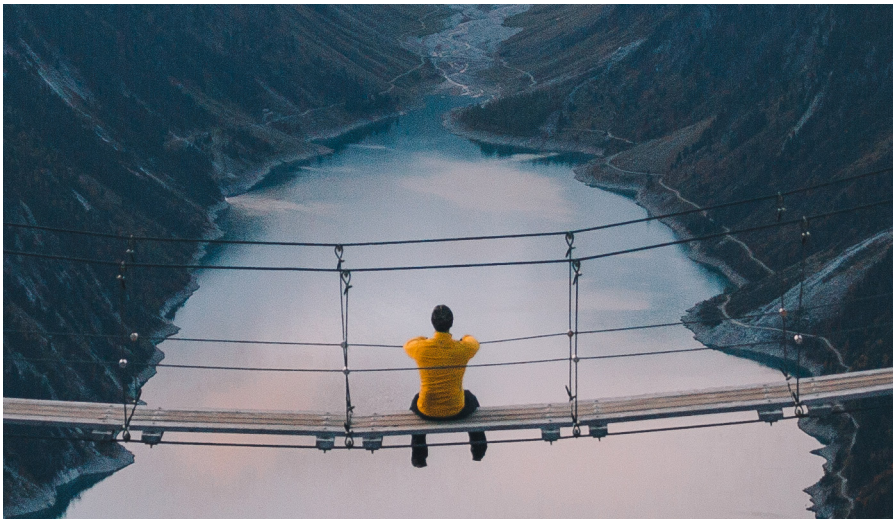
Julius Bär

Sustainability Ambassador Club

At a glance

The Sustainability Ambassador Club is an exclusive global Julius Baer community for senior relationship managers and client-facing specialists. These members receive dedicated training to deepen their understanding of sustainability, empowering them to guide clients who are interested in the topic. Additionally, the Ambassador Club provides a platform to exchange ideas and experiences – members receive privileged access to events and education sessions, where they can also connect with the Sustainability Circle client community.



Why the Ambassador Club?

- The Ambassador Club allows members to leverage each other's experiences by providing a global network of like-minded colleagues, internal experts, and external thought leaders.
- It gives privileged access to renowned thought-leaders through different in-person and online formats, such as topic deep dives, internal roundtables, and external events.
- It empowers and enables client-facing employees to partner with clients on their sustainability journey.

Key facts

- Established in 2022, the Ambassador Club currently has over 250 members across 12 countries.
- All Ambassadors go through in-depth **sustainability bootcamp training** sessions, covering topics ranging from "future cities" to "feeding the world".
- **Sector deep dives** are organised on focus topics (e.g. oil and gas, mobility, real estate, food) allowing Ambassadors to deepen their knowledge on specific sustainability issues and opportunities.
- **Spotlight sessions** are held to update members about internal initiatives and offerings e.g. the latest ESG Client Business Report and our impact investing offering.
- Ambassadors also have access to a range of external events and networking sessions that bring them closer to **real-world sustainability solutions,** e.g. company visits, start-up pitch sessions, and award ceremonies.

The story so far

In recent years, clients have expressed growing interest in the topic of sustainability. In order to continue being relevant and valuable partners for these clients, Julius Baer founded the Ambassador Club to equip client-facing employees with sound knowledge on related topics. This is done through in-depth training and regular update sessions to keep members informed about the latest key developments in the field.

Interested in learning more?



Yvonne Suter
Head of Sustainability
yvonne.suter@juliusbaer.com



Martin Faessler
Training & Front Engagement
martin.faessler@juliusbaer.com



Fabian Meister
Client & Front Engagement
fabian.meister@juliusbaer.com

Find out more **here,** or scan the QR code.

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Julius Baer Group
Head Office
Bahnhofstrasse 36
P.O. Box
8010 Zurich
Switzerland
Telephone +41 (0) 58 888 1111
Fax +41 (0) 58 888 1122
www.juliusbaer.com

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