

One Aviva. **Communities in 27 countries.**

Communities

We are a responsible corporate citizen and take account of the impacts our activities have on the communities where we operate.

Going further for local communities

At Aviva, we look back with pride at our record of community involvement, recognising the huge part our employees have played in helping us to translate commitment into action. Just one of many examples saw Aviva Canada volunteers run a Careful Teddy Tent at an event in aid of a children's hospital in Winnipeg, Manitoba, to convey the importance of wearing correctly fitted helmets when cycling. Attended by more than 55,000 people, our volunteers helped to fit and distribute free helmets and handed out stickers and leaflets.

Employees in North America have long given their time and effort to fundraising and community projects.

While many of our businesses have formal policies to support employees who want to volunteer, we're looking to take this further by consolidating all our approaches under a comprehensive community investment strategy.



We are committed to good corporate citizenship, and invest in a programme of charity and community initiatives that support a range of stakeholders. Our employees around the world demonstrate immense commitment and enthusiasm for the support of their communities.

Investing in our communities

In 2007, we donated £6.75 million to charitable and community activities worldwide, an 8% increase over 2006. Until now, decisions about how and where to help have been made at a local level by individual businesses.

To make it easier for employees to give to causes they care about, some of our businesses offer company-matched giving schemes, which double the money they raise. We also enable UK employees to donate money, in a tax-efficient way, directly from their monthly salary. To raise awareness of our payroll giving schemes, the Hands on Helping charity visited some of our UK sites. On average, take-up increased by 6%, but among Aviva UK staff, scheme participation rose by 32%, with 1,700 employees now supporting 500 charities.

Last year, the Aviva Charitable Foundation was born out of the AmerUs Group Charitable Foundation, following Aviva's US acquisition. One organisation to benefit is United Way, an independent body that encourages individual and corporate giving and volunteerism to help others. Aviva Romania also started a partnership with United Way in 2007, and within a month, almost one in three employees (32%) had committed to regular monthly deductions from their salary.

Employee volunteering

We continue to promote employee volunteering as a way our people can become engaged with their local

communities and help good causes. Our commitment has resulted in formal policies in many of our businesses, and from 2008, employees will be able to take up to three paid days for volunteer work. In Ireland, for instance, Hibernian has committed to providing 10,000 hours of staff volunteering annually.

National education projects

Norwich Union delivered more than 32,000 hours of volunteering last year across an array of community projects, including two national education schemes on climate change and financial literacy.

- **Climate Change Champions** Fifty-one employee volunteers have now helped more than 250 students, aged 5 to 16, from 29 schools in York, Norwich and Perth to learn more about climate change. Through the programme, schools aim to reduce their carbon footprint by 20% and engage the whole community by requesting individual pledges to support the campaign.
- **'Paying For It'** The site also contains 'Lifescan', a unique tool that provides a graphic representation of an individual's position on the areas covered in the 'Paying For It' curriculum. This 'widget' will be downloadable to Facebook and MySpace pages, giving people a chance to identify and compare themselves. The changes registered over the life of the project will also give individuals a chance to see how their views have changed and give us an overview of the impact the programme has had.

The 'Communcate' programme has also seen 280 employees deliver 2,661 hours of voluntary e-mentoring for students on the BTEC Communications in Business course.

"Investing in the communities in which we operate is a key part of our CSR programme. In addition to the company's support, we also encourage our employees to get involved, for example, through volunteering or fundraising activities, which the company fund-matches."

Michelle Wolfe, *group senior CSR manager*

Baltic coast clean-up

A year after Aviva Lithuania volunteers first assisted with the clean-up of a section of the Baltic coastline after a fire destroyed 200 hectares of forest, staff and sales consultants again helped local government and forestry managers by rebuilding the dunes, and planting a hectare of pine saplings. A new scheme also enables them to donate 2% of their income tax to the National Park's relief fund.



bluecycle's recycle schemes

bluecycle, a subsidiary of Norwich Union, has donated a range of items to help community projects, including IT equipment to Oxfam and Age Concern, a car to Felixstowe Port in Suffolk so that officers preventing the export of stolen cars can cover the whole site efficiently, and scrap vehicles to The Motor Insurance Repair Research Centre for use in Automotive Technician Accreditation tests.



