

# Baloise presents Switch Plan, the first **100% sustainable** life insurance policy

PRESS RELEASE  
26 April 2021

**Aware of its corporate responsibility towards society and the community, and accompanied by its partner etika a.s.b.l., Baloise is keen to innovate further in order to offer solutions to those who share its concern for the environment and wish to contribute to an efficient economy and a caring society.**

## The development of a global responsible approach

It is clear that, today, the issue of sustainability is a priority for investors. From this observation **Switch Plan** was born: a more humane, fairer and more respectful investment, through sustainable and responsible funds developed specifically for Baloise. Therefore, this new product incorporates Environmental, Social and Governance (ESG) values, fundamental criteria which today guide investors wishing to create value and focused on sustainable development principles.

These criteria make it possible, in the first instance, to assess and verify the responsibility of the companies or economic sectors in which the premiums of life insurance policies are invested, with regard to the environment, their social impact and management. They also measure the ethical impact of these investments.

This new life insurance policy is part of a comprehensive approach by Baloise, supported by etika, for more sustainability in the investment and insurance sector. The partnership, signed at the beginning of 2020 between the insurer and the association, does indeed provide for the development of ethical insurance products to meet the needs of new consumer concerns. etika contributes its expertise by providing ideas for improvement in a more sustainable and responsible way of working within Baloise, but also for reflecting on an alternative economy in the same direction.

In addition, Baloise Group signed last year the Principles for Sustainable Insurance (PSI), developed by the United Nations Environment Programme Finance Initiative (UNEP FI). The Group is thus committed to systematically integrating ecological, social and business management aspects into its whole production chain.

*“Our customers are now aware of the importance of a real ecological and social commitment, they are concerned about environmental issues and want to make a contribution to our society. The impact of their efforts at all levels is now a priority, and also guides their investment choices. This new **Switch Plan** product responds to the aspirations of these clients, in order to support them in their responsible approach”* explains Romain BRAAS, Director - General Manager of Baloise Luxembourg.

## A sustainable investment via a flexible product

Like any life insurance policy, **Switch Plan** enables you firstly to transmit capital to your family and friends, but also to have it available at any time to finance your projects. The management of this product is carried out by a professional manager in a flexible way, fully adapted to the investor's profile in accordance with his/her tolerance for risk.

Five strategies have been identified by Baloise, accompanied by etika, in order to offer its customers five personalised solutions which respond to their needs. The client's profile is determined by completing a simple questionnaire. Depending on this, and on the interest of the policyholder, funds are available to him/her which correspond to his/her risk class and his/her expectations (incorporating a more or less aggressive investment in equities, or prioritising income), but also to his/her concerns (climate trends or promising themes for the future). With **Switch Plan**, customers no longer choose to invest solely on financial criteria, but can combine their investment wishes with their concerns for a sustainable and responsible future.

These internal collective funds are managed by Degroof Petercam Asset Management (DPAM), an independent asset manager recognised by the financial community for its status as a rigorous and extremely reliable pioneer in the field of sustainable and responsible investment. DPAM's expertise ensures that customers invest their life insurance premiums in responsible funds which incorporate environmental, social and governance criteria. The policyholder is thus assured that he/she is investing sustainably in companies selected for their good business practices in terms of ESG criteria.

### About:

**etika** - a non-profit association founded in 1996 - aims to promote alternative financing and to reflect on the development of ethical money, in order to encourage access to credit for initiatives which prioritise social and cultural benefits, international solidarity, and support for ecology in Luxembourg and in developing countries. In practical terms, etika - in collaboration with Spuerkeess - has for 24 years been offering the Alternative Savings Account which enables savers to know what the bank is financing with their money. They know that their savings are invested, without risk to them, in projects with social and ecological added value. More than 200 projects have been financed with low-interest loans. The association's second objective is to raise awareness of ethical concerns in the world of finance by promoting popular and cultural educational activities and by providing training.

**Baloise Luxembourg** has been present in Luxembourg since 1890 and, since then, it has been firmly embedded in the country's economic landscape and society. It is part of the Swiss Baloise Group, which is also present in Belgium, Germany, Liechtenstein and Switzerland. Baloise Luxembourg meets the needs of its private and institutional customers for property and casualty insurance and for pensions and savings. It also offers pension and investment services across borders in many European Union countries. Its ambition: to make insurance simple, intuitive and humane, by continuous improvement of its offering of products, services, communications and processes. In short, Baloise aims to become the first choice for everyone who wants to feel simply safe.

» More information on [www.switchplan.lu](http://www.switchplan.lu)