

## Self-regulation in Sustainable Finance

### Swiss Bankers Association (SBA)

- The guidelines lay down binding rules on sustainability issues for investment advice and portfolio management, as well as mortgage advice.
- By making sustainability themes an integral part of retail client consultations, the industry is making a concrete contribution not only towards the achievement of the Paris Agreement's climate goals, but also to the further strengthening of Switzerland's position as a premier sustainable finance hub.
- Both sets of guidelines entered into force on 1 January 2023, although various transition periods are specified to allow banks to adapt their internal processes. They will be regularly reviewed and revised as necessary. This has already happened for the first time with the Guidelines for the financial service providers on the integration of ESG-preferences and ESG-risks and the prevention of greenwashing in investment advice and portfolio management in 2024 and 2025.



### Guidelines for the financial service providers on the integration of ESG-preferences and ESG-risks and the prevention of greenwashing in investment advice and portfolio management ([Document as PDF](#))

- The focus here is on advisory services as a core element of the value chain. Clients should express their preferences with regard to sustainability, understand the relevant products and services on offer and be in a position to make informed decisions.
- Clients' sustainability preferences are assessed and aligned with the available products and services.
- Following their revision in 2024, the guidelines also set out the conditions for referring to an investment solutions as sustainable.
- In addition to adapting their investment advisory and portfolio management processes, banks must provide their staff with suitable education and training on sustainability.



### Guidelines for mortgage providers on the promotion of energy efficiency

([Document as PDF](#))

- The guidelines initially govern person-to-person and digital advice to private individuals seeking finance for single-family and holiday homes.
- Owners should therefore be motivated to deal with the issue of maintaining the value and optimising the energy efficiency of their properties, and thus be made aware of energy-efficient upgrades.
- The mortgage advice should also consider the expected need to renovate the property. Clients should also be informed about available funding measures for building renovations and, if necessary, referred to independent specialist agencies. Members also undertake to provide regular training for their client advisors.