



LA FINANZA SOSTENIBILE IN SVIZZERA

ALBERTO STIVAL, DIRECTOR PR & COMMUNICATION

SWISS SUSTAINABLE FINANCE | SETTEMBRE 2020

SWISS SUSTAINABLE FINANCE (SSF): VISION UND MISSION

Swiss Sustainable Finance (SSF) rafforza la posizione della Svizzera come mercato globale della finanza sostenibile attraverso l'informazione, la formazione e la promozione della crescita.

L'organizzazione, fondata nel 2014, ha rappresentanze a Zurigo, Ginevra e Lugano.

Attualmente SSF riunisce oltre 150 membri e partner di rete, tra cui fornitori di servizi finanziari, investitori, università e scuole superiori, uffici pubblici e altre organizzazioni.



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Anchored in three regions



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Deputy CEO

Representation in Geneva

Head office in Zurich



Sabine Döbeli
CEO



Marietta Caprez
Office Management



Kelly Hess
Director Projects



Anja Bodenmann
Project Manager

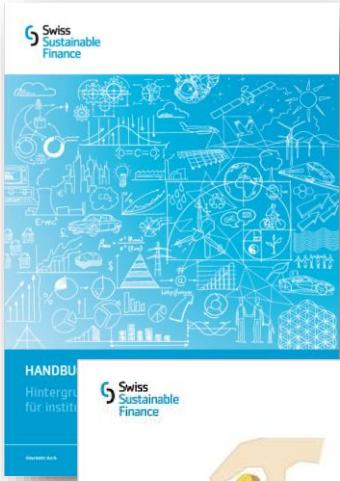
Representation in Lugano



Alberto Stival
Director PR &
Communication

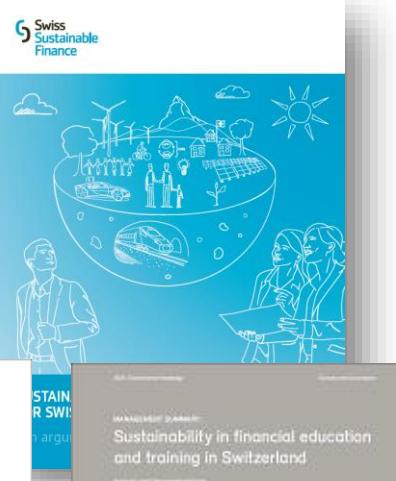
SOME SSF PUBLICATIONS

Handbook on Sustainable Investments (DE, FR)



Swiss Sustainable Investment Market Study 2018

SI as unique opportunity for Swiss private wealth management



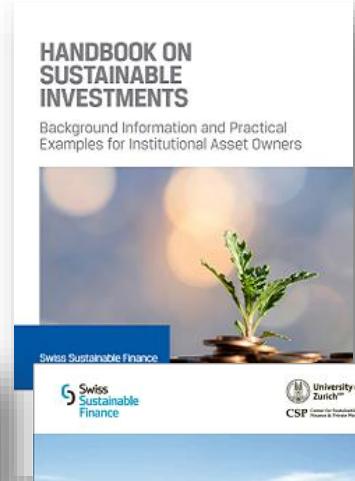
Sustainability in financial education and training in Switzerland (with FOEN)

Sustainable Asset Management: Key Messages and Recommendations of SFAMA and SSF



Focus: Measuring Climate-related Risks in Investment Portfolios

Handbook on Sustainable Investments (EN)



Swiss Sustainable Investment Market Study 2020

SOME OTHER SSF PROJECTS



Film: Sustainable Investing, a unique opportunity for Swiss private wealth management

Arguments and tools for client advisors

<https://www.youtube.com/watch?v=3coBFy9EPBk&t=>



Education tools for financial professionals

Education slide deck and online e-learning module

Digital library on sustainable finance

THEME	REPORT TYPE	LANGUAGE
Choose Theme	Guidance	de, fr, it, en
YEAR	REGION	
2017	2017	<input checked="" type="checkbox"/> Swiss Only
		Filter
TITLE	AUTHOR	PUBLISHED
Sustainable investing: A unique opportunity for Swiss Private Wealth	Swiss Sustainable Finance (SSF)	Mar 2017
		DE FR IT EN

Digital Library on Sustainable Finance

Online database of >300 publications in DE,EN,FR,IT

DEFINIZIONE DI FINANZA SOSTENIBILE

„La finanza sostenibile si pone l'obiettivo di creare valore nel lungo periodo, indirizzando i capitali verso attività che non solo generino un **plusvalore economico**, ma in modo che siano al contempo **utili alla società** e non superino le capacità di carico del **sistema ambientale**.“



Una gestione patrimoniale cosiddetta „sostenibile“ include considerazioni di natura **ambientale, sociale** e di **governance**.

