

Asset Management Association Switzerland (AMAS) and Swiss Sustainable Finance (SSF) publish Recommendations on Minimum Requirements and Transparency for Sustainable Investment Products

Basel/Zurich, 26 November 2021 – Investments in sustainable financial products are continuing to grow, but there can be discrepancies between clients’ expectations and the actual features of a product in relation to sustainability goals. The Asset Management Association Switzerland (AMAS) and Swiss Sustainable Finance (SSF) are committed to ensuring the integrity of sustainable investment products and have therefore drafted recommendations for minimum requirements to help the asset management industry build investors’ trust in the Swiss financial center.

“The Recommendations on Minimum Requirements and Transparency for Sustainable Investment Approaches and Products”, drafted jointly by SSF and AMAS, follow on from the Key Messages and Recommendations for Sustainable Asset Management published in 2020 and represent a further effort to reconcile the interests and goals of asset managers, other financial service providers, and end investors in the context of sustainable investment products on the Swiss market.

On 17 November, the Federal Council reiterated its intention to ensure that the Swiss financial center is a leading global hub for sustainable finance. To this end, it will continue to follow an approach based on subsidiarity.

AMAS and SSF welcome this, and the two organizations’ recommendations have laid a foundation for creating transparency over the sustainability of financial investments.

Published during Building Bridges Week, the recommendations are focused on sustainable products developed by the fund and asset management industry and sold to investors by financial service providers. They have three main aims:

- to define the various sustainable investment approaches more precisely and set minimum requirements for implementing each of them;
- to set minimum requirements for informing investors about the various investment approaches and instruments;
- and to explain which sustainable investment approaches are best suited to meeting investors’ different objectives.

By matching their products with investors’ sustainability goals with their products, asset managers can ensure that all investors receive a product that matches their needs. “In drafting minimum requirements for sustainable investment approaches and client communication on this subject, the two associations have provided an important instrument to create more clarity with regard to the goals of sustainable investment and align these more effectively with clients’ needs,” explains SSF CEO Sabine Döbeli. “The recommendations were drawn up by a group of experts comprising representatives of Swiss banks, asset managers, and insurers and are thus broadly based. They can therefore play a vital part in preventing so-called greenwashing,” says AMAS CEO Adrian Schatzmann.

The recommendations are also designed to help at the point sale and ensure that financial advisors have access to all relevant information in order to advise investors proactively and transparently on how to meet their sustainability needs.

The regulatory environment for sustainable finance in Switzerland and internationally is evolving at a fast pace. These recommendations are intended to complement existing and future national and international regulations. Both SSF and AMAS see them as a first step that can serve as a basis for periodic reviews to take account of the latest developments.

Contact:

Peter Hody, Senior Communications Manager, Asset Management Association Switzerland
Tel. +41 (0)61 278 98 04, peter.hody@am-switzerland.ch

Adrian Schatzmann, CEO, Asset Management Association Switzerland
Tel. +41 (0)61 278 98 00, adrian.schatzmann@am-switzerland.ch

Sabine Döbeli, CEO, Swiss Sustainable Finance (SSF)
Tel. 044 515 60 52, sabine.doebeli@sustainablefinance.ch

About AMAS

The Asset Management Association Switzerland is the representative association of the Swiss asset management industry. It aims to strengthen Switzerland's position as a leading center for asset management with high standards of quality, performance, and sustainability. To this end, it supports its members in developing the Swiss asset management industry and adding value for investors over the long term. The Asset Management Association Switzerland is an active member of the European Fund and Asset Management Association (EFAMA) and the International Investment Funds Association (IIFA). Founded in Basel in 1992, the Asset Management Association Switzerland currently has almost 200 members. For further information, please see www.am-switzerland.ch.

About SSF

Swiss Sustainable Finance (SSF) aims to strengthen Switzerland's position as a global market for sustainable finance through information and education and by promoting growth. Founded in 2014, the organization has representative offices in Zurich, Geneva, and Lugano. SSF currently unites around 150 members and network partners, including financial service providers, investors, universities, public-sector entities, and other organizations. For further information, please see www.sustainablefinance.ch or @SwissSustFin on Twitter.