



## **PRESS RELEASE**

# **SWISS BOARDS FOR AGENDA 2030 Davos 2023 - B Lab Switzerland calls on Swiss Boards for bold collective action**

House of Switzerland, Davos - January 17th 2023 - On the sidelines of the World Economic Forum 2023, and in the presence of the Federal Councillor, Ignazio Cassis, B Lab Switzerland and InTent call CEOs and Board Members of leading companies in Switzerland to take bold collective action to address our society's most pressing challenges and a shifting regulatory landscape. To encourage concrete action, B Lab Switzerland launches the Swiss Sustainable Barometer in collaboration with Swiss Leaders. This helps entrepreneurs, Swiss CEOs and Board Members to assess their sustainable leadership skills and to better understand how to implement efficient stakeholder governance to meet the 2030 Agenda for Sustainable Development.

### **The #SBA2030: an Alliance to foster collective action**

This year's World Economic Forum Annual Meeting will be held under the motto "Cooperation in a Fragmented World". The numerous crises we're facing call for bold collective action and increasing regulation enforces greater accountability for companies. This is why B Lab Switzerland and InTent are gathering #SBA2030 members, CEOs and Board Members of Swiss leading companies to continue working on its collective vision - to help boards drive sustainability inside their companies and to encourage collaboration between companies across different industries. Another core element of B Lab Switzerland's work is to enhance fiduciary duties of companies by taking the interest of people and the planet into the companies bylaw to spur future-fit stakeholder governance and positive impact.

Jonathan Normand, Founder & CEO of B Lab Switzerland: *"Cross-industry collaboration and collective action must be board priorities. This is achieved by anchoring stakeholders governance through adapted bylaw and strategic moves to engage the value chains. Voicing change and unleashing industry collaboration, will successfully steer a shift towards the stakeholder economy."*



André Hoffmann, Vice-Chairman of the Board of Directors Roche Holding Ltd and co-initiator of the #SBA2030 : *"There is no sustainable and prosperous future without powerful and long lasting collaborative practices. We need alliances such as the SBA2030 to take ambitious and transformative action for nature restoration. Moreover, governments, both at a national and a global level, need to support the transformation by changing the rules of the economic game and requiring businesses to act now."*

### **Launch of the Swiss Sustainable Leadership Barometer - Building the leadership needed to support the transformation of the economy**

The stakeholder economy requires a new type of leadership culture - a new set of skills and ultimately a new mindset based on collaborative actions to accompany decision-makers towards a new standard of more sustainable managerial practices.

In order to measure this crucial cultural leadership shift in Switzerland, B Lab Switzerland partnered with Swiss Leaders and with the support of sanu future learning to launch **The Swiss Sustainable Leadership Barometer**. The barometer will study skills and practices of leaders in sustainable management. In order to better support decision-makers, respondents will receive a personalized 20-page summary with their results, elements of comparison and examples of concrete actions to implement. The first results of this barometer will be published in June 2023 and the evolution of sustainable leadership will be measured over several years. To date, already 300 leaders in Switzerland replied to the survey.

Jürg Eggenberger, Co-Director Swiss Leaders: "We want sustainability to be incorporated into the values of managers and shape their behavior. Understanding one's own leadership role in the company, in society and in politics is a prerequisite for taking responsibility, leading by example and implementing sustainable business practices. The Barometer gives leaders the opportunity to take stock of their competencies and practices in the area of sustainable business and to develop themselves further."

### **About #SBA2030**

In May 2022 in Davos, B Lab Switzerland and InTent launched the Swiss Boards for Agenda 2030 (#SBA2030), an alliance of CEOs and Board Members committed to sustainability. The participants took the lead to expand the responsibilities of their businesses and ensure that decision-making takes into account impacts on all stakeholders - including employees, society at large and the environment. To date, 35 companies joined the SBA2030 in 6 months including Ricola, EBP, Aprotect, L'Occitane or Southpole.



For more information, please visit: [www.sba2030.ch](http://www.sba2030.ch)



#### HOW DOES THE #SBA2030 WORK?

- Train two thirds of your board to better understand sustainability.
- Change your company by-laws to enhance social and environmental responsibility.
- Build a strategy to contribute to the SDGs by attending the Swiss Triple Impact Program.
- Attend an annual SBA2030 round table to engage in collective actions.

All these commitments should be completed within 18 months.

#### WHAT WE ACHIEVED SINCE MAY 2022

- **10+** new industry leaders joined the #SBA2030 Alliance in 6 months.
- **10+** members have already reflected stakeholder governance in their bylaws.
- **20+** members are working on strategies to support the SDGs.
- **100+** influential decision-makers and board members have been trained on sustainability to support the SDGs.
- Over **30** other industry leaders are in the process of joining the #SBA2030.

#### OUR B LAB SWITZERLAND ECOSYSTEM

- **90+** B Corps in Switzerland.
- **6000+** B Corps globally.
- **1200+** companies sensitized for the UN SDGs.
- **320+** Swiss companies in our STI program.
- **400+** B Leaders and **100+** Board Members trained in Switzerland.

#### Media contacts:

PRfact AG

Laura SCORZA WADE

Seefeldstrasse 229 - Mühle Tiefenbrunnen

8008 Zürich

[blab@prfact.ch](mailto:blab@prfact.ch)

+41 21 702 01 20



### **About B Lab Switzerland**

[B Lab Switzerland](#) is a non-profit foundation and the Swiss branch of the global B Lab network. Its ambition is to transform the economy so that it benefits all individuals, communities and the planet. As a leader in this economic and systemic change, we are developing frameworks, standards, policies and tools to help companies measure and improve their impact. In addition, B Lab Switzerland supports companies in the B Corp certification process and has also developed national engagement programs: the Swiss Triple Impact (STI) program, which supports Swiss companies - regardless of size and sector - in making their business models fit for the future and the Swiss Boards for Agenda 2030, an alliance of Swiss CEOs and board members committed to sustainability.

To date, B Lab's ecosystem in Switzerland includes over 90 B Corps, +400 STI-SDG program participants, +500 B Leaders practitioners, and at global level, over 6'000 companies are Certified B Corp, in 88 countries and 159 industries. Moreover, 250'000 people use our tools worldwide, and 15'000 companies in 11 countries have adopted the legal status of [Benefit Corporations](#).