

Media release

“Sustainable investing” explained in a clear and concise manner: Swiss Sustainable Finance (SSF) launches an introductory video for investors

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Investors are increasingly taking sustainability criteria into consideration when making their investment decisions. The financial services industry has been aware of this demand for some time and offers many products with different sustainable investment approaches. However, sustainability is a very complex topic. This can sometimes lead to significant gaps in investors’ knowledge, which can in turn produce misunderstandings. A new introductory video produced by Swiss Sustainable Finance (SSF) is intended to fill these gaps. The short video uses clear language to explain the most important objectives and forms of sustainable investment, laying the foundation for more informed discussions with investment advisors.

Financial advisors play a key role in providing expert investment advice. This includes, in particular, setting out sustainable investment approaches in an understandable way and offering comprehensive explanations of their aims and function. “Our introductory video offers investment advisors a handy information source designed to increase their client’s knowledge of sustainable investment and in consequence have a better understanding of their motivations,” says Sabine Döbeli, SSF CEO, explaining the SSF initiative. In many cases sustainable investment solutions are being wrongly interpreted, or even completely misunderstood. The approaches currently adopted in the marketplace pursue different goals – from implementing the client’s personal values, to minimising risk or making a positive and concrete impact.

The accusation levelled against the financial industry of greenwashing – although sometimes justified – creates a high degree of uncertainty for investors. “Here it’s important to raise investors’ awareness so they can ask the right questions and develop a realistic expectation of the potential of sustainable investment products,” Sabine Döbeli adds. “Sustainable investments are not solely focused on impact. Conversely, not all types of investment without any direct impact should be equated with greenwashing,” she concludes.

The two-minute introductory video was produced with the support of an SSF working group comprising representatives from wealth management and retail banking. It is suitable for use directly in client advisory sessions or for integration into client advisor training sessions. It could also potentially be deployed on banks’ websites or for the onboarding of new employees.

The SSF introductory video “Why should you consider sustainability criteria in your investments?” is available in four languages and can be accessed here.:

- [English](#)
- [German](#)
- [French](#)
- [Italian](#)

Contact:

Sabine Döbeli, CEO Swiss Sustainable Finance

+41 44 515 60 52

sabine.doebeli@sustainablefinance.ch

www.sustainablefinance.ch

The mission of **Swiss Sustainable Finance (SSF)** is to strengthen Switzerland’s position as a leading voice and actor in sustainable finance, thereby contributing to a sustainable and prosperous economy. The association, founded in 2014, has representative offices in Zurich, Geneva and Lugano. Currently, SSF unites over 220 members and network partners from financial service providers, investors, universities and business schools, public-sector entities and other interested organisations. Through research, capacity-building and the development of practical tools and supportive frameworks, SSF fosters the integration of sustainability factors into all financial services. An overview of SSF’s current members and partners can be found on its website: sustainablefinance.ch