

Video transcript

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Diversity is about everyone. We at Aviva believe in a working culture that respects, celebrates and harnesses differences to the benefit of customers, employees, shareholders, business partners and the wider communities. Our diversity strategy is an integral part of our CSR programme showing our progressive stance on being a good corporate citizen.

Our competitive advantage depends on business teams that include people with different backgrounds, experiences and perspectives, who feel valued for the positive contribution they make to Aviva's success. If we are to remain competitive as an organisation, we must ensure that our workforce reflects our customer base. Our customers expect us to understand their needs – what better way is there for us to ensure this than by reflecting the changing demographics in society within our own organisation?

Our employees want to feel proud of where they work, knowing that they are valued and respected for their individual contribution to Aviva's success. They want to be able to share ideas within a supportive and inclusive environment. Results from our global employee survey in 2007 show that 75 per cent of our employees feel that they are respected in the workplace. 72 per cent of employees also feel that management supports diversity in the workplace, recognising and respecting the value of human differences.

The past two years have seen the development of various employee network groups. The Global Senior Women's network, the London Women's network, the Norwich Women's network and Pride Aviva, the lesbian, gay, bisexual and transgender network. These employee-driven network groups are given support, both financial and otherwise, to achieve their goals. Pride Aviva played an instrumental role in securing the sponsorship of the first ever Stonewall Gay Youth event. The event offered practical help on being gay in 21st century Britain through a mix of inspirational speakers and exciting workshops that gave advice on how to make the most of being gay.

In 2007, Aviva was awarded the Global Diversity Innovation awarded by the UN Global Compact for our Think Again campaign and the Aviva Respect diversity toolkit. The toolkit, launched in 2007, is a strategic learning and knowledge portal created to empower HR teams across the group. Resources included are aimed to enhance local existing efforts towards embedding the key principles of diversity and respect in the workplace. It includes award-winning videos, trainer kits, strategy presentations, e-tools and research papers.

We are proud that Aviva has been included for the second consecutive year in The Times Top 50 "Where Women Want to Work" list. The supplement provides information on the largest and most progressive employers in the UK, so that women can compare organisations based on their own needs and interests.