INVESTIMENTI SOSTENIBILI: DIVERSI APPROCCI

Investment approach	TRADITIONAL INVESTING	SUSTAINABLE INVESTMENT APPROACHES							PHILANTHROPY
		Pre-investment decision 							
Sustainability focus	No systematic consideration of ESG and impact								Sole focus on environmental/social impact
Financial risk/return expectation	Sole focus on financial risk/return	Baseline expectation of market-rate financial risk/return 							No financial risk/return objective

MOTIVAZIONI PER LA FINANZA SOSTENIBILE

Domanda in aumento

- Clientela privata (HNWI, millennials, donne, ...)
- Clientela istituzionale (Casse pensioni, assicurazioni, fondazioni, ...)

Offerta in aumento

- Asset managers
- Service and information providers (ad es. società di rating sostenibile)

Pressione in aumento

- Società civile (politica, giovani, ...)
- Accordi a livello internazionale
(vedi l'accordo di Parigi sul clima e i 17 obiettivi per lo sviluppo sostenibile delle Nazioni Unite)
- Intensificazione delle regole/leggi

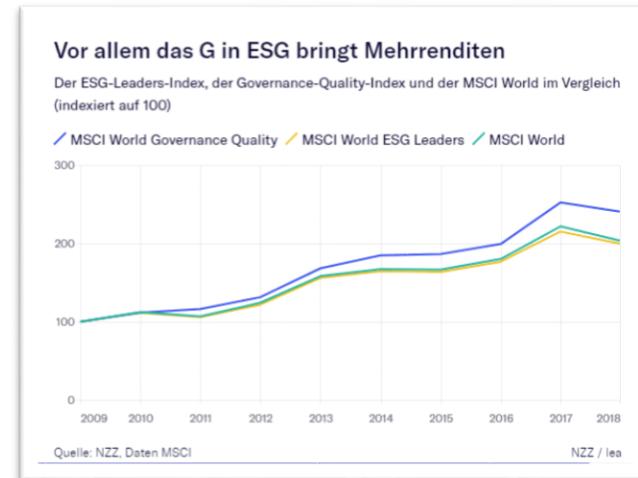
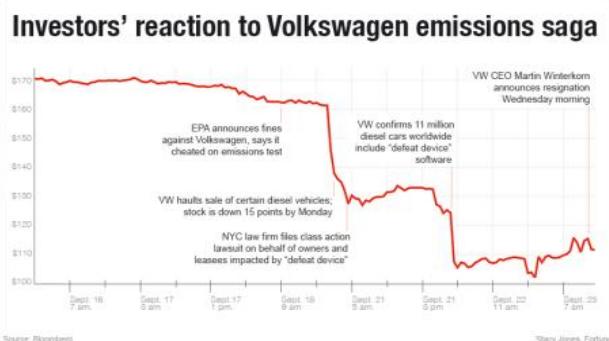


