find a presentation on the SSF strategy in the members' section of the SSF website

4 SSF as an organisation

4.1 SSF members and network partners

At the end of 2015, SSF encompassed 72 members and 12 network partners, adding up to a total of 84 supporters.

The following members joined SSF in 2015:

Aberdeen Asset Management Switzerland AG	FINANCEcontact Ltd.
Centro di Studi Bancari	UBS AG
Credit Suisse AG	Valeur Fiduciaria SA
EIC Partners AG	Zürcher Kantonalbank
Eltaver AG	

The following members left the organisation in 2015:

REES AG	Swisscanto Asset Management Ltd.
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Members as of December 2015

Abels Avocats	Global Infrastructure Basel Foundation
Aberdeen Asset Management Switzerland AG	Globalance Bank
Adveq Management AG	Helvetia Insurance
AlphaMundi Group Ltd.	Impact Finance Management SA
Alternative Bank Schweiz AG	Inrate Ltd
AST FEE Anlagestiftung für erneuerbare Energien i.G.	Julius Baer Group Ltd
Bamboo Finance	LGT Group
Bank J. Safra Sarasin	MIRABAUD et Cie SA
Banque Bonhôte & Cie SA	Nest Collective Foundation
Banque Lombard Odier & Cie SA	OnValues GmbH
Banque Pâris Bertrand Sturdza SA	Partners Group
Baumann & Cie	Pictet Group
BHP - Bruggler and Partners Ltd.	Prakriti Projects Ltd.
BlueOrchard Finance S.A.	PwC
BSI SA	Raiffeisen Switzerland
Café Europe Textagentur GmbH	RepRisk AG
CANDRIAM INVESTORS GROUP	responsAbility Investments AG
Clarmondial	RobecoSAM AG
CONINCO Explorers in finance SA	South Pole Group
Conser Invest SA	Suva
Contrast Capital	Swiss Inv. Fund for Emerging Markets (SIFEM)
Covalence EthicalQuote	Swiss Mobiliar Cooperative Company
Credit Suisse	Swiss Philanthropy Foundation
De Pury Pictet Turrettini & Co Ltd.	Swiss Re
E2 Management Consulting AG	Symbiotics SA
EBG Investment Solutions	SYZ Group
Edmond de Rothschild (Suisse) S.A.	Thurgauer Kantonalbank

EIC Partners	UBS AG
Eltaver AG	Unigestion SA
Emerald Technology Ventures Inc.	Valeur Fiduciaria SA
Ethos Foundation	VELUX STIFTUNG
FINANCEcontact Ltd.	Vescore AG
Fondation Guilé	Vietnam Holding Asset Management
ForestFinance Ltd.	Vontobel
Forma Futura Invest Inc.	Zürcher Kantonalbank
Fundo SA	Zurmont Madison Private Equity

Network partners as of December 2015

Business School Lausanne
 Center for Corporate Responsibility and Sustainability (CCRS)
 Center for Microfinance, Department of Banking and Finance, University of Zurich
 Center for Responsibility in Finance, Department of Banking and Finance, Univ. of Zurich
 Centro di Studi Bancari
 Economic Development, City of Zurich
 ETH Sustainability - ETH Zürich
 Geneva Finance Research Institute - University of Geneva
 Office for Economy and Labour, Canton of Zurich
 State Secretariat for Economic Affairs SECO
 Sustainable Finance Geneva
 WWF Switzerland

4.2 SSF Board

The Board is responsible for the strategy of the association and the supervision of the implementation of the SFF work program. It represents different member types as outlined in the Articles of Association.

4.2.1 Board members

In 2015 SSF members elected Jean-Daniel Gerber as independent President of the SSF board at the Annual General Meeting in June 2015, replacing Klaus Tischhauser, president ad interim, who remained in the Board of SSF. The Assembly also elected Beatrice Fischer (Credit Suisse) and Caroline Anstey (UBS) onto the SSF Board.

The SSF Board is made up of 14 members (see table below) representing different member types and regions. SSF is very thankful to its voluntary board members in driving its mission and vision forward. Please see SSF website⁴ for the CVs of all Board members as well as the Appendix 5.1 for the attribution to different member types, regions and gender.

