

Press release

31 October, 2018

Swedbank takes part in the new initiative: Nordic CEO's for a sustainable future

Today, a group of Nordic-based CEOs announced a joint initiative to speed up the realisation of the UN Sustainable Development Goals (SDGs). Representatives from the group presented their shared ambitions to Norwegian Prime Minister Erna Solberg during the 70th Nordic Council session in Oslo.

The group consists of the CEOs of Equinor, Hydro, the GSMA, Íslandsbanki, Nokia, SAS, Swedbank, Telenor Group, Telia Company, Vestas and Yara International. The CEOs have joined forces to highlight the need for new business models that will drive the transition to a 21st century economy aligned with the ethical, social and environmental priorities of our time. The initiative also creates a platform for the Nordic Prime Ministers to engage directly with the CEOs on how to move from sustainability as a compliance exercise to purpose driven companies. A key objective is to explore ways to deliver more impact through collaboration and responsible business practices.

“Swedbank, as engaged believers in collaboration, stands behind this important initiative. Our aim is to be a contributing part in accelerating the transformation of the society towards a more sustainable future. This network could strengthen national and Nordic agendas towards fulfilling the SDGs, and together tackle some of the underlying barriers, especially within areas such as climate, sustainable finance, gender and equality, education and innovation,” said Birgitte Bonnesen, President and CEO Swedbank.

Anchored in business strategies

The CEOs have committed to aligning their business strategies with the UN SDGs and to exploring opportunities for collaboration. The arena will facilitate experience exchange, shared learning and explore how the companies can best measure effects and maximize impact of their efforts.

Joint letter to the Nordic Prime Ministers

In the early stages of forming the initiative, the CEOs sent a joint letter to the Nordic Prime Ministers in June 2018 announcing their ambitions. This resulted in today's meeting with Norwegian Prime Minister Erna Solberg, who is also a co-chair of the UN's Global SDG Advocate group, during Nordic Council's 70th joint session. In the meeting, the CEOs presented the shared ambitions on behalf of the initiative and an updated joint letter. The group also discussed the importance of global trade and public-private partnerships as vital preconditions for realizing the UN SDGs.

Read the letter from the Nordic CEOs for a Sustainable Future to the Nordic Prime Ministers and their individual statements [here](#).

For further information:

Fredrik Nilzén, Head of Sustainability, Swedbank, +46 76 773 19 26
Carina Sesser Nylund, Press contact, Swedbank, +46 72 230 52 64

Swedbank encourage a sound and sustainable financial situation for the many households and businesses. As a leading bank in the home markets of Sweden, Estonia, Latvia and Lithuania, Swedbank offers a wide range of financial services and products. Swedbank has over 7 million retail customers and around 620 000 corporate customers and organisations with 191 branches in Sweden and 125 branches in the Baltic countries. The group is also present in other Nordic countries, the US and China. As of 30 June, 2018 the group had total assets of SEK 2 646 billion. Read more at www.swedbank.com