

United Nations Global Compact

Communication on progress

Tryg 2010



UN Global Compact

Communication on Progress

October 2010

Tryg entered the UN Global Compact in 2009. This report is the first statement from Tryg concerning our implementation of the UN Global Compact charter into our CSR polity.

We work continuously on incorporating the ten principles into our daily routines, and believe that this is best achieved by translating it into our concrete context. Therefore we have formulated four principles; climate, prevention, inclusion and well-being, through which we direct our efforts. By doing so, we take a personal and individual ownership for the fulfilment of the principles.

Due to our business platform being in a part of the World, where principles on equality, dignity and respect for fundamental rights are already deeply incorporated, not all Global Compact principles are relevant to our business. Our effort is therefore directed towards areas, where we believe we can contribute to substantial progress in a Nordic context. This report is a documentation of our progress.

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<i>Executive Statement</i>	<i>4</i>
<i>CSR as an Integrated Part of Our Business</i>	<i>5</i>
<i>From Principles to Thematic Focus.....</i>	<i>10</i>
<i>From Principles to Thematic Focus.....</i>	<i>11</i>
<i>Climate.....</i>	<i>11</i>
<i>Prevention</i>	<i>22</i>
<i>Inclusion</i>	<i>28</i>
<i>Well-being.....</i>	<i>36</i>
<i>Obligations and Reporting</i>	<i>41</i>
<i>Overall Summary of Our Commitments, Actions and Outcomes</i>	<i>43</i>
<i>The ten principles.....</i>	<i>46</i>
<i>Further Links and Contact Details.....</i>	<i>47</i>

Executive Statement

Tryg is the second largest insurance company in the Nordic region and we perceive ourselves as the leading peace-of-mind provider. It is deeply rooted in our company history to offer solutions to our customers that help them prevent personal injuries and damages to their property, as well as effective processes that provide peace of mind. Acting responsible with respect for the specific needs and continually looking for sustainable solutions is therefore an inherent part of our corporate identity and culture.

Since Tryg joined the UN Global Compact in 2008, we have worked continuously with integrating the ten principles in our strategies and policies, and applying them as guiding for our daily procedures and practices, as well as in activities and events.

By translating the principles into four thematic areas that are logically linked to our company history and our products, we aim at including standards for human rights and labour rights, environment and climate into the development of a sound and sustainable business.

Thus, we work actively with social and environmental responsibility and sustainability in all parts of the value chain and vis-à-vis all stakeholders who are impacted by our products and services: our customers and suppliers, our employees, our investors, and the communities which we form part of in the Nordic region.

Our commitment was strengthened in 2010, when I was appointment by the UN Secretary-General Ban Ki-moon as member of the Millennium Development Goals (MDG) Advocacy Group. It has given us a unique possibility to promote the responsibility of the business sector in general and the financial sector in particular in the global efforts to eradicate poverty through solutions that are economic, social and environmental sustainable.

Also, by signing the UN Principles for Empowering Women we have stressed the need – not only in our own company, but also the Nordic societies – to include women in management and other decision making bodies and support them in their careers and on their way to obtaining leadership.

During the next year we will take steps to further improve the documentation of our commitment to responsible and sustainable products and behaviour. We will improve the data collation and validity by monitoring our results on the basis of the Global Reporting Initiative. We do believe, however, that full integration of the UN Global Compact principles in our business practice requires more than quantitative data. We have to tell the good stories and good practices that are found throughout our organisation due to a genuine commitment on all levels of our organisation. This is a commitment which is reflected in daily activities, and ensures that our customers are met by a compassionate, dynamic, and innovative “handshake” every time they contact us. And without which we could not achieve our goal of being a responsible and sustainable insurance company.

Stine Bosse,
CEO

CSR as an Integrated Part of Our Business

As a modern insurance company we provide peace-of-mind throughout the Nordic region and make it possible for our customers, suppliers, employees and investors to take responsibility in their daily life. As such we contribute to a social, environmental and economic sustainable development of the societies we are part of.

We seek to include a CSR approach in all parts of the value chain, including development, products, sales, claims handling, procurement, human competence, marketing and investments. Also, we aim at applying a CSR perspective when assessing profitability. This is done in relation to cost savings in daily processes, such as energy consumption, and as a growth driver, e.g. to enhance our profile as a dynamic and innovative workplace. Moreover, we benefit from applying a CSR perspective when designing and adapting products.

Our Commitment

Our commitment to take responsibility and engage actively in the societies in which we operate and with our stakeholders is vested in the *core values* of Tryg and our *handshake*.