⁴ http://www.sustainablefinance.ch/en/the-board_content---1--1061.html

President:



Jean-Daniel Gerber, SSF President

Board members:



Philipp Aeby, CEO, RepRisk



Caroline Anstey, Global Head UBS and Society, UBS



Nicola Battalora, Head of Asset Management and Capital Markets, BSI



Eric Borremans, Sustainability Specialist, Pictet Asset Management



David Bresch, Global Head Sustainability, Swiss Re



Ladina Caduff, Head Sustainability, Raiffeisen



Jean-Philipp de Schrevel, CEO, Bamboo Finance



Angela de Wolff, Founding Partner, Conser Invest and Co-Founder, Sustainable Finance Geneva



Béatrice Fischer, Head Stakeholder Management and Head Philanthropy Services and responsible Investment Private Banking & Wealth Management, Credit Suisse



Hubert Niggli, Head of Finance Department, Suva



Klaus Tischhauser, CEO, responsibility (President of SSF)



Daniel Wild, Head of Sustainability Investing Research and Development, RobecoSAM



Beatrice Zwicky, Board member and member of the investment committee, Nest Collective Foundation

4.2.2 Board activities

The Board regularly meets to discuss the strategy and activities of the association. In 2015, the Board had three Meetings in Geneva, Lucerne and Zurich and a telephone conference.

During 2015, the Board developed and approved the refined the SSF strategy and it defined the Rules of Procedure⁵ of the organisation. A governance committee looked into workgroup governance and election procedures and made corresponding suggestions to the Board, which were implemented following the Board's approval.

4.3 SSF management team

In 2015, SSF could build on the support of four management team members governing the activities of the association based in three different locations - Zurich, Geneva and Lugano. The SSF-CEO, Sabine Döbeli, is responsible for all activities and builds the link to the Board of the association. She is supported by Jean Laville, deputy CEO based in Geneva. Kelly Hess, project manager based in Zurich coordinates workgroups, carries out research and manages member requests. Alberto Stival represents SSF in Ticino and coordinates all activities there. In autumn 2015, SSF CEO Sabine Döbeli increased her time commitment to SSF to 100% and left her part-time role as Head of Corporate

⁵ Members find the „Rules of Procedure“ in the member' section of the SSF website

Sustainability Management at Vontobel. With this decision, SSF, previously generously housed by Vontobel, also relocated to its new independent office in the heart of Zürich. The team had a total workforce of 2.6 full time equivalents by the end of 2015 (as compared to 1.9 FTEs at the end of 2014), including a 20% position of office support that was taken over by Marietta Caprez in January 2016.

SSF Management Team:



Sabine Döbeli, CEO

Jean Laville, Deputy CEO

Kelly Hess, Project Manager



**Alberto Stival, Representative
Ticino**

Marietta Caprez, Office Manager

5 Appendix

5.1 List of Board members by member type, region and gender

Table 1: List of Board members by member type

Current Board members	Company	Member Type									
		Global Bank	Bank	General AM and PE manager	Specialised Asset Manager	Service Provider	Insurance Company	Pension Fund and other Asset Owner	Foundation and Family Office	Sustainable Finance Geneva	Independent
Caroline Anstey	UBS										
Beatrice Fischer	Credit Suisse										
Nicola Battalora	BSI										
Eric Borremans	Pictet										
Ladina Caduff	Raiffeisen										
Daniel Wild	RobecoSAM										
Jean-Philippe De Schrevel	Bamboo Finance										
Klaus Tischhauser	responsAbility										
Philipp Aeby	RepRisk										
David Bresch	Swiss Re										
Hubert Niggli	suva										
Beatrice Zwicky	Nest Collective Foundation										
Angela de Wolff	SFG, Conser										
Jean-Daniel Gerber	SSF President										
Sub-Total		2	3	1	2	1	1	2	0	1	1
Total		14									

