



LAUNCH
INNOVATION LAB

Programme Challenges

Environmental, Social and Governance

Challenge

Context

- In many areas of life, we are seeing a shift in the way people behave. People's decisions are increasingly influenced by environmental or social concerns. This applies to both everyday habits, like recycling, to global initiatives such as the response to climate change.
- We are taking action across Lloyds Banking Group. By creating green products and services, we want to help our customers make lifestyle and behavioural changes required in their homes, vehicles and investments. We plan to offer customers increasingly sustainable investment choices and challenge companies we invest in to behave more sustainably and responsibly.
- We want to be there to help our Home Insurance customers as impact and frequency of challenging weather increases, as well as giving them the tools and support to help them improve their environmental impact and make sustainable choices.
- With a focus on both sustainable and responsible investing, supporting customers that face the impact of environmental change in their homes, and doing our part to improve environmental impact, we believe we can help make real change.

Challenge

- How can we utilise green technologies to deliver sustainable financial products?
- How can we demonstrate to customers our commitment to creating an ethical and sustainable future?
- How can we make both our customers and processes more resilient against challenging environmental changes?

Who are we designing for?

- The UK population – both individual customers and small/medium enterprises and corporates

Environmental, Social and Governance

*Challenge Sponsors:
Maria Nazarova-
Doyle and Jon Sykes*

Maria Nazarova-Doyle

- Maria is Head of Pension Investments and responsible for ensuring we make sound and sustainable investments on behalf of our customers.



“We are committed to empowering our customers to help them align their views and beliefs with how they invest their savings”

Jon Sykes

- Jon runs our Insurance Customer Pricing and Commercial Team and is responsible for our General Insurance Sustainability agenda and strategy.
- Jon leads the charge in helping us on our mission of improving the resilience of our customers against severe weather caused by climate change. As a leading home insurer, we also have a great opportunity to improve the carbon footprint by challenging our suppliers and processes.



“Really excited to think differently about how we can help customers in this hugely important ESG space. We have a great chance to make real and sustainable change.”

Environmental, Social and Governance:

Jargon Buster

Environmental, Social Impact, and Corporate Governance' (ESG) factors are three main perspectives used to assess the non-financial performance of a company, particularly its sustainability credentials. These criteria help to better determine the future financial performance of companies. Investors and stakeholders are becoming increasingly aware of company performance in this area

At Lloyds Banking Group, we have particular focus areas on our Sustainability agenda that we are committed to, but in regard to this challenge we are open to anything relevant to ESG that could have an impact on our colleagues, customers or sustainability strategy.

We are open to ideas and propositions that are relevant, including but not limited to responsible investing, general insurance, customer engagement and education.