

**Best Practice
FCCS Sustainability Committee**



Year: 2014

Best Practice Category:
Risk Research and Education

Country of the Best Practice:
Asia

Company name: AXA Asia

Industry: Insurance

Turnover (2013):

Worldwide:

Asia Pacific:

Workforce (2013):

Worldwide: 157,000

Asia Pacific: 17,013

Singapore: 574

Headquarter (country): Paris,
France

Company Website :
<http://www.axa.com/>

Company logo:



redefining / standards

BEST PRACTICE TITLE : AXA CARE PARTNERSHIP

COMPANY NAME : AXA ASIA

BACKGROUND

Please briefly describe your line of Business. Who Initiated this Best Practice Project? What drove the company buy into this initiative?

AXA's business is about protecting people from unexpected events and thus, we have a strong responsibility towards all our stakeholders. On top of fulfilling our obligations as an insurer towards our customers, employees, and business partners, we have a responsibility to use our skills, resources and risk expertise to create a stronger and safer society. We would like to leverage AXA's risk expertise to empower society to better face risk through initiatives in research and education.

We already have existing CR initiatives that are proof of this commitment and demonstrate our natural vocation for risk research and education.

In 2011, AXA Group joined with CARE, the international humanitarian NGO, to help vulnerable populations better prepare for climate-related risks.

This partnership, started in 2011, is part of AXA's Corporate Responsibility Policy which Flagship theme is Risk Research and Education. AXA and CARE have chosen to work together in three areas:

- Climate Change Adaptation projects based on the international research program "Where the Rain Falls" in:
 - India: to adapt the agricultural practices of vulnerable populations to face climate change induced impacts - particularly water stress;
 - Thailand: to create sustainable, resilient measures to face the impacts of climate change - particularly the growing unpredictability of natural resources.
- Disaster Risk Reduction projects lead in Indonesia and Vietnam will be pursued and extended

A €2.3 million partnership over 3 years to better understand climate change and develop adaptation responses, prevent natural disasters and provide emergency responses.

Since 2011, close to 750,000 people in 8 countries have benefited from this global partnership

More than €500,000 raised by the Group, AXA employees and on social networks in the wake of Typhoon Haiyan in the Philippines

OBJECTIVE(S)

THANK YOU FOR YOUR CONTRIBUTION TO A BETTER WORLD !



Which Best Practice objective(s) does the company want to achieve with Your Project?

Objectives:

- 1.2 million beneficiaries (vs. 690,000 in 2011-2013)
- 60,000 volunteers
- 430,000 new Facebook fans

Research and Prevention – Where the rain falls

For a better understanding of impacts that changes in rainfall patterns have on vulnerable people regarding food insecurity and migration, and then helping them address these challenges through adaptation projects.

India and Thailand

Risk Reduction Programs

Programs targeting communities that are particularly exposed to this type of risks in emerging countries.

Objective is to reduce the human and economic impacts of such disasters + education at risk (ie: food security, health issues)

Benin, Indonesia, Madagascar, Mali, Philippines, Vietnam

Capitalizing on field projects, actions to raise awareness of the impact of environmental hazards on vulnerable populations in the context of the international negotiations to be held in 2015, in particular the UN Conference on Climate Change (COP 21) to be held in Paris.

THAILAND PROJECT

“WHERE THE RAIN FALLS”

Climate Change adaptation thanks to better water management

Key numbers

Timing: 20 months (2013-2014)

Objectives

Climate change adaptation thanks to better water management

Localization

Nan and Chiang Mai Province, North of Thailand

Beneficiaries

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7 villages
Mainly farmers

INDONESIA PROJECT
PARTNERS FOR RESILIENCE
Disaster Risk Reduction project

Key numbers

Timing: 5 years (2011-2016)

Number of direct beneficiaries: 10,000

Objectives

“Partners for Resilience”, a global alliance that joined forces to reduce the impact of natural hazards on vulnerable communities.

Localization

West Timor of Nusa Tenggara Province

Beneficiaries

Fishermen and poor rural farmers

PHILIPPINES PROJECT
HAIYAN TYPHOON
Disaster response including disaster risk reduction programs

Key numbers

Number of direct beneficiaries: 200,000

Localization

3 regions (Leyte, Panay, Samar)

Actions

Food distribution

Distribution of shelters (kits)

Training to rebuild houses

Financial support for agriculture and fishery

RESULTS

Was your project successful? Which tangible results could be highlighted? Also please state any challenges and obstacles encountered if any.

From 2011- 2013

Results from 3 years of partnership to empower vulnerable populations to better face environmental risks:

- 790,000 beneficiaries
- 2.7M€ donated by AXA since 2011
- 38,000 AXA volunteers for fundraising activities
- 270,000 Facebook Fans
- 1 global research-action project on climate risks and 7 disaster risk reduction (DRR) projects
- Publication of an international research report on impact of climate

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- change on vulnerable populations in 8 countries
- Co-presentation AXA/UN/CARE of results in major international climate summits (Rio +20, COP 18)

In the wake of Typhoon Haiyan, which tore through the Philippines on November 8 2013, AXA organized an international fund drive on behalf of the NGO CARE, which has brought in more than €500,000 (of which €240,000 from AXA employees, €250,000 from the AXA Group and €20,000 from social networks).

PUBLICATION

- This Best Practice can be spread to FCCS website: **Yes**
- This Best Practice can be communicated to the World Forum Lille to spread to their website <http://www.worldforum-lille.org/>: **Yes**