Table 2: List of Board members by region and gender

Current Board members	Company	Region			Gender	
		Swiss German	Swiss Romand	Swiss Italian	Male	Female
Caroline Anstey	UBS					
Beatrice Fischer	Credit Suisse					
Nicola Battalora	BSI					
Eric Borremans	Pictet					
Ladina Caduff	Raiffeisen					
Daniel Wild	RobecoSAM					
Jean-Philippe De Schrevel	Bamboo Finance					
Klaus Tischhauser	responsAbility					
Philipp Aeby	RepRisk					
David Bresch	Swiss Re					
Hubert Niggli	suva					
Beatrice Zwicky	Nest Collective Foundation					
Angela de Wolff	SFG, Conser					
Jean-Daniel Gerber	SSF President					
Sub-Total		10	3	1	9	5
Total		14				

5.2 Glossary

SSF has published a glossary explaining frequently used terms used in sustainable finance. Here's a choice of some of the definitions represented in the SSF glossary. Please see SSF website for the full glossary (<http://www.sustainablefinance.ch/en/glossary-content---1--1139.html>)

Term	Definition
Active Ownership	This refers to investors addressing concerns of environmental, social and governance (ESG) issues by voting on such topics or engaging corporate managers and boards of directors on them. Active ownership is utilized to address business strategy and decisions made by the corporation in an effort to reduce risk and enhance sustainable long-term shareholder value.
Corporate Social Responsibility (CSR) / Corporate Responsibility (CR)	This term refers to the commitment of an organisation, beyond what is required by law, to ensure that the social, economic and environmental impacts of their actions create a net benefit to communities and society. This is founded on the belief that all corporations have a 'duty of care' to all their stakeholders in every area of their business operations and that being a responsible citizen improves the long-term business success of a company.
ESG - Environment, Social and Governance	ESG stands for Environmental (i.e. energy consumption, water usage), Social (i.e. Talent attraction, supply chain management) and Governance (i.e. remuneration policies, board governance). ESG factors form the basis for sustainability ratings, best-in-class and integration investment approaches.
Exclusion Criteria	Activities on the grounds of which a company, country or issuer is considered as not investable. Exclusion criteria can refer to product categories (i.e. weapons, tobacco) activities (i.e. animal testing) or practices (i.e. severe violation of human rights, corruption). They can also be based on personal values (i.e. gambling) or on risk considerations (i.e. nuclear power).
Fiduciary Duty / Responsibility	In the institutional investment context, trustees of pension funds owe fiduciary duties to beneficiaries to exercise reasonable care, skill and caution in pursuing an overall investment strategy suitable to the purpose of the trust and to act prudently and for a proper purpose. The explicit legal nature of fiduciary duty varies depending on the country of origin. While most institutional investment funds strive to create financial benefits for their beneficiaries, it is also possible for trust deeds explicitly to require trustees to consider ESG factors in investments. Against the backdrop that there is increasing evidence supporting the materiality of ESG issues, some legal experts conclude that it is part of the fiduciary duty of a trustee to consider such opportunities and risks in investment processes.

Green Bonds	Green bonds are broadly defined as fixed-income securities that raise capital for a project with specific environmental benefits. The majority of green bonds issued to date have raised money for renewable energy projects, energy efficiency measures, mass transit and water technology. Most green bonds have been either plain vanilla treasury-style retail bonds (with a fixed rate of interest and redeemable in full on maturity), or asset-backed securities tied to specific green infrastructure projects.
Integration / Mainstreaming	In the context of Sustainable Investment, this refers to ensuring that environmental, social and governance factors are given full consideration and research support, as an integral part of the investment decision-making process. This analysis therefore becomes fully integrated into the overall financial analysis of standard investment products.
Investments for Development	Term established by SFF to describe investments with a clear intention to improve the social/environmental/economic situation in developing and emerging markets while targeting market or above-market returns.
Microfinance	A range of financial tools (loans, savings, money transfers, etc.) provided by microfinance institutions and designed for people who do not have access to the traditional banking system.
Sustainable Investment / Responsible Investment	Sustainable Investment (analogous to responsible investment) refers to any investment approach, integrating environmental, social and governance factors (ESG) into the selection and management of investments. There are many different forms of sustainable investing, such as best-in-class investments, ESG Integration, Exclusionary Screening, Thematic Investing and Impact Investing. They are all components of sustainable investments and have played a part in its history and evolution.

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 around 90 members and network partners from financial service providers, investors, universities and business schools, public sector entities and other interested organisations.

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