

## Video transcript

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Senior CSR Manager

Supporting the communities in which we operate is a key component of our CSR programme. Our businesses around the world are committed to supporting their local communities and are responsible for managing their charitable and community activities.

In 2007, we invested almost £6.8 million globally in various charitable and community activities. Our support ranges from cash donations and gifts in kind, such as donating old office furniture, to our staff investing time through volunteering.

In 2007, employees in the UK donated over 30,000 hours of their time across an array of community projects, including two national education schemes on climate change and financial literacy. Other examples of supporting staff involvement in the community range from matching employee fundraising efforts and providing access to payroll giving schemes.

In December 2007, Aviva launched a new global community investment strategy, which is more closely aligned to our “One Aviva, twice the value” vision. In line with our corporate ambition of providing prosperity and peace of mind, we have identified two key themes on which to focus our support: “education and financial literacy” and “life trauma”.

For life trauma the focus is both on helping prevent people experiencing a traumatic event while also focusing on helping people deal with the aftermath of a traumatic experience in their lives. We believe this more focused approach will enable us to channel financial and organisational support to areas in which we have real expertise to offer local communities.

To support the new strategy Aviva is looking to establish a few key global partnerships in 2008. We already have a global partnership with Oxfam – Aviva was one of the first companies to sign up to the Oxfam 365 Alliance in 2006. Our funding ensures that Oxfam can maintain a state of constant preparedness, enabling them to respond immediately to emergencies wherever they occur in the world.

The new strategy also requires all business units to offer employee volunteering during company time of up to three days a year. Many of our businesses already have structured volunteering programmes in place. For example, our business in Ireland has a bank of 10,000 hours annually which it allocates to staff volunteering.