Big smiles, warm clothing

Aviva USA volunteers donated coats, boots, gloves and hats to underprivileged students at McKinley Elementary School in Des Moines as part of the annual 'Coats and Boots' programme, funded by the Aviva Charitable Foundation. Many of the students are from low-income households and come from warmer climates such as South America and South Africa.

"The gift of winter coats and boots to our children helped to complete their needs and extended the spirit of giving to families who otherwise would have felt less cheerful."

Dr Lorenzo Jasso, principal,
McKinley Elementary School



First class

Aviva Global Services (AGS) supports several charities in India and Sri Lanka, including a long-term partnership with Akanksha Foundation, an NGO that helps less-privileged children to improve their lives through education. In August, the first of four 'Aviva Akanksha' schools opened in Pune, India. AGS also sponsored a sports day for 750 children from nine Akanksha centres, with 20 volunteers helping on the day.

Giving young people a better start

Investing in education and development projects around the world is another visible way we give back to our communities. In India, we work closely with an NGO, the Arpana Trust, to help families camped in the resettlement area of Molarbund, New Delhi. Parents could not afford to send their children to school, so facilities were set up to give children aged under five an education and a free midday meal.

Elsewhere, Morley raised more than £13,000 for Hope and Homes for Children, a charity working with orphaned, abandoned and vulnerable children in Eastern Europe and Africa, while the OPEN Road project in Norwich, supported by RAC and British School of Motoring, educates young people about road safety, motoring and mechanics. In Ireland, Hibernian has donated €10,000 towards an on-site day care centre for the elderly.

Health and social welfare

Last year, we maintained our support for a range of health and wellbeing initiatives around the world. Just a few are outlined below.

- In Sri Lanka, Eagle Insurance launched its inaugural Samana workshop for teachers and carers of disabled children.
- In February, Aviva Canada began a two-year partnership with ThinkFirst Canada, a national, non-profit organisation working to prevent brain and spinal cord injuries in young people. Awareness-raising events included helmet-fitting clinics in sports departments at a leading retail chain.
- Aviva Canada employees also participated in a two-day, 60-kilometre walk for the 2007 Weekend to End Breast Cancer. With company support, 38 employees raised more than C\$80,000 towards the national total of C\$48 million, which will help to fund cancer treatment, education and prevention.
- Throughout 2007, 42 Norwich Union employees volunteered at regional WheelPower events and at the National Junior Wheelchair Games.

- Aviva Italy supports Dynamo Camp, which offers free summer camps to children with serious or chronic illnesses who are currently in therapy or convalescing.
- As a member of the Oxfam 365 Alliance, our funding continues to help to ensure that Oxfam is ready to respond immediately to emergencies such as the hurricanes in Central America and the Caribbean, severe flooding in Asia, and the ongoing crises in Darfur and Chad.

External recognition

Business in the Community highly commended Aviva with its 2007 Community Impact Award for our participation in the London 'Better Together Day' in June, in which children from local schools experienced a city establishment for themselves. Management in our London office took part in a Q&A session, while other staff helped to overcome clichéd perceptions of a career in financial services.

In Hong Kong, we retained the Caring Company designation from the Hong Kong Council of Social Services, which we have held since 2004 in recognition of our charity and community programmes, and Norwich Union came second in the 'Best Employee Team Event' category of the Community Service Volunteer Awards for 'Make a Difference Day', when volunteers from around the UK hosted a sports day for children with severe learning difficulties and behavioural disorders.

Looking ahead

In 2008, our challenge is to align all our efforts to our new global community investment strategy, helping us to channel financial and organisational support to areas where we have real expertise to offer. We will focus on financial education and literacy, and coping with life trauma (i.e. people going through a distressing life event) which are in line with our 'prosperity and peace of mind' vision.