



PRESS RELEASE

SWISS BOARDS FOR AGENDA 2030

AN ALLIANCE OF SWISS CEOS AND BOARD MEMBERS WAS OFFICIALLY LAUNCHED IN DAVOS TO ACCELERATE DELIVERY OF THE UN'S AGENDA 2030 - THE SURVIVAL PLAN FOR HUMANITY

Davos, May 23, 2022 – The Swiss Boards for Agenda 2030 – SBA2030 – an Alliance of Swiss CEOs and board members who commit their companies to a high level of board accountability to drive sustainability has been officially launched today in Davos on the occasion of the World Economic Forum. The purpose of the SBA2030 Alliance is to make sustainability a Board priority and to speed up delivery of the UN Agenda 2030. The names of the first 21 members of the Alliance as well as their concrete commitments have also been announced.

The first signatories of the Alliance were unveiled at the House of Switzerland during an exclusive event on the role of Boards in driving sustainability, on the occasion of the World Economic Forum. All of them were represented by their CEO or a Board member. Banque Alternative Suisse SA – Ecorobotix – EBP – Ethos – Farmy – Freitag – International Institute for Management Development (IMD) – LIIP – L'Occitane – Losinger Marazzi – Loyco – MKS PAMP SA – Naef Immobilier – Piquet Galland & CIE SA – Roche Holding – Groupe Serbeco – South Pole – Swissroc Group – UMEO SA – Villars Maître Chocolatier SA – Weleda AG are now officially part of the SBA2030 Alliance.

André Hoffmann, Co-Initiator of the Alliance, explains: *“The founding members of this alliance made the choice to move from competition to collaboration. They are leading Swiss businesses in their industries, diverse in size, sector and sustainability maturity, but they all share one desire: to place sustainability at the heart of their strategy and board agenda. We aim to onboard 50 like-minded Swiss companies by the end of 2022”.*

These companies aim to speed up the implementation of the Sustainable Development Goals (SDGs) via four significant commitments:

1. Train their boards to better understand sustainability - risk & opportunity.
2. Extend fiduciary duties in company by-laws to enhance social and environmental responsibility, and take into account the impact on all stakeholders.
3. Identify the priority Sustainable Development Goals (SDGs) for their businesses and commit to contribute to them through the Swiss Triple Impact program.
4. Attend an annual SBA2030 roundtable with Boards and CEOs who have joined the alliance to foster collaboration and the exchange of good practices.



Jonathan Normand, Co-Initiator of the Alliance, says: *“It is with great pride that we are launching in Davos today with the 21 first signatories, the SBA2030 Alliance. In this time of anxiety and alarming statistics, this alliance has come together to inspire, unite, accelerate change, and celebrate the courage of those who decide to contribute to the sustainable, desirable, and inclusive future to which we aspire.”*

An Alliance to foster collaboration

CEOs and boards play a central role in providing lasting solutions to the social and environmental challenges we face. The purpose of the SBA2030 is to create an alliance of truly committed companies to drive sustainability at board level. By working with other CEOs, business leaders and policymakers who are ready to deliver the SDG Agenda 2030, SBA2030 members can multiply their impact and together create the 21st century market infrastructure needed to deliver this change.

About #SBA2030

The SBA2030 is an initiative pioneered by Jonathan Normand, Founder and CEO of B Lab Switzerland, and André Hoffmann, Vice-Chairman of Roche and Co-Founder of InTent. The Alliance will be coordinated by B Lab Switzerland under the patronage of the *B Lab Switzerland Business Council Committee*.

For more information, please visit: www.sba2030.ch

About B Lab Switzerland

B Lab Switzerland is the Swiss branch of B Lab, an international network that creates economic systems change through standards, policies, tools, and programs for business, and certifies companies—known as B Corps—who are leading the way. B Lab Switzerland supports businesses in the B Corp certification process and provides them with tools to measure and improve their impact. B Lab Switzerland has also developed a solution-oriented sustainability program called the Swiss Triple Impact (STI) that brings 300+ companies in the pathway of an SDG driven economy.

To date, the Swiss community includes over 60 B Corps and at global level, over 5000 companies are Certified B Corps, in 79 countries and 154 industries. More information: <https://blab-switzerland.ch/>

About InTent

Created in 2019, InTent is a platform that can quickly mobilize an influential and diverse group of decision-makers for change. We aim to educate, connect and accompany them and their networks in adopting and promoting sustainable practices. InTent works with and seeks to inspire businesses, civil society, academia, and policymakers to adopt and scale sustainable actions. We engage these stakeholders through stimulating discussions and agenda-setting debates for sustainable change. We create the conditions for new ideas to emerge and to explore concrete solutions.

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