IMPATTO SULLE PERFORMANCE: TRA MITO E REALTÀ

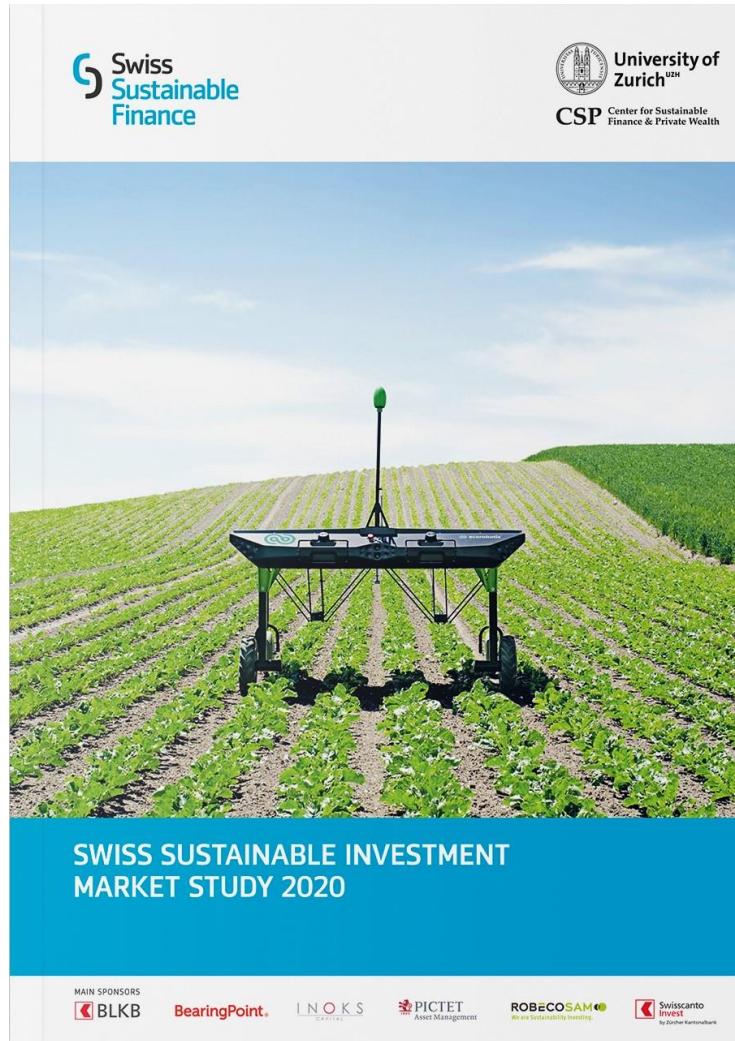
Die definitive Antwort auf die Frage, ob nachhaltige Investments höhere Renditen bringen oder tiefere

Nachhaltige Anlagen brachten bessere Renditen, erklären die Anbieter von ESG-Produkten; Kritiker monieren, das Gegenteil sei der Fall. Diese Analyse zeigt, wer recht hat.

Neue Zürcher Zeitung



SWISS SUSTAINABLE INVESTMENT MARKET STUDY 2020



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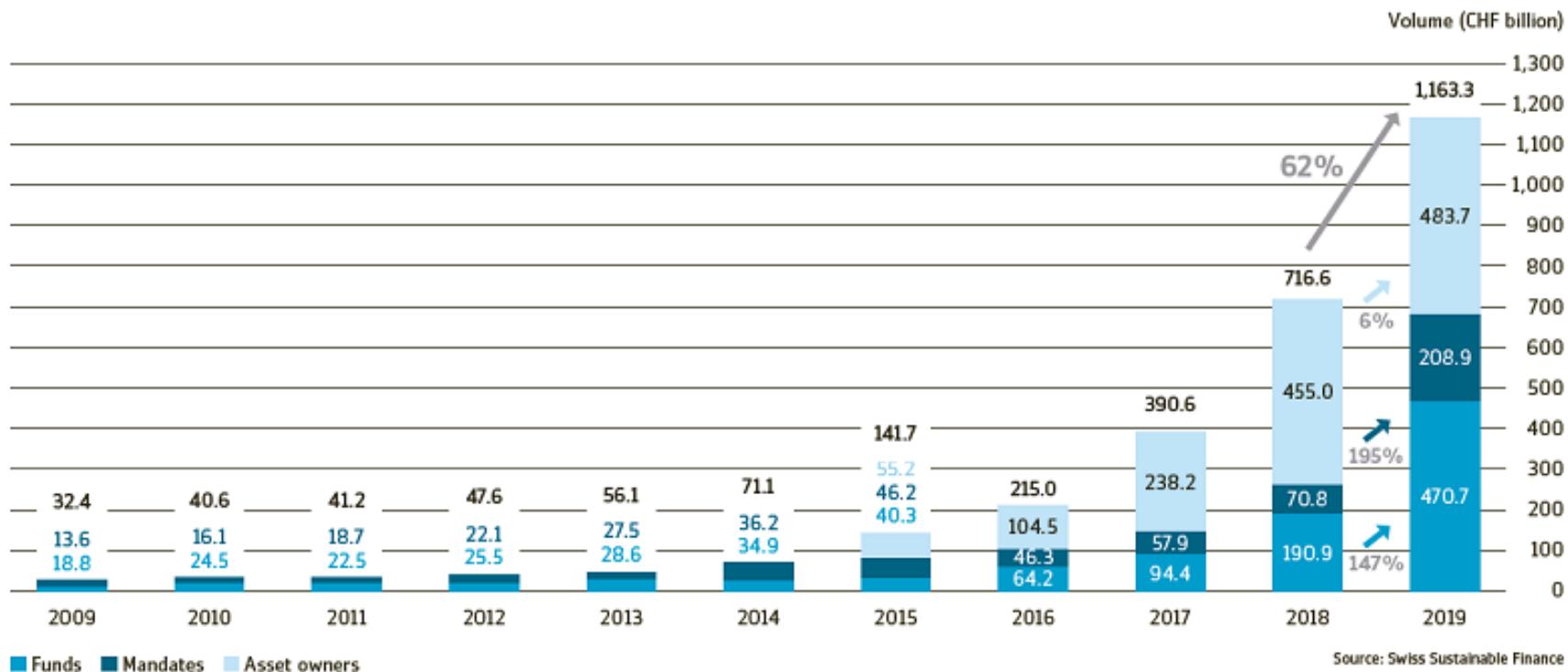
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GROWTH OF SUSTAINABLE INVESTMENTS CONTINUES

