

*Press release*

## **Total sustainable investment volumes in Switzerland climb to a new record high of CHF 1,982.7 billion – Climate debate fuels strong growth in thematic approaches**

*Zurich, 9 June 2022*

The market volume for sustainable investments (SI) in Switzerland is now worth close to two trillion Swiss francs, as confirmed by the latest market report from Swiss Sustainable Finance (SSF). With an increase of 30% on the previous year, to a total of CHF 1,982.7 billion, sustainable investments continue their dynamic growth. The most prominent SI approach was exclusions, whose impressive increase of 48% puts it ahead of ESG integration (+24%) as the most popular strategy for investors overall. This is probably mostly attributable to the ongoing climate debate, which has seen exclusions for coal roughly double compared with the prior year. The report shows that around a third of volumes implicitly target a positive impact, while the remaining investments mainly serve for alignment with investor values or to improve financial performance.

The Swiss Sustainable Investment Market Study 2022 published by Swiss Sustainable Finance (SSF) is recognised as a reliable barometer for the Swiss financial industry for tracking the acceptance and popularity of sustainable investments. And once again it reveals a remarkable growth story. Having already posted dynamic growth of 31% in 2020, the success story of sustainable investments in Switzerland continues, with market growth climbing to another record high in 2021 to reach CHF 1,982.7 billion (+30%). This dynamic growth is basically down to two main factors: wider use of SI approaches on the one hand, and on the other hand the positive market performance in 2021. The volume of sustainable funds now stands at CHF 799.5 billion, and as in 2020, once gain makes up more than half (53%) of the total Swiss fund market. Patrick Odier, SSF President, comments: "It's very encouraging to see more and more asset managers integrating sustainability criteria into their investment decisions, and this shows how essential they are for the investment process. When it comes to climate, biodiversity and social themes, the priority now is to make it clear what concrete impact can be achieved with the various investment approaches".

### **Sustainable investment themes show the strongest growth**

"Sustainable thematic investments have experienced the highest growth of all approaches, with an increase of 157%, and were applied to almost 10% of all SI assets in Switzerland in 2021," explains Sabine Döbeli, CEO of SSF. The growth was driven by big providers of thematic investments, which recorded a hefty increase in existing products. Similar to impact investments, sustainable thematic investments are mainly applied by asset managers, but seldom by asset owners. The top sustainable themes in 2021

were related to energy, followed by social themes (community development, health) and environmental topics (e.g. water, cleantech). Besides concentrating on one specific theme, asset managers also held a number of multi-themed funds and mandates combining a broad range of the themes addressing a mix of both social and environmental topics.

### **Different strategies for measuring effectiveness**

This year, SSF also asked asset managers how they measure the impact of their sustainable investments. A quarter of respondents measure specific contributions to the UN Sustainable Development Goals (SDG), while half of respondents use a combination of the possible answers (qualitative assessment, measuring based on SDG contributions, physical/social indicators and successful engagement activities). Professor Timo Busch, co-author of the study and Senior Collaborator at the Centre for Sustainable Finance & Private Wealth (CSP) comments: "Measuring impact – especially for investments in the secondary market – is not easy. Even so, it is important for asset managers and asset owners to pay more attention to this aspect, as achieving a positive impact is an important goal for many investors, after all". An analysis of the implicit investor motivations for sustainable investments, undertaken for the first time this year, showed achieving positive change to be the priority for about a third of investors, while alignment with investor values was the main motivation for around a quarter of the volumes, and financial performance came first for roughly 40% of respondents.

The study was supported by the six main sponsors Amundi Asset Management, AXA, LGT Private Banking, Raiffeisen, Robeco Switzerland Ltd and Zürcher Kantonalbank, as well as the six supporting sponsors Aviva Investors, ODDO BHF Asset Management, Pine Bridge Investments, RepRisk, Thurgauer Kantonalbank and Zurich Invest. SSF would like to take this opportunity to thank all the sponsors for their valuable support.

### **Additional information:**

- > [Swiss Sustainable Investment Market Study 2022 \(PDF\)](#)  
([German summary](#), [French summary](#))
- > Key points at a glance ([Microsite for market study 2022](#))

### **Contact:**

Sabine Döbeli, CEO Swiss Sustainable Finance  
+41 44 515 60 52  
[sabine.doebeli@sustainablefinance.ch](mailto:sabine.doebeli@sustainablefinance.ch)  
[www.sustainablefinance.ch](http://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 200 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](http://sustainablefinance.ch)