

Press release

Market report reveals record volumes and accelerated growth for sustainable investments in Switzerland

Zurich, 30 May 2018

The Swiss market for sustainable investments has once again grown significantly in 2017. According to the latest "Swiss sustainable investment market study 2018", published by Swiss Sustainable Finance (SSF), the total volume of sustainable investments has already reached CHF 390.6 billion. Growth of assets managed by institutional investors, was most dynamic at 128%. But sustainable investment funds and mandates also experienced growth, 47% and 25% respectively. Sustainable investments have therefore moved into the mainstream and are attracting more and more attention from all financial market players.

Institutional investors manage over half of all sustainable investments

The sustainable investments (SI) managed by pension funds, insurers and other institutional investors currently total CHF 238.2 billion and represent 61% of the entire Swiss SI market. "This equates to a share of around 16% of the total assets managed by Swiss pension schemes and insurance companies," explains SSF CEO, Sabine Döbeli. Sustainable investment funds amount to CHF 94.4 billion, or 24% of all sustainable investments in Switzerland, while the share of SI mandates is CHF 57.9 billion, or 15%. Banks and asset managers therewith make up around two fifths of SI investments in Switzerland. "The SI funds' share of the total Swiss fund market has therefore risen from 7% last year to 9%," confirms Professor Timo Busch, scientific advisor for the report.

Norms-based screening the most popular approach – ESG voting has highest growth rate

Almost all SI approaches considerably grew in volume. Norms-based screening is now in the lead, with a total volume of CHF 217.8 billion. This trend is mainly attributable to the fact that a growing number of pension funds are adopting this approach. ESG voting recorded the highest growth rate of 140%. The ESG integration approach also recorded a striking increase of about 90% compared with the previous year.

Providers focus on climate issues and sustainable development goals

The Swiss financial sector is increasingly embracing the United Nations Sustainable Development Goals (SDGs) and the Paris Agreement on climate change. 38% of asset managers offer solutions with a specific reference to the SDGs and two thirds include climate-related products in their offering. With respect to climate change, investments in climate solutions turned out to be the most important strategy, adopted by 86% of respondents. Measurement of the carbon footprint is in second place (81% of respondents).

Main drivers: self-regulation and legal requirements in Europe

As discussed in two interviews with representatives from the Federal Office for the Environment (FOEN) and the State Secretariat for International Finance (SIF), both self-regulatory principles and stricter legislation, as currently being drafted for the SI market in Europe, are strong growth drivers. "Growing demand from institutional clients both on a global level and in Switzerland, as illustrated in the two case studies included in this report (Migros Pension Fund and Geneva Cantonal Pension Fund CPEG), remain the main driver for further growth," concludes Jean Laville, Deputy CEO of SSF. Sabine Döbeli adds: "Given the very strong market growth reported here, we think the Swiss financial market is on the right track. Continuously intensifying initiatives in this area will further promote the concept of sustainable finance and position Switzerland as an important player in this increasingly important segment."

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Additional information:

- > Swiss sustainable investment market study 2018 ([English report](#), [German summary](#), [French summary](#))
- > Key graphics from the market study: [English](#), [German](#), [French](#)
- > Case study CPEG ([German](#) and [French](#)) and case study Migros Pension Fund ([German](#) and [French](#))

- > [Newsletter SSF](#) bimonthly
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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 100 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: [English](#), [German](#), [French](#), [Italian](#)