

Storebrand's Corporate Citizenship and Philanthropy Strategy

Storebrand should encourage current and future generations to think and act sustainably, by sharing knowledge and support development of sustainable business activities.

Sustainability is an integral part of Storebrand's core business and we strive to integrate it into everything we do. We have developed six sustainability principles that describe how sustainability is an integral part of our business activity.¹

Storebrand's ambition is to build a world-class savings group, supported by insurance. We create first-class customer experiences in the core areas of savings and pensions.

Our strategy is built upon three overall goals: maintain a leading position in occupational pensions, leverage a unique position in the private savings market and build our asset management services with strong competitive advantages and good growth opportunities.

The strategic ambition is based on a genuine commitment to a sustainable society and strong belief in sustainable investments. Through the management of assets worth more than NOK 830 billion, we create a long-term return for both our owners and customers, and make sure that our activities support a more sustainable world. At Storebrand, we believe that sustainability and profitability go hand in hand. Sustainable investments produce solid returns, good growth and are supported by a positive outlook. Risks are manageable. We need

to invest more in companies that fuel the transition to a sustainable society.

We have been committed to this investing philosophy for nearly 25 years, and our sustainable investment solutions are the key in our business strategy when entering new markets. Storebrand's Corporate Citizenship and Philanthropy Strategy is derived from this corporate strategy and focuses on encouraging current and future generations to think and act sustainably, in their daily lives, through their work and how they invest and save money.

Supporting the UN Sustainable Development Goals

As an asset manager of more than NOK 830 billion on behalf of our customers, Storebrand contributes first and foremost to the realization of the UN Sustainable Development Goals (SDGs) through defining requirements for the

companies we invest in, investing in solution-oriented companies and influencing the companies we invest in. Storebrand has identified eight Sustainable Development Goals (3, 5, 6, 7, 8, 11, 12, and 13) that we have the greatest impact on through our investment activities.

Storebrand has also identified two SDG's in which we can make a difference through our group business activities. SDG 8, decent work and economic growth, shall ensure access to and an understanding of financial services. Storebrand encourage more people to save for their pensions and secure their personal finances. Through our business activities, Storebrand should also contribute to achieving Goal 5, gender equality.

While all SDGs are equally relevant, our Corporate Citizenship strategy should primarily contribute to achieve SDG 8 -

A leading position in occupational pensions	A unique positioning in the private savings market	An asset manager with strong competitive advantages and good growth opportunities	Supported by insurance
<p>Financial Capital and Investment Universe</p> <ul style="list-style-type: none"> Provide a return to the owners and customers A driving force for sustainable investments An active owner 	<p>Customer and community relations</p> <ul style="list-style-type: none"> Lifelong savings Engaging, relevant and responsible advisory services Digital trust Simple and digital customer experiences 	<p>People and Systems</p> <ul style="list-style-type: none"> A culture for learning Committed and courageous employees Diversity and equal opportunities Good environmental and working conditions throughout the entire value chain 	

Decent Work and Economic Growth, as well as SDG 13, Climate Action. These SDGs are, as shown in the figure below, reflected in our core business.

Priorities and measurements

Storebrand has three main corporate citizenship and philanthropic activities:

1. Collaborations and sponsorships
2. Donations
3. Employee Volunteering

Aligned with Storebrand's strategy, the corporate citizenship and philanthropy activities all have a sustainability component. They should promote and educate the importance of sustainability, as well as demonstrating the connection between sustainability and profitability. In addition, they give a clear opportunity for everyone to get involved – both internally within the company and externally.

1. Youth Entrepreneurs

Youth Entrepreneurs (YE) is an ideal, nationwide organization that cooperates with the Norwegian education system. High school students establish and run their own enterprise during a school year. The goal of this collaboration is to educate students in how to run a

sustainable business and why business owners should make sustainable decisions.

Storebrand and YE have developed a website where students can be inspired to make sustainable decisions and an e-book that assists teachers to inspire students to create sustainable youth enterprises. Storebrand also has a sustainability award that is awarded to the most sustainable youth enterprise.² Several Storebrand employees participate in the award juries. In 2019, high school students got the award for inventing a product that reduces micro plastic waste from washing machines.

2. We cheer for

«Dugnad» is a strong part of the Norwegian culture, where people from local communities or sports teams help their local societies. Storebrand's «We cheer for» competition is one way of financially supporting local and global initiatives that are beneficial for the environment and society. When economic support is combined with the «dugnad» spirit, we believe this has a huge positive impact on the community. We receive applications regularly, and select the best

candidates twice a year, based on a set of criteria. Storebrand contributes with a total prize sum of 500.000 NOK inc. tax each year for Norwegian applicants and 250.000 SEK inc. tax for Swedish applicants. The winners are selected by a jury consisting of Storebrand employees. Read the criteria [here](#)

3. Catalyst mentor programme

In 2019, for the third consecutive year, ten employees were given an opportunity to be a mentor to a student with a minority language background on a one-to-one basis through the Catalyst Mentor Program. Through monthly meetings at Storebrand, using a strength-based learning methodology (Appreciative Enquiry), the students gained insight into Norwegian working life, help in developing themselves and advice on school and working life.

The program is a collaboration between Storebrand and the non-profit organisation Catalysts. The objective is to prevent students from dropping out of high school through inclusion in the local community.



Our Nordic Head of Sustainability during the finals in Young Entrepreneurship, where he was in the jury for the sustainability prize
Photo credit: Newslab

Priorities and targets

Priorities	Business KPI's	Social KPI's	SDG's
Youth Entrepreneurs	<ul style="list-style-type: none"> - Strengthen the knowledge about Storebrand as a company that promotes profitable sustainability as measured by external brand tracking - Employee engagement - number of employees involved - Increase knowledge about sustainability - Support development of sustainable solutions 	<ul style="list-style-type: none"> - Number of students benefiting from the program - Number of applicants in the sustainability category - Number of teachers using the sustainability e-book 	4, 8, 9, 13
We cheer for	<ul style="list-style-type: none"> - Support sustainable initiatives - Employee engagement - number of employees involved - Strengthen the knowledge about Storebrand as a company that promotes profitable sustainability as measured by external brand tracking 	<ul style="list-style-type: none"> - Number of applicants - Total prize sum 	8, 11, 13
Catalyst mentor programme	<ul style="list-style-type: none"> - Employee engagement - number of employees involved - Strengthen the knowledge about Storebrand as a company that promotes profitable sustainability as measured by external brand tracking - Support improved integration of minorities, and our work on SDGs 8 and 5 	<ul style="list-style-type: none"> - Number of applicants - Number of hours employee volunteering 	5, 8

Type of Contribution	Total amount 2019 (NOK)
Cash contributions	4 812 792
Time: employee volunteering during paid working hours	853 876*
In-kind giving : product or services donations, projects, partnerships or similar	230 000*
Management overheads	1 100 000*

*Based on estimates

¹ The principles are: 1) We base our business activities on the UN Sustainable Development Goals, 2) We help our customers to live more sustainably. We do this by managing our customers' money in a sustainable manner, in addition to providing sustainable financing and insurance, 3) We are a responsible employer, 4) Our processes and decisions are based on sustainability – from the Board and management, who have the ultimate responsibility, to each employee who promotes sustainability in their own area, 5) We collaborate to achieve the UN Sustainable Development Goals with our customers, suppliers, the authorities and partners, 6) We are transparent about our work and our sustainability results.

²The winner of the school year 2018/2019 is presented [here](#) (in Norwegian)