



living better together

Sponsorship and sustainability

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Sustainability also applies to sponsoring strategy

In our sponsoring strategy, we have laid down binding principles, focal points and guidelines for action for UNIQA. It applies to headquarters, regional offices in Austria and the CEE countries.

In our sustainability strategy, we stipulate to combine „economic striving with clear ecological and social commitment to the environment and society“.

The principles of the sustainability strategy therefore also apply to sponsoring.

Of the various types of sponsorship, social and environmental sponsorship already stand per se for social responsibility, but sports and cultural sponsorship must also meet sustainability criteria defined in the strategy. These are based on the ESG principles. According to these, the benefits of our activities (sponsorships) are explained in relation to stakeholders (customers, employees, investors, the public).

Sustainability criteria in sports and cultural sponsorship

Any sports or cultural sponsorship must be in the spirit of the ESG principles:

- have an impact on at least one of the 3 aspects (E,S,G) with regard to one or more stakeholders (customer, employees, investor, public)
- but must not run counter to any of the other aspects. (DNSH principle = Do Not Significant Harm)

In the field of sports, for example:

- associations must have a sustainability strategy or commit to sustainability principles
- Events must be carried out according to sustainable principles
- Individual athletes must comply with sustainable principles as a personality and act accordingly.
- clubs or teams act sustainably in the context of their sport.

In culture, for example:

- institutions, organizations have a sustainability strategy or commit to sustainability principles
- Events be conducted according to sustainable principles
- All other cultural activities take sustainability aspects into account

Strategic focus in social sponsorship

We need to define a strategic focus because:

- Almost every social sponsorship is worthy of support
- there are countless such activities and initiatives
- at the same time, however, we have to fulfill (strategic) brand and communication goals that make a focus meaningful

Health is defined as group focus.

In this way, we achieve credibility through **orientation on one of UNIQA's main strategic competencies**. This relates to the home market of Austria, in which UNIQA is the clear market leader, and is coming increasingly into focus in CEE as the markets develop. According to doctrine and practice, credibility is the most important principle of social sponsoring, and arises through close connection to corporate purpose, identity and culture.

Within the focus on health, activities are primarily set in Austria that are aligned with the UNIQA Foundation's sponsorship concept:

Children and young people:

- are the foundation for a healthy society in the future
- are the entry point for many prevention topics, e.g. nutrition, lack of exercise with many effects in later life

People with disabilities:

- not only promotion of this group, but above all inclusion issue.
- already a major group-wide issue in the past (Special Olympics).

However, committing to a group focus does not mean excluding other meaningful, charitable or sustainable engagements on a smaller scale, e.g. for sales or socio-political reasons or current occasions (e.g. Ukraine aid).



Environment: greater leverage in other areas of the company

We create far more environmental benefits in many areas of the company than in sponsoring, as our levers are greater in these and the funds directly influence environmental issues or behavior on environmental issues.

Examples:

- Investment policy based on ESG criteria (investments according to EU taxonomy),
- Management of the UNIQA Group in compliance with established ecological goals (climate neutrality, reduction of the CO2 footprint, commitment to climate goals)
- ESG-oriented product policy (e.g. „Statement of Decarbonisation“, sustainable pension products, promotion of sustainability among customers)
- (cf. also UNIQA positioning on sustainability)

Therefore, we do not additionally engage in eco-sponsoring with financial contributions. Also in terms of the credibility cited under social sponsoring, other industries are addressed here, e.g. cars, energy, food, transport, tourism etc.