DEVELOPMENT OF SUSTAINABLE INVESTMENTS IN SWITZERLAND (IN CHF BILLION)



SUSTAINABLE INVESTMENTS NOW MAINSTREAM

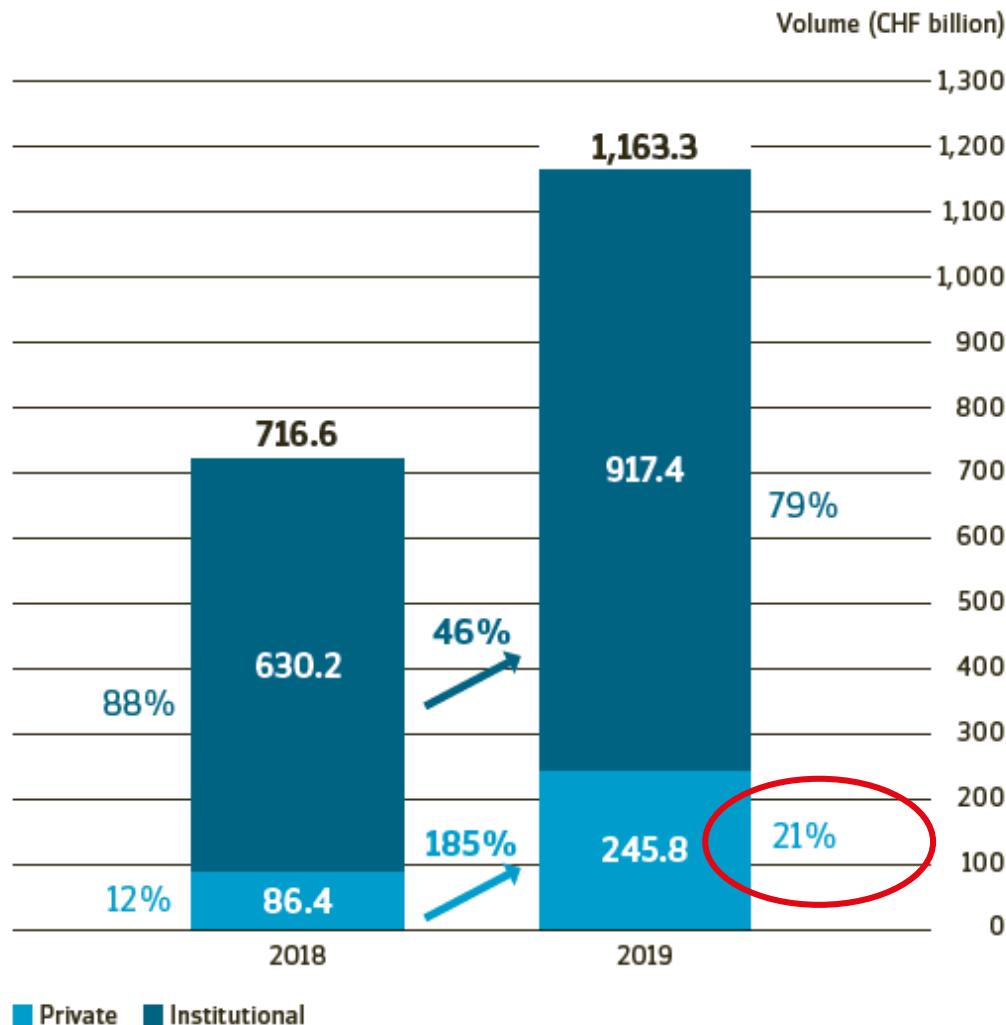
Particularly high share of sustainable funds

