

Switzerland: Nature integration driven by market demand and opportunities

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Swiss asset owners integrate nature and biodiversity into a higher portion of their assets than EMEA average

Our survey* shows that a large proportion of surveyed asset owners in Switzerland (84%) are integrating nature- and biodiversity-related objectives into their investment processes. The proportion of their assets under management (AUM) that integrate these objectives is among the highest in EMEA: 47% say that this applies to at least 6% of their AUM, compared with 37% across EMEA.

Market demand and nature-related opportunities are prompting integration

The survey results show that market and beneficiary demand, along with the need to capture opportunities related to nature-related innovation are driving many Swiss respondents to integrate nature and biodiversity into their investments. Nearly 60% of Swiss respondents say that these are among their primary reasons for nature and biodiversity integration.

Many Swiss respondents who currently integrate nature and biodiversity objectives in their investments are prioritizing sustainable agriculture and food systems (46%), sustainable forestry and land use (41%) and the circular economy and efficient resource use (41%) among their top three themes for investment.

84%

of Swiss respondents say they are integrating nature and biodiversity objectives into their investment processes.

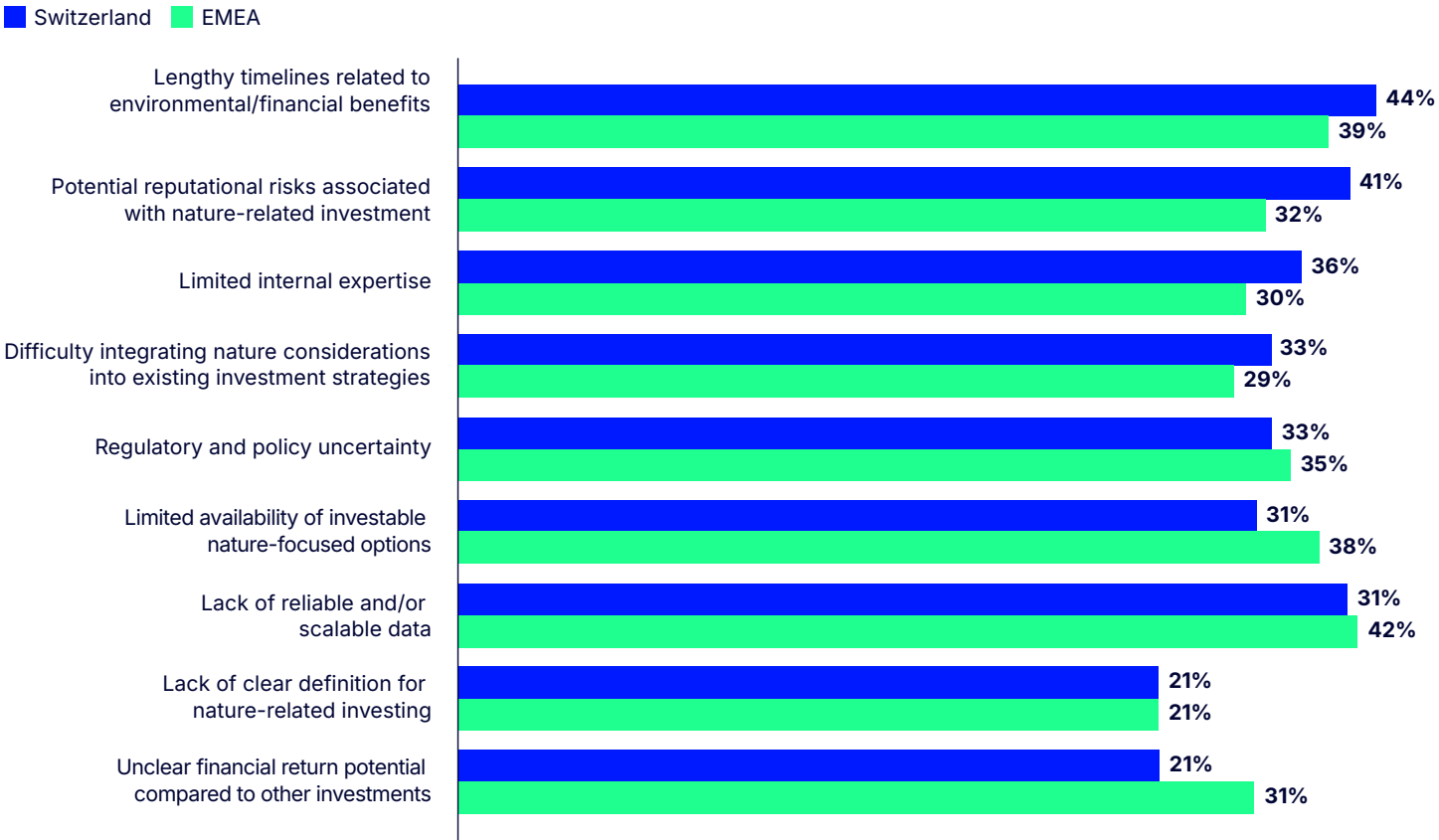
53%

of Swiss respondents say they are reallocating capital from other strategies to fund dedicated nature- and biodiversity-related investments.

On the flip side, the lack of data is less of a challenge for Swiss respondents compared to EMEA respondents as a whole, according to the survey results. Thirty-one percent of Swiss respondents who currently integrate nature and biodiversity objectives cite this as a top three barrier, compared to 42% across EMEA. Their most cited challenge is the lengthy timelines to environmental and financial benefits (mentioned by 44% of Swiss respondents who currently integrate nature and biodiversity). Swiss asset owners surveyed also have concerns about the reputational risks associated with nature- or biodiversity-related investment (cited by 41%, compared with 32% across EMEA) and their limited internal expertise (cited by 36%, compared with 30% across EMEA)(Figure 1).

Despite these barriers, Swiss respondents are more likely than EMEA respondents on average (53% compared with 48%) to say they are reallocating capital from other strategies to fund dedicated nature- and biodiversity-related investments.

Figure 1: Swiss asset owners surveyed appear to be less worried about data and more concerned about potential reputational risks and limited internal expertise than EMEA average



Source: FT Longitude survey

Percentage of survey respondents currently integrating nature and/or biodiversity in their investment processes who cited these reasons as the top three significant barriers when they try to do so.

Integration specifics

In terms of investments, Swiss respondents are mainly implementing nature-related risk and opportunity assessments in core allocations to improve their risk/return profile. They are mainly applying nature and biodiversity integration to infrastructure, private equity, and listed equities.

The bottom line

Our survey shows that Swiss asset owners are concerned about lengthy timelines related to environmental/financial benefits, reputational risks and internal expertise, and they are integrating nature and biodiversity objectives into a larger share of their AUM than the EMEA average. Their interest tends to be driven by market demand and nature-related investment opportunities.

*About the survey

In May 2025, State Street Investment Management, in collaboration with FT Longitude, surveyed 330 senior investment decision-makers working at asset owners (including pension funds, insurance firms, endowments, and sovereign wealth funds) across the EMEA region (Belgium, Denmark, Finland, Germany, Ireland, Italy, Kuwait, Luxembourg, the Netherlands, Norway, Qatar, Saudi Arabia, Sweden, Switzerland, the United Arab Emirates, and the United Kingdom). There were 45 Swiss asset owners who participated in this survey. The survey explored how these investors are approaching the challenges and opportunities of integrating nature and biodiversity objectives into their investment portfolios.

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