Mission

Our mission is to secure a stable, high-quality supply of products and services offering peace of mind to private households and businesses

Vision

We want to be perceived as the leading peace-of-mind provider in the Nordic region

Values

We provide peace of mind, because
We meet people with respect, openness and trust
We show initiative, share knowledge and take responsibility
We deliver solutions based on quality and simplicity
We create sustainable results

Our business strategy and practice is reflected in our *CSR ambition* which defines three goals for the CSR efforts: Respect, Sustainability and Responsibility

Respect

We respect human rights and labour rights, both by ensuring that we do not infringe such rights and by promoting the protection provided under law and international commitments.

This incorporates the aim of combating prejudice and stereotypes that have a negative influence on minorities and vulnerable and marginalised groups in society and among our employees.

Sustainability

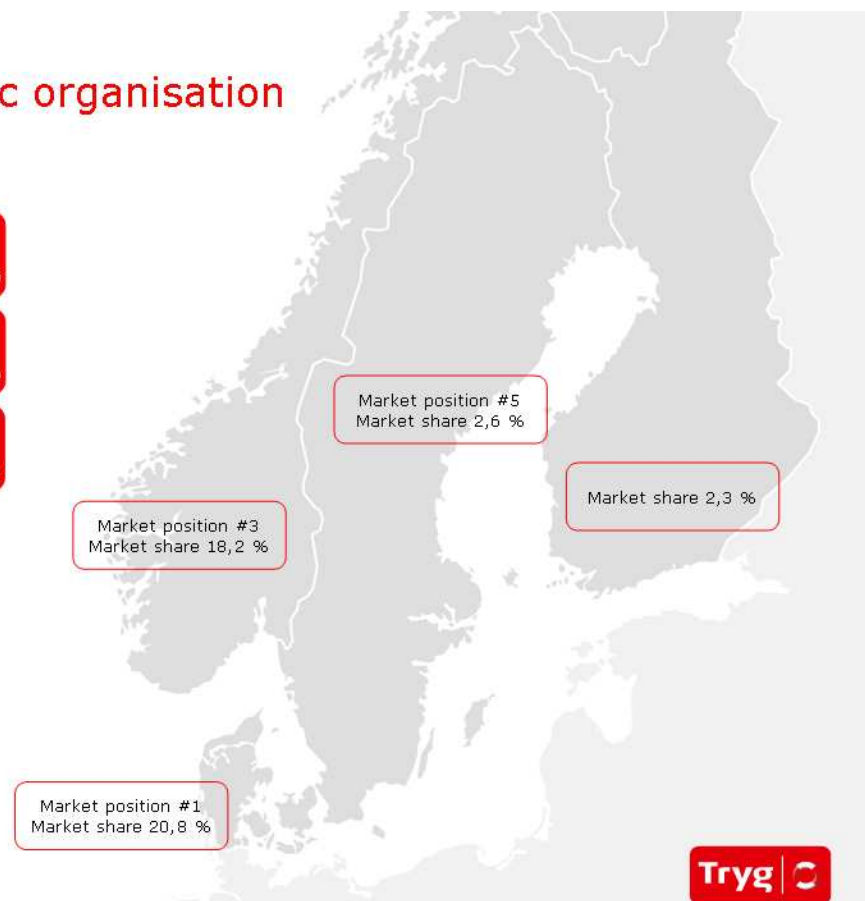
Our aim of being a sustainable business means that we continuously focus on offering sustainable solutions and encourage sustainable behaviour. Sustainability is of particular significance in the prevention of climate change and environmental impact stemming from business and private activities. But also closely linked to social sustainability efforts that promote inclusive societies which all citizens feel they are part of, irrespective of their background.

Responsibility

Our responsibility materialises in our everyday activities, in that we emphasise dialogue with our stakeholders and seek to influence the business and social spheres we are part of.

Tryg – a Nordic organisation

Private Nordic	
Premiums	DKK 2,562 mio
Commercial Nordic	
Premiums	DKK 1,248 mio
Corporate Nordic	
Premiums	DKK 1,084 mio



Our Context – the Nordic Region

The vast majority of Tryg's activities are concentrated in the Nordic region. We operate as peace-of-mind providers in Denmark, Finland, Norway and Sweden and have offices throughout the region with a total of 4.300 employees.

Our customers count 2.4 million private customers who receive peace-of-mind in their daily life through insurances of their homes, cars, property, contents and liability, during travels and with regard to health and work-related injuries. And more than 110,000 commercial and corporate customers experience our peace-of-mind solutions in the running of their businesses as part of our provision of insurances within motor, property, liability, environment, worker's compensation and health.

