

Practical Action to join Zurich's Global Flood Resilience Alliance

Globally, floods affect more people than any other natural disaster. Therefore Zurich enhances its alliance with Practical Action, focusing especially on flooding. Zurich aims to share its resources and expertise to strengthen affected communities. The initial collaboration will be in Nepal and in Peru.

Zurich, September 25, 2013 – Zurich Insurance Group (Zurich) announced today an enhanced alliance with Practical Action. This is a UK-based International Non-Governmental Organization focusing on building community resilience to disasters, especially flooding. This five-year collaboration for up to CHF nine million is part of a strategic commitment by Zurich towards flood resilience building.

The aim for this collaboration is to work with Practical Action to develop innovative tools and approaches with vulnerable communities. Zurich will be working with the knowledge collaborators International Institute for Applied Systems Analysis (IIASA) in Austria and the Wharton Risk Management and Decision Processes Center (Wharton) in the United States. Through this, Zurich can distil the learning from these interventions, taking the experience to scale elsewhere through the wider alliances with the International Federation of Red Cross and Red Crescent Societies (IFRC). The funding for these alliances is provided by the Z Zurich Foundation.

The importance of floods

Zurich focuses on floods because these affect more people globally than any other natural disasters. Through its global flood resilience program, Zurich shares its resources and expertise to help customers and communities reduce the devastating impacts of



floods and to develop and disseminate flood resilience knowledge and expertise. The initial work will be in Nepal, looking at the issues around flash floods, and in Peru where the focus will be on flood resilience in an urban setting.

Show presence

Thomas Sepp, Chief Claims Officer of Zurich's General Insurance business, comments: "We are aiming to maximize our community impact through establishing a long term alliance with Practical Action. Combining Zurich's risk expertise with the core strengths of Practical Action will help us strengthen and refine our approach to supporting vulnerable communities. Our work with Practical Action so far has shown us that working together with them will align well with, and complement, the other alliances that we have formed as part of our global flood resilience efforts."

Simon Trace, CEO at Practical Action, said, "I am delighted that Practical Action's relationship with Zurich Insurance Group is expanding. Over the next five years, this enhanced alliance will allow us to collaborate even more closely together in the vital area of flood resilience. Our common vision will focus on finding innovative ways for our organizational strengths to increase the impact of disaster risk reduction efforts at the community, national and global levels, thereby benefiting some of the poorest and most vulnerable people in the developing world".

Further information

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Zurich's Approach to Corporate Responsibility

[Corporate responsibility](#) is a key part of Zurich's strategy and supports our mission to help our customers understand and protect themselves from risk. We focus on seven areas related to our core business and contribute to society by applying our insurance, risk management and investment expertise. These areas are:

- Enhancing community flood resilience (see more on Zurich's global [flood resilience program](#))
- Investing our Group assets responsibly (Zurich is a signatory of the [Principles of Responsible Investment](#) (PRI))
- Working with our corporate customers to help them understand and manage their corporate responsibility risks
- Community investment locally and through the [Z Zurich Foundation](#)
- Environment, health and safety management in our office buildings
- Diversity and inclusion in our workforce
- Responsible supply chain management

Zurich participates in the [Dow Jones Sustainability Indices \(DJSI\)](#) and [FTSE4Good](#).

Since 2011 Zurich is a signatory of the [UN Global Compact](#) and we are committed to making the Global Compact and its principles part of Zurich's strategy, culture and day-to-day operations.



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