- Sustainable funds now account for **38% of total fund market** (18 % in 2018, 9% in 2017)
- Sustainable assets managed by **institutional asset owners** account for **30% of their total assets** (31 % in 2018, 16 % in 2017)
- Total sustainable assets (funds, mandates, asset owner assets) correspond to about **1/3 of all assets managed in Switzerland¹**

¹ CHF 1,163.3 billion divided by CHF 3.34 trillion total assets managed in CH (SBA Banking Barometer 2019)

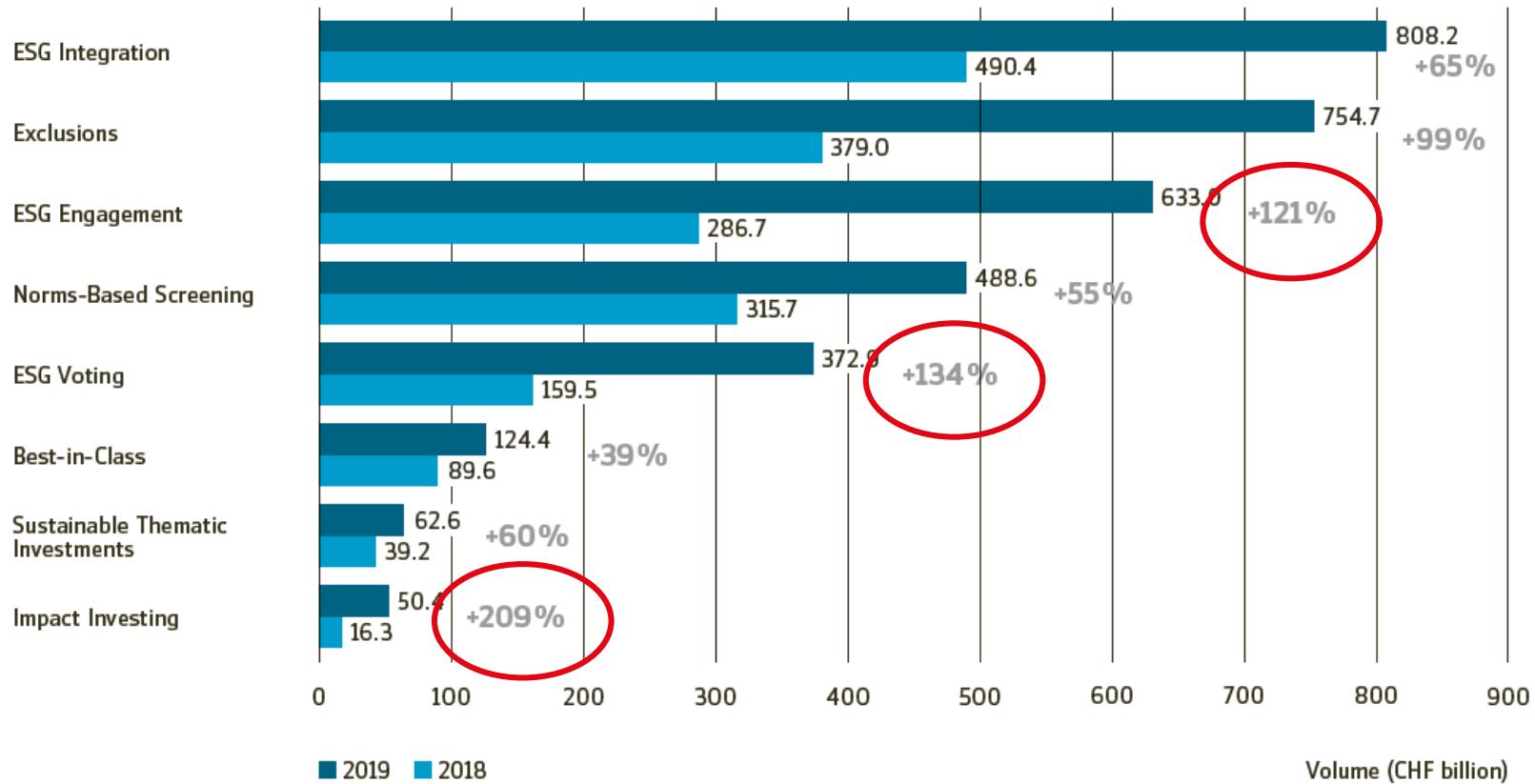
PRIVATE INVESTORS GAIN SHARES

Development of institutional and private sustainable investments



