



PRESS RELEASE

SWISS BOARDS FOR AGENDA 2030: AN ALLIANCE OF CEOs AND BOARD MEMBERS TO DRIVE SUSTAINABILITY AT COMPANIES' HIGHEST LEVEL

Geneva, May 17 2022 – B Lab Switzerland and InTent are officially launching the Swiss Boards for Agenda 2030 – SBA2030 – an Alliance of Swiss CEOs and board members committing their company to a high level of board accountability to drive sustainability. These companies aim to speed up the implementation of the Sustainable Development Goals (SDGs) via four significant commitments. The names of the first members of the Alliance as well as their commitments will be formally unveiled during a dedicated event on 23 May at the House of Switzerland on the occasion of the World Economic Forum.

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 facilitated by B Lab Switzerland under the patronage of the B Lab Switzerland Business Council Committee. By the end of 2022, we will onboard 50 leading Swiss companies representing different sectors, sizes and cantons, and facilitate their alignment to the SDGs and train their boards to better understand sustainability.

André Hoffmann, Co-Initiator of the Alliance, explains: *“With only eight years left to achieve the 2030 Agenda, it is urgent to act now! Today, only 15% of leaders consider sustainability to be their organisation's top priority. Our world needs game-changing managers, leaders who can design and support positive impact strategies. The SBA2030 was born for one reason: companies need to be managed differently. Our world cannot be sustainable and prosperous without powerful and enduring collaborative practices.*

Jonathan Normand, Co-Initiator of the Alliance, says: *“After too many years of insufficient company action, we need to speed-up the transformation towards a more regenerative and equal economy. This requires the right level of board commitment and governance. The ultimate purpose of the SBA2030 Alliance is to equip companies to strengthen their accountability towards all stakeholders, including future generations and nature”.*



A license to operate

CEOs and boards play a central role in providing lasting solutions to the social and environmental challenges we face. One of the purposes of the SBA2030 is to enable Board members and C-levels to build a “license to operate” by providing a sound understanding of sustainability and activation tools to integrate sustainability in their boardroom and business strategy.

The SBA2030 engages companies to a high level of board accountability

The first signatory members of the alliance are leading Swiss businesses in their industry. Member companies are diverse in size, sectors and sustainability maturity, but they all share one common desire: to place sustainability at the heart of their strategy and board agenda. To do so, these companies commit to four strong pledges and concrete action plans, which will be unveiled on 23 May at the House of Switzerland during the World Economic Forum.

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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