Overview - Human Rights and Labour Rights

Protection of human rights and labour rights in the Nordic region is to a very large extent ensured by detailed national legislation, collective agreements in the labour market, ethical guidelines, and branch specific code of conducts or recommendations. In addition we benefit from a long and solid tradition for compliance with mandatory or voluntary standards, and for upholding the welfare state principles of equality and equal opportunities.

Even though human rights violations are not as frequent and severe as in other parts of the world, we observe human rights challenges in the Nordic societies and in the business sector that we address as part of our social responsibility. Ensuring non-discrimination and equal treatment irrespective of age, gender, ethnicity, disability, sexual orientation, faith and religion in relation to access to and affiliation with the labour market is one area of concern, which also includes women in management; another is the inclusion and active participation of minority groups or marginalized groups in our societies.

The systematized collection of personal data as part of public welfare services as well as the increase in the number of private and public surveillance schemes entails in general a pressure on the right to respect for privacy and data protection. As a private company handling personal insurance related data we are aware of the impact of our business in this area vis-à-vis our customers and employees, and in relation to our suppliers.

In our efforts to promote human rights in society at large we have engaged in creating awareness about the UN Millennium Development Goals and the necessity to reach them by 2015 in order to create inclusive growth and social justice in all parts of the world.

Overview - Climate Change

Climate change exposes us to a new risk landscape. The future will show known types of risk but also unknown risk types such as cloudbursts, windstorms, flooding, landslides and increased humidity, while unknown risk types relate to larger challenges to society, such as climate migration, food safety, and health and welfare changes. As an insurance company Tryg is highly exposed to risks resulting from such changes. Both our private and commercial customers' exposure to physical risks from climate change are considered to be substantial and may result in larger insurance claims. These physical risks will affect both our customers and suppliers in different ways, and require us to develop sustainable solutions to prevent damages and reduce of carbon dioxide emissions as well as other activities with a negative impact on environment and climate.

Tryg has taken several steps in order to adapt to and mitigate climate change. As such climate change is a high prioritized area within our strategic Corporate Social Responsibility and gives us an opportunity to combine our role as a good corporate citizen with that of performing as a profitable and sound business corporation.

Overview - Anti-corruption

The Nordic countries are among the least corrupt in the world. Until present, Tryg operates in the Nordic region only and is thus not exposed to high corruption levels. We are thus not as strongly exposed to bribery and corruption issues, as companies with a global profile.

Anti-corruption is ensured as part of compliance with strict national regulation on anti-corruption and bribery, money-laundering, insider trading and whistle blowing. In order to effectively implement anti corruption rules and regulations, internal responsibilities, accountabilities and reporting lines are systematically defined in all divisions of Tryg.

CSR Policy

In Tryg, we consider CSR an opportunity to develop sustainable solutions, products and processes, and to attract and retain customers, suppliers, investors and employees. We believe in doing business while also taking active responsibility:

Our social responsibility is embedded in our history as a peace-of-mind provider and contributor to the Nordic welfare states. It aims at meeting the standards laid down in the UN Global Compact and the UN Principles for Responsible Investments.

The CSR activities pursue the goal of ensuring respect for human rights and labour rights in the Nordic region and to promote the underlying principles of these rights within the Group as well as in relation to our customers, suppliers and other external stakeholders.

Our contribution to the protection of the environment and our engagement in sustainable solutions to mitigate and adapt to climate change are designed in alignment with the UN Global Compact and supplementary standard setting, including the Carbon Disclosure Project, Nordic standards as well as goals defined within the insurance industry, e.g. Geneva Association's Kyoto Declaration and ClimateWise.

Also, we acknowledge our responsibility to act responsible in our investments and to set up structures that ensure anti-corruption and good corporate governance. Our corporate values, national standards and UN PRI are guiding us in these efforts.

Our CSR ambition is to ensure and promote respect, to challenge stereotyping and prejudice, to provide sustainable solutions and promote sustainable behaviour, and to act responsibly via active engagement and dialogue with a variety of internal and external stakeholders.

Adopted 5 October 2010

Organisational Framework

Tryg has established a CSR Board with the CEO as chairman and three participating members of Executive Management. Standing members include the Chief Communication Officer and the Director of Corporate Branding.

The CSR Board meets four times a year and sets the strategic goals and priorities, monitors the reaching of targets and the budgets allocated for CSR activities.

A Nordic CSR department develops and plans the CSR activities and provides support and counselling to the CSR Board and to the business areas on integrating CSR components in business plans, and in reaching Tryg's CSR related performance targets.

To help realizing the full potential of CSR for our business development and to facilitate a business driven CSR approach, the CSR department is placed within the division for Strategy & Planning.

Our CSR policy forms the framework for integrating our social and environmental responsibility throughout the business value chain and organisation of Tryg. It sets up the goals, areas of endeavