

ALLIANCE FOR SUSTAINABLE ENTERPRISES



Fast-forward Swiss Business Sustainability

Switzerland's commitment to sustainable development is anchored in the Federal Constitution. It guides many of its public policies and shapes its actions at the national and international levels. Moreover, the 2030 Agenda for Sustainable Development has been an important catalyst since 2015. However, Switzerland lacks a guiding framework that enables companies to align their business models with the aspirational goals set forth in Swiss constitution, the Agenda 2030, and the most recent European and global legal developments. This framework should take into account Switzerland's environmental and social commitment and promote business models that contribute to a resilient and fair economy. Below, we outline the key components that constitute this initiative:

We advocate for the establishment of a regulatory framework designed to identify and recognize "Sustainable Enterprises" grounded on an array of social, environmental, and governance criteria. These criteria will be inspired by and aligned with both European and international standards and laws.

A "Sustainable Enterprise" in Switzerland, as envisioned in our proposed regulatory framework, integrates ESG criteria into its mission, evaluates stakeholder impact, maintains ethical and anti-corruption standards, respects human rights, has strategies for greenhouse gas emission reduction and environmental impact, ensures transparent lobbying aligned with its purpose, provides equitable working conditions, fosters board diversity, and actively contributes to community well-being. It publishes an annual sustainability report and undergoes external auditing to ensure it meets a set of minimum standards based on the 9 focus areas mentioned above.

This voluntary legal framework will acknowledge and reward businesses that are proactively making the transition toward sustainability, through various incentive mechanisms. Rather than penalizing companies, we aim to support, incentivize and guide them.

By implementing a system inspired by existing models in Italy, France, and Spain but uniquely adapted to the Swiss context, we aim to reinforce Switzerland's standing as a premier hub for business and innovation.

We invite everyone, individuals or organisations, to join us in this transformative movement for the resilience of our society, our economy, and our precious planet. It's time to come together to embed sustainability into the core of Swiss business culture and ethos on their path to sustainable practices. Let's fast-forward Swiss enterprises on their path towards sustainability!

We believe that many companies are already striving to do their best in terms of sustainability and social responsibility. However, a legal framework can serve as a powerful facilitator for this transition. Not only would it provide clear guidelines and metrics for success, but it would also allow for targeted incentive schemes and enable collective action to overcome challenges that no single organization can tackle alone. The framework shall become an incubator for sustainable business practices in Switzerland.

**Sign the Manifesto for the legal recognition
of Sustainable Enterprises.**

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Bringing People, Prosperity, and Planet together

The transition toward sustainable development offers a significant opportunity for proactive businesses willing to adopt this strategy, especially ahead of incoming European and international regulations. Companies with a long-term vision stand to benefit from robust evaluation of their environmental, social, and governance (ESG) performance. This prepares them to manage risks and develop actionable plans for achieving sustainability objectives. It will also give them a competitive advantage over other businesses in attracting future talented workforce and the growing pool of ESG investments.

Our proposed legal framework for recognizing Sustainable Enterprises is not meant to replace existing private labels focused on sustainability. Instead, it is meant to complement them. While private labels dive deep into specific sustainability issues, our framework sets basic standards and transparency rules for companies across various economic sectors. Together, they offer a full-range approach for companies to become more sustainable. Our framework aims to support and enhance existing sustainability efforts.

We recognize the pivotal role of policy and regulation in guiding Swiss businesses toward sustainability. This initiative aims to do more than checkbox existing sustainability efforts of firms; it serves as a compass for businesses determined to integrate sustainability into their core operations. United, we have the potential to instigate lasting changes that reinforce our economy and safeguard our planet. **Let's fast-forward Swiss business sustainability.**

Sign the Manifesto

[Signature page](#): Join a movement that is building a resilient economy in service of a desirable future.

Useful Links

[Comparative law study "Sustainable Purpose-Driven Enterprises" by the Law Faculty of the University of Geneva](#)

[White Paper "Sustainable Entrepreneurship in Switzerland. The Opportunity for a New Legal Framework" by B Lab Switzerland](#)

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