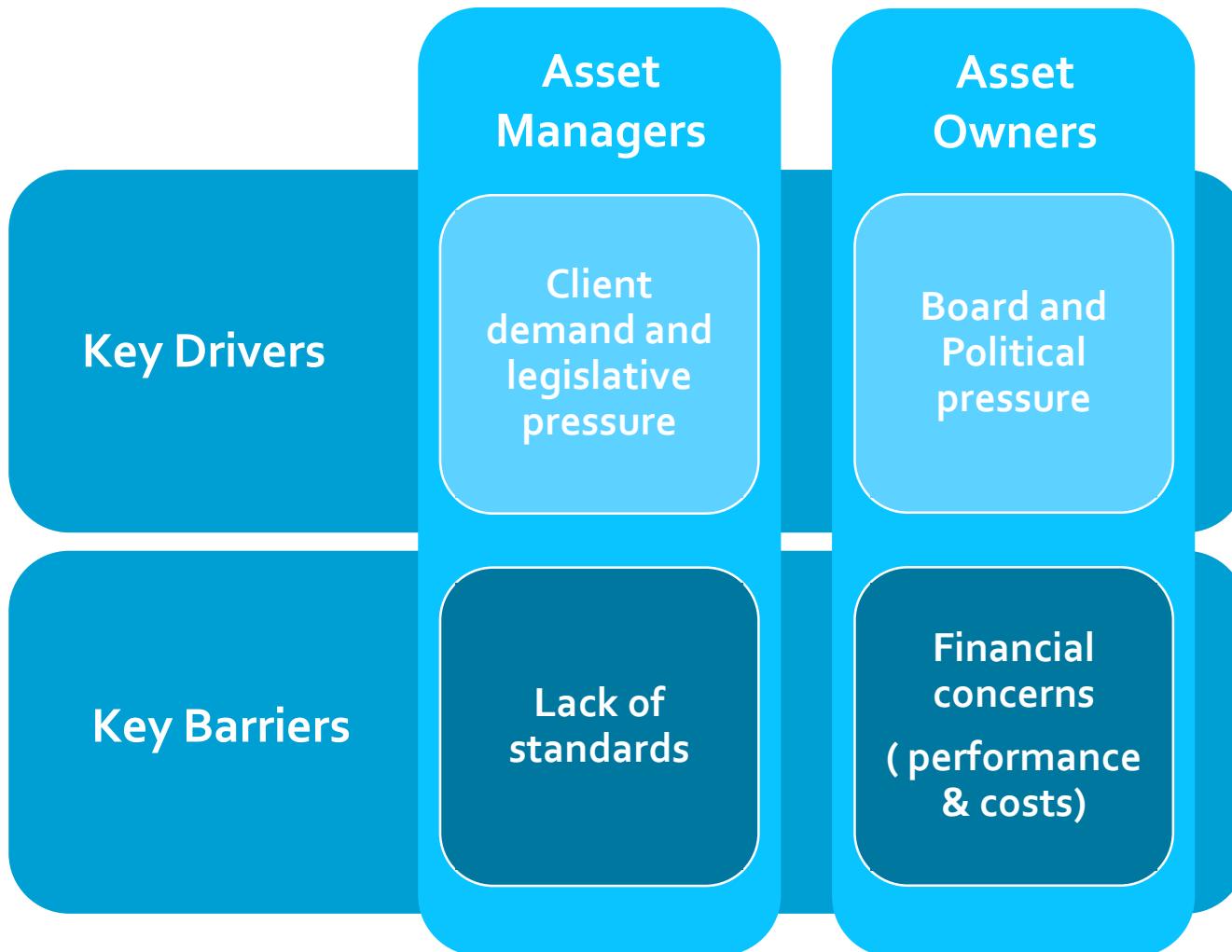
ACTIVE OWNERSHIP AND IMPACT GAINING TRACTION

Development of individual SI approaches



LACK OF STANDARDS AS KEY BARRIER FOR AM

Financial concerns still prominent for AO



PERSPECTIVE OF PRESIDENT OF THE SWISS CONFEDERATION, UELI MAURER

“Sustainability presents a great opportunity – both in its own right and in combination with digitalization – to ensure that Switzerland continues to be a highly competitive financial centre in the future.”



Ueli Maurer
President of the Swiss Confederation

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