

Media release

“Switzerland for Sustainable Finance”: Switzerland’s track record in sustainable finance now condensed in a new brochure

Zurich, 7 October 2019

A new brochure, produced by Swiss Sustainable Finance (SSF) in a joint project with Swiss Bankers Association (SBA), Swiss Funds & Asset Management Association (SFAMA) and Swiss Insurance Association (SIA), provides a comprehensive overview of Switzerland’s unique strengths in sustainable finance. It further illustrates how Switzerland is well-positioned to continue clearing a path for innovative products and solutions within the Swiss financial centre.

Made in Switzerland: global firsts in sustainable finance

The brochure entitled “[Switzerland for Sustainable Finance – Transforming finance for a better world](#)”, was published today, just in time for the “Building Bridges Week” taking place in Geneva all week. With an aim to highlight Switzerland’s strong track-record in sustainable finance, the publication not only demonstrates “Global Firsts” driven by Swiss pioneers but also provides concrete insights into specific strengths in different fields of sustainable investments and insurance. “As a leading financial centre, Switzerland has indeed a long tradition in sustainable finance dating back 36 years with the birth of the first independent pension fund focusing solely on sustainable investments,” explains Sabine Döbeli, CEO of SSF.

A broad array of tools and supportive frameworks

Specific highlights from the sustainable investment and insurance industry and Switzerland’s important role in the impact investing space demonstrate the strong innovation capacity in the Swiss financial sector. Switzerland’s high standard of accessible academic offerings and the enabling Swiss business environment add support in advancing the industry. Main Swiss political institutions are willing to support this trend towards a more sustainable financial system, confirmed by the brochure welcome note by Ueli Maurer, President of the Swiss Confederation, in which he states: “Sustainability as a strategic objective creates incredible opportunities for Switzerland’s financial centre. Particularly when paired with digital technology, sustainability drives innovation forward and makes finance more competitive.”

The four organisations initiating the preparation of this publication are all in close dialogue with the State Secretariat for International Finance (SIF) about fostering frameworks for sustainable finance. Seeing the need to promote Swiss strengths in the sphere of sustainable finance, the content was developed in close collaboration with the SIF.

Building Bridges for Financing the SDGs

The first copies of the brochure will be delivered to the participants of the "[Building Bridges Summit](#)" (October 10) during the "[Building Bridges Week](#)" in Geneva which was devised around the General Assembly of the International Network of Financial Centres for Sustainability ([FC4S](#)). The summit is expected to bring together around 800 key representatives of Swiss and international public and private institutions active in sustainable finance. With a full-week programme, Switzerland intends to stimulate effective collaboration and tangible action between a range of actors including the finance industry, governments, business, the United Nations, academia and civil society. The different events of the week aim to foster new conversations and collaborations to accelerate the finance industry's contribution to the achievement of the UN's 17 Sustainable Development Goals.

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Additional information:

> "Switzerland for Sustainable Finance – Transforming finance for a better world" can be downloaded [here](#) – a printed copy can be ordered by sending an e-mail to info@sustainablefinance.ch

Swiss Sustainable Finance (SSF)

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 130 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 Swiss Sustainable Finance's current members and partners can be found on its website: www.sustainablefinance.ch

Swiss Bankers Association (SwissBanking)

As the umbrella organisation and voice of the banks, the Swiss Bankers Association (SBA) advocates optimal framework conditions for the Swiss financial centre at home and abroad. The SBA represents the interests of the banking sector vis-à-vis representatives from industry, policymakers, the government and the supervisory authorities. It stands for open markets, scope for entrepreneurial freedom and a level playing field. As a competence centre, it is a source of banking-related know-ledge and is engaged in issues that will be of relevance in the future. Founded in Basel in 1912, the SBA's members currently consist of almost 300 institutions and around 12,000 individuals. www.swissbanking.ch

Swiss Funds & Asset Management Association (SFAMA)

The Swiss Funds & Asset Management Association (SFAMA), which was established in 1992 with its registered office in Basel, is the representative association of the Swiss fund and asset management industry. Its members include all the major Swiss fund management companies, many asset managers, and representatives of foreign collective investment schemes. Among SFAMA's members there are also numerous other service providers operating in the asset management sector. SFAMA is an active member of the Brussels-based European Fund and Asset Management Association (EFAMA) and The International Investment Funds Association (IIFA) in Toronto. For further information, please visit: www.sfama.ch

Swiss Insurance Association (SIA)

The Swiss Insurance Association (SIA) is the umbrella organisation representing the private insurance industry. It is headquartered in Zurich, Switzerland and employs approximately 60 generalists and specialists. Its membership consists of some 80 primary insurance companies and reinsurers – both large and small – with over 46,000 employees in Switzerland. SIA member companies account for over 85% of private insurance premiums generated in the Swiss market. The SIA represents the insurance sector both nationwide and internationally. It works to promote an economically viable framework for insurance and aligns its interests with the Swiss economy as a whole. www.svv.ch