

**Critical Evaluation of the EU Action Plan on Financing
Sustainable Growth and its consequences for Private
Banking in Switzerland**

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Abstract

This bachelor thesis analyses the *EU Action Plan on financing Sustainable Growth*, which was published in 2018, and thereby contributes to the discussion on the relevance of sustainability regulations in the financial sector. A critical reflection on the impact of the EU Action Plan on sustainability considerations within the Swiss private banking sector, which was done through an extensive literature research and expert interviews, found that the EU Action Plan will affect Swiss private banks in two particular areas. First, Swiss private banks will have to considerably increase their transparency with regard to sustainable investments. Second, they will be required to include sustainability as an essential part of their client advisory services. Furthermore, it can be expected that those private banks that are already focusing on sustainability will benefit the most from the EU Action Plan.