**PRESS RELEASE**

***SWISS BOARDS FOR AGENDA 2030***

**LAUNCH OF THE *SBA2030 PLAYBOOK*, A FREE PRAGMATIC GUIDE FOR CEOS AND BOARD MEMBERS TO DEVELOP AND ACTIVATE POSITIVE IMPACT STRATEGIES**

*Geneva, June 1, 2022 –* ***B Lab Switzerland publishes today the SBA2030 Playbook, a free practical hands-on guide to support CEOs and board members integrating sustainability in their boardroom and business strategies. This guide was released as part of the Swiss Boards for Agenda 2030 – an alliance of Swiss CEOs and board members who commit their companies to a high level of board accountability to drive sustainability.***

Combining hard facts, the latest research and the experience of pioneering companies , the *SBA2030 Playbook* aims to provide all the resources needed to implement a Positive Impact Strategy - one in which a business has a positive impact on all its stakeholders. It combines numerous case studies, ready-to-use checklists, and “how to” guides . Built using five building blocks – the constituents of a Positive impact strategy – this 90 page Playbook guides board members step by step, challenge by challenge, on their path to lead the transformation that will deliver both a positive impact and higher financial returns.

The guide has been developed by B Lab Switzerland with the support of the global B Corp Movement and other like-minded business leaders. Jonathan Normand, CEO & Founder of B Lab Switzerland explains: *“With the Swiss Boards for Agenda 2030, we want to create an alliance of business leaders who walk the talk. We have created this Playbook in this spirit: to provide them with the tools they need to deliver on ambitious commitments and accelerate the change that we all need. Because ultimately, implementing a Positive Impact Strategy is the right choice, even if it’s not the easiest one. ”*

André Hoffmann, Co-Initiator of the Playbook*,* explains*: “Decision-making norms and measures of success must be redefined. Success should no longer be based only on profits, but on the positive contribution that a business has on society, nature and people. This Playbook aims to empower CEOs and Board Members to run their businesses in a new way that meets our societal challenges and helps restore the planet. ”*

Designed as a toolkit as well as a reference manual, the *SBA 2030 Playbook* includes many inspiring insights, concrete examples and case studies from other companies. As Paul Polman, business leader, campaigner, co-author of Net Positive says: *“This playbook is more than a must-read, it’s a vital tool for helping deliver the corporate sustainability strategies the world urgently needs.”*

The SBA 2030 Playbook can be consulted or downloaded here: <https://www.sba2030.ch/the-playbook>

**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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