



Bringing Prosperity and Planet together

A Manifesto to Recognize Sustainable* Enterprises

[Sign the Manifesto for the legal recognition of sustainable enterprises](#)



- We call for the creation of a regulatory framework to recognize and identify "sustainable enterprises", based on a set of social, environmental, and governance criteria and indicators.
- This voluntary legal framework, in line with European and international standards, will recognize sustainability efforts with incentive instruments for businesses ready to ambitiously undertake the transition towards sustainability.
- Adopting a model similar to those in force in Italy, France, Spain, the United Kingdom, the United States, and Canada can bolster Switzerland's reputation as a leading place for business and innovation.
- It is time for us to unite to anchor a sustainable approach to progress, to stimulate a prosperous economy while safeguarding our natural capital.
- We invite all stakeholders to join us in this transformative movement for the resilience of our society, our economy, and our precious planet.

Our commitment to sustainable development, deeply embedded in the very essence of our Federal Constitution, guides many of our public policies and shapes our actions at the national and international levels. The 2030 Agenda for Sustainable Development has been an important catalyst since 2015, but we understand the need for a broader and more comprehensive compass to navigate towards the future. This compass takes into account the planetary boundaries we must respect, the indispensable knowledge of science, and the innovative perspectives brought about by new economic models fostering balanced and prosperous societies.

The transition towards a sustainable development strategy represents a remarkable opportunity for proactive private businesses willing to adopt it, even ahead of impending European and international regulations. Businesses that promote a long-term vision will greatly benefit from identifying, evaluating and collecting data related to their environmental, social, and governance performance. They will also be equipped to anticipate and manage associated risks and to develop action plans to achieve their social and environmental objectives.

* The taxonomy of the term "sustainable enterprise" focuses on how businesses integrate social and environmental concerns and stakeholder expectations into their governance, business models, and operations. Sustainable entrepreneurs aim to create viable business solutions, acting as change agents who seize and leverage opportunities for sustainable development.



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The importance of private labels and initiatives cannot be underestimated. They provide essential guidance and networks for businesses wishing to transition to sustainability. However, they are just the starting point, the first step of a much longer journey. It is clear that we can and must go faster and further.

In an era where transparency is no longer an option but a requirement, the trend to provide audited non-financial data is not a passing phase, but a permanent change in how businesses operate. By embracing this transparency, businesses demonstrate their commitment to progress, accountability, and the long-term vitality of our planet.

For us, sustainability means more than ethical sourcing and environmentally friendly practices. It embodies innovation, training, a satisfied workforce, equal gender representation, increased competitiveness, and improved performance. All these elements contribute to a stronger Swiss economy.

We affirm that policy and regulation play a vital role in encouraging Swiss businesses to transition to sustainability. Clear, achievable rules and standards that can identify and support sustainable businesses will pave the way for companies ready to undertake this journey towards sustainability.

Convinced of the urgency to create a regulatory framework defining the rules and standards for a business to qualify as a "sustainable enterprise", we see this as an effective strategy. The criteria for this framework should cover a wide range of ambitious social, environmental, and governance indicators, at least in line with the latest European and international standards.

This regulatory framework would not only recognize the sustainability efforts that many businesses are already making but would also provide indispensable guidance to those determined to undertake this transformative journey.

Together, we have the potential to foster not just a transient change, but to anchor a sustainable approach to progress that safeguards our natural capital while stimulating a prosperous economy. United, we can catalyze transformative changes for our businesses, strengthen the foundations of our economy and, above all, ensure the health and resilience of our precious planet.

Countries such as Italy, France, Spain, the United Kingdom, the United States, and Canada have already adopted legal frameworks recognizing businesses that integrate social and environmental goals alongside their profit objectives. A similar model could provide clarity to Swiss citizens, consumers, financial operators, and the Swiss nation as a whole, thereby strengthening our reputation as a leading place for business and innovation.



Join forces and become a signatory!

Be part of this transformative movement by signing the manifesto and contributing to the proposal. Join us!



"We need a reference framework for what a sustainable business is. Today, we rely on private initiatives and our own judgement."

Christophe Barman,
co-founder Loyco, co-president
FSE and President Fédération
Romandes des consommateurs



"For us, it would be very important to have a model for change and economic transformation. With the help of a legislative framework, we can be much stronger and can go much further."

Nicole Bardet, Board Member and
Responsible for French-speaking
Switzerland, Banque Alternative
Switzerland



"As the head of an SME, I would argue in favor of a "sustainable enterprise" legal framework established by the government and parliament. This would not only provide the necessary clarity for companies, but would also help identify those players genuinely committed to making a positive impact."

Alexis Richard,
CEO Biscuits Agathe



"Every leader has the duty to contribute to a sustainable, inclusive prosperity. To achieve this goal, we need a regulatory framework. Market forces alone will not deliver a sustainable world."

André Hoffmann, Vice-Chairman of
the Board of Directors, Roche, and
co-founder, Intent

On May 31, 2023, in collaboration with the Parliamentary Group on the 2030 Sustainable Development Goals, we put forward our White Paper and a legal study during an event on the private sector's requirements for a sustainable transition. Following that, we are working to engage economic and social organizations for a thorough consultation, respectful of different viewpoints.

Useful links

[!\[\]\(84f47badaad7772cd95667a7c387a639_img.jpg\) Comparative law study "Sustainable Purpose-Driven Enterprises" by the Law Faculty of the University of Geneva.](#)

[!\[\]\(28f72b996fc97883dfd9d4e8b1b16b4e_img.jpg\) White Paper "Sustainable Entrepreneurship in Switzerland. The Opportunity for a New Legal Framework" by B Lab *Switzerland](#)



[Sign the manifesto for the legal recognition of sustainable enterprises and join a movement that is building a resilient economy in service of a desirable future.](#)