

Self-regulation in Sustainable Finance

Swiss Bankers Association (SBA)

- For the first time, new guidelines define binding rules for integrating sustainability criteria into investment advice and portfolio management, as well as when giving mortgage advice.
- By making sustainability an integral part of investment advice to private clients, the industry is making a concrete contribution not only towards the achievement of the Paris climate goals, but also to the further strengthening of Switzerland as a leading sustainable finance hub.
- Both guidelines come into force on 1 January 2023, with various transition periods granted for adapting internal bank processes. The new guidelines will be regularly reviewed and will be updated and expanded as and when necessary.



Guidelines for the financial service providers on the integration of ESG preferences and ESG risks into investment advice and portfolio management

( [Document as PDF](#))

- The focus is on the advisory process as a core element of the value chain. Clients should express their preferences regarding sustainability, understand the associated offering and be in a position to make informed decisions.
- Clients will be asked about their sustainability preferences, and then offered appropriate products and services.
- The new guidelines not only require changes to investment advisory and portfolio management procedures, but also the provision of appropriate training and professional development in the area of 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.