

Press release

Sustainable investments: an unexploited core competence for Swiss private banking

Zurich, 22 March 2017

Swiss Sustainable Finance (SSF) presents ten strong arguments for promoting the current sustainable investment offering in private wealth management. The new SSF report, accompanied by a short film on this topic, highlights the opportunity created for Swiss private banking by the combination of Swiss strengths and clients' growing demand for investments with a positive impact.

Swiss private banking is in a state of flux. It faces growing challenges created by the higher costs of regulation, technological innovation in the fintech industry, tougher competition from other financial centres and changing customer requirements, as **Sabine Döbeli, CEO of SSF**, explains: "More and more clients want to see their investments make a concrete contribution towards sustainable development. If banks fail to satisfy this need, they will miss the opportunity to benefit from this natural competitive edge."

Report highlights the benefits of sustainable investing for client advisors

In its latest report, SSF therefore presents 10 persuasive arguments highlighting why sustainable investments present a so far untapped opportunity for Swiss private banking. "For client advisors, these investments offer the chance to discuss interesting themes and personal interests, thereby deepening relationships with their clients," explains **Dr Falko Paetzold, Managing Director of the Center for Sustainable Finance and Private Wealth (CSP) at the University of Zurich** and lead author of the report, which was prepared by an SSF working group. In addition, the integration of sustainability into the investment process has a positive impact on financial performance. It helps to broaden the portfolio's diversification, for example, thereby improving its risk/return profile.

Swiss banking representatives spot untapped potential

At the launch event for the publication, on 22 March 2017 in Zurich, **Herbert J. Scheidt, Chairman of the Swiss Bankers Association (SBA)**, describes the role that sustainable investments can play in strengthening Swiss private banking. "Sustainable investments are a natural core competence of the Swiss financial centre, as they are built on the traditional Swiss attributes of excellent quality,

strong powers of innovation, and stability,” he explains prior to the event. Additionally, the current offering of Swiss banks will be “bench tested” during a panel discussion: a representative of the next generation (‘next gens’) of affluent private clients will debate with client advisors and product managers whether banks’ current offering can keep up with clients’ changing requirements.

The ten arguments, which are supported by numerous reports and quotations from clients and advisors, can be grouped into three categories:

- Improved interaction with clients through interesting investment themes they personally identify with
- The positive effects of sustainability on financial performance
- Close correlation with traditional Swiss strengths

The detailed arguments set out in the report are summarised in a short film targeted specifically at client advisors and wealth managers. The report also contains concrete tools to support advisors in fully preparing for their client discussions on sustainable investing.

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Links to report and related documents:

Report ["Sustainable Investments - a Unique Opportunity for Swiss Private Wealth Management"](#)
(EN)

Practical tools – Extract from the report ([DE](#), [FR](#), [IT](#))

Presentation of 10 Arguments – full version ([EN](#), [DE](#), [FR](#), [IT](#))

Presentation of 10 Arguments – short version ([EN](#), [DE](#), [FR](#), [IT](#))

Short film ([EN](#), [DE](#), [FR](#))

Additional information:

> Information on SSF events

> [SSF newsletter](#) twice a month

> [Twitteraccount @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 catalysing growth. The association, founded in 2014, has representation in Zurich, Geneva and Lugano. Currently SSF unites over 90 members and network partners from financial service providers, investors, universities and business schools, public sector entities and other interested organisations. An overview of Swiss Sustainable Finance’s current members and network partners can be found [here](#).

Press release as [pdf file](#)

Link to press release in other languages ([DE](#), [FR](#), [IT](#))