



Programme Challenges - Sustainability



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 help our customers consider sustainable choices throughout their everyday lives utilising the information we can provide, through ever more innovative and helpful ways.
- 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.


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 proactively inform our customers as they live their everyday lives that they are making sustainable choices?
- 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





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 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; Retail banking, General Insurance, customer engagement and education in the field of Sustainability.



Our Sponsor - Jon Sykes (Head of Customer Pricing)



- Jon runs our Insurance Customer Pricing and Commercial Team and is responsible for the 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 reduce carbon emissions by challenging our suppliers, processes and improving the energy efficiency of our customers' homes.

“In 2021 we made great strides in understanding how we can assist our customers in the face of climate change. I am excited to go further in 2022 and Launch 2022 will play an important role in doing that.”

