

## **B Lab™ Switzerland Embraces Fresh Leadership with New Board Members**

*Geneva, 22.01.2024 - The B Lab Switzerland Foundation is delighted to announce that Lynda Mansson, Kathrin Amacker and Isabelle Cohen Solal have joined its Foundation Board. They join the two current board members, namely Karin Lenzlinger, entrepreneur and President of the Zurich Chamber of Commerce, and our Chairman, Bernard Vischer, partner at the law firm Schellenberg Wittmer. The three new appointees bring a wealth of experience and expertise crucial for advancing our mission towards building an inclusive, equitable, and regenerative market infrastructure.*

### **Introducing Our New Board Members:**



**Lynda Mansson:** With her exceptional leadership background, Lynda has made a significant impact in NGO leadership, particularly with her dedication to sustainability and environmental conservation. Lynda served as the CEO of the MAVA Foundation for 13 years, through to its planned closure in 2023. She was instrumental in steering the MAVA's focus to encompass the underlying role of the economic and financial system in maintaining a thriving planet. Her role on various boards further underscores her commitment to these critical issues. Lynda now focuses on helping to achieve the SDGs through leadership development for mission-driven leaders.



**Isabelle Cohen Solal:** Isabelle is a renowned expert in ethical finance and sustainable practices, and will bring a finance perspective to our activities. As the founder of COHerence&SOLutions and Chairperson at 100 Women in Finance Geneva, her extensive experience in asset management and strategic business consulting has made a significant impact in the field. Her pioneering work creating the first 'ethical fund' over 20 years ago demonstrates her commitment to responsible investing. Moreover, her expertise as an Innosuisse specialist reinforces her capability to guide ventures to integrate impact-driven business models.



**Kathrin Amacker:** With a rich background in both private and public service, she served for more than 10 years as an Executive Board Member at Swisscom and the Swiss Railway Company, and has experience as a former Member of the Swiss Parliament. Her current role as President of Fairtrade Max Havelaar Switzerland, along with her involvement in the Chairs Group at Fairtrade International, aligns perfectly with our vision. Her extensive experience in fair trade and international cooperation will significantly contribute to our perspective on systemic change and value chain activation



These new board members join us at a pivotal time, as we intensify our efforts in policy work, business transformation, and educational programs. Their diverse backgrounds and profound knowledge are assets that will support the B Lab Switzerland Foundation's work – from shaping policies to guiding the transformation journey of businesses within the B Corp™ community. Additionally, their expertise will critically shape our educational programs to support practitioners and boardrooms in transitioning from a shareholder-driven economy to a stakeholder-focused one.

#### **About B Lab Switzerland Foundation:**

The B Lab Switzerland Foundation is led by its founder and executive Director Jonathan Normand, and a team of 25 talented professionals. Established in three main locations – Geneva, Lausanne, and Zurich – the Foundation has a professional presence in 14 cantons.

- ★ Over 400 board members have been trained with the Swiss Board for the Agenda 2030 Alliance.
- ★ More than 420 organizations have joined the SDG pledge-driven Swiss Triple Impact Program.
- ★ Over 120 certified B Corps across 80 industries, with a community of over 22,000 people.
- ★ 3,800 students have been participating in our program in collaboration with 8 academic partners.
- ★ Over 500 businesses have signed the Manifesto for a purpose-driven legal framework.
- ★ +600 practitioners have been affiliated and trained as B Leaders since 2018
- ★ +70 partners across Switzerland support our Ecosystem building strategy.

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The B Lab network is transforming the global economy to benefit all people, communities, and the planet. A leader in economic systems change, our global network creates standards, policies, tools, and programs for business, and we certify companies – known as B Corps – who are leading the way. To date, our community includes 700,000 workers in over 8,000 B Corps across 95 countries and 160 industries, and more than 300,000 companies manage their impact with the B Impact Assessment and the SDG Action Manager. B Lab has created and led efforts to pass over 50 corporate statutes globally that enable stakeholder governance, with over 20,000 companies using the legal framework.

**Contact :** Jonathan NORMAND +41 79 174 54 14