

# Sustainability continued



## Our Society

### 'Together For Better' is our commitment to transforming futures outside of our organisation.

We have always strived to make positive impact in our communities, and in 2023 we continued to reach this goal through external partnerships and philanthropic giving.

# 25%

increase in people worked with through the Jesus College access programme.

# 19%

increase in access specific events from 2022 thanks to the Admiral 2023 donation.

### Our community investment strategy

In line with our business purpose, 'to help more people look after their future', our strategy includes:

- Employability
- Social mobility and reduced inequalities
- Educational opportunities
- Financial inclusion
- Sports, arts and culture
- Partnerships

As a large employer across several countries, we want to help improve our communities in a sustainable and responsible way. Our approach to affecting positive change is centred around skills development and providing more people with access to employment, helping them lead more sustainable and inclusive lives.

We have partnered with expert charities and organisations across the world who specialise in supporting people into long lasting and meaningful employment, reducing skill gaps in local economies. We are proud that the demographic of people we've supported ranges from young people to ex-offenders, females in tech to females in construction, disabled adults to those individual most distant from employment opportunities.

### Impact hours

Alongside our community investment, our Impact Hour programme gives each of our colleagues across the world two paid volunteering days a year for them to use to make positive impacts in their communities.

Globally, from January to December 2023 our colleagues have volunteered over 14,000 Impact Hours to their communities reviewing CVs, sharing skills and mentoring, planting trees, litter picking, working with care homes and working at animal shelters to name a few. In 2023 we have continued our work to find and build meaningful relationships with organisations for our colleagues to volunteer with. We aim to build and encourage more bespoke opportunities for our colleagues across Admiral Group.

Throughout 2023, we have encouraged colleagues to share their skills through mentoring programmes, teaching presentations and inspirational talks to people across our community. As an example, some of our senior managers helped facilitate 'Admiral 5-9 Club', a programme for female entrepreneurs that we funded with Welsh ICE.

## Supporting PEOPLE INTO JOBS WITH GENERATION



Around the world, Generation prepares individuals facing unemployment to join or re-enter the workforce through a career-launching job that provides economic mobility with positive intergenerational effects. Thanks to the generous support from Admiral, Generation Italy has supported learners like Gianmarco whose inspiring stories are shared below.

Before stepping into the transformative world of Generation Italy's program, Gianmarco was navigating unemployment, with brief stints as a warehouse worker. Yet, deep inside, a spark for the realm of IT was always glowing. He chose the Junior Java Developer course, his enthusiasm fuelled by a friend's success story in the same field.

"The educators were truly extraordinary. I found the soft skills lessons especially invaluable. They're not just theoretical – I've been applying them daily in my job. This emphasis on behavioural skills sets Generation's programme apart; I've never encountered it in any other Java course." When Gianmarco completed the course, Reactive Almagiva, a Company involved in guiding the digital transformation of the finance world, recognised Gianmarco's potential and offered him a position. There, he's been refining his expertise and scaling professional heights, "I've recommended this course to a friend because Generation provided me with the essential foundation to dive into this sector. Thanks to Generation, I joined a prestigious Company like Reactive Almagiva. This course has been a turning point in my life."

### Partnerships

Partnerships with philanthropic and impact organisations help us to increase the breadth and depth of the impact we can make with our community contributions. In 2023 we are proud to have invested over £1.4 million to support people outside of our organisation into sustainable employment. We have done this by partnering with experts such as Generation.

In the UK, 2023 was our third year of partnership with University of Oxford's Jesus College on their Welsh access initiative, which aims to reach more academically gifted young people across the country who are currently underrepresented at Oxford and other leading universities across the UK. Through our ongoing support, the access and outreach teams have been able to continue their work improving their access programmes, but also finding new ways to engage with young people.

Internationally, our partner Generation is a non-profit organisation striving to transform the education system into an employment system. Over 2023 we have piloted programmes across the world, supporting programmes in technology in Italy and programmes in technology, service, sales, and health sectors in India.

### Global emergency fund

In 2022, we set up our global emergency fund, which is dedicated to making prompt donations to people and organisations who need them the most around the world. During 2023, we have given over £400,000 to global organisations such as International Red Cross and the Disasters Emergency Committee (DEC), ensuring that funds are distributed to those most in need as soon as possible. You can read more on about our global emergency Fund on page 21.

### Environmental engagement

In 2023 we authorised a donation to the environmental organisation Stump Up For Trees, part-funding carbon sequestration via the planting of 2.75 hectares of new woodland creation. The donation enabled us to increase tree cover at sites across the Bannau Brycheiniog, Brecon Beacons



and South Wales. Along with Stump Up For Trees, we furthered our donations to environmental conservation charity Size of Wales. During the past nine months, the Size of Wales project has worked with a community in Boré, Kenya to protect four of the kayas (sacred forests) in the local area. Over 29,500 native species seedlings have also been planted by Kaya community members. The project has engaged local unemployed youth in forest restoration activities, such as building fire breaks, while supporting them to earn a living. The project therefore had a double impact in helping more people look after their future.

We believe in the importance of demonstrating responsible business behaviour with regards to the environment, not just because our stakeholders demand it, but because it is the right thing to do.

### Colleague-led donations

Our community and match fund initiatives continued in 2023, and from our colleagues' nominations we supported over 200 organisations with grants, spending over £100,000 in total with the majority going towards sports and art clubs. As a business, we offer our match fund for colleagues to request their fundraising efforts be matched by the business. In 2023, we have helped a total of 59 fundraisers totalling around £64,000 going towards causes close to our colleagues' hearts.

## Empowering FEMALE FOUNDERS

As part of our ongoing commitment to help people into jobs, we recently worked with the Welsh Innovation Centre for Enterprise (ICE) to launch the Admiral 5-9 Club for Female Founders, a programme designed to empower 30 ambitious female entrepreneurs who want to turn their business ideas into reality.

The Admiral 5-9 Club sets out to provide female entrepreneurs with the opportunity to strengthen their business skills without having to sacrifice their daytime commitments. A total of 38 entrepreneurs took part in the programme, with businesses ranging from doggy daycare centres to artificial intelligence and medical robotics. Each week different speakers from inside and outside of Admiral gave presentations on key business topics. Each entrepreneur was also allocated an 'Admiral Mentor', who used their Impact Hours to dedicate time to help provide guidance and key advice to their mentee.

On conclusion of the nine weeks' course, the entrepreneurs presented their business ideas to a 'Dragons Den'-style panel. As a result of this partnership, 34 women were inspired to pursue their business and entrepreneurial goals. A total of 13 new businesses have already started trading and growing thanks to the support and intervention of the Admiral 5-9 Club.

