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Zurich Basics also helps define our overall approach to corporate responsibility. This approach rests on four cornerstones: governance, compliance, ethically-sound decision making and corporate citizenship, which includes the environment. This strategic framework assists us in making balanced progress in areas that we believe are important in their own right and contribute to our stability and long term competitiveness.

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Zurich 2005 Corporate Review

Scope of this Report

In publicly communicating our stakeholder impact in this report, we are aiming to be as transparent and accountable as possible concerning every aspect of our operations. To this end, we have used two sets of CR measurement indicators as a guide in the communication of our social and environmental performance. These are the indicators from the Winning with Integrity Framework, published by Business in the Community UK (2000) and the indicators from the SME Key, published by CSR Europe (2000).

We have endeavoured to measure our performance against all of the above indicators, which is evidenced throughout the report, but in some instances, the indicators were either not relevant to our core business or we did not have procedures in place to gather the data in time for publication.

The scope of this report covers an update of Eagle Star's activities and progress from 2004 to present.

Our main objective in producing this report is to generate awareness and an understanding of Corporate Responsibility in all our stakeholders, and also to continue to address objectives of which relate to each of the four pillars of corporate responsibility.

Summary of Key Objectives

Marketplace

To continue to maintain our position in the market as the leading service provider and the number one choice for customers' pension, investment and protection needs.

Workplace

To continue to be an employer of choice.

Community

To continue to support the Arts as well as Local and National causes.

Environment

To build on our e-business initiatives by reducing paper waste through efficient online communication with all our Stakeholders.

More detail on our objectives is given at the end of each of the following sections throughout the report: Marketplace, Workplace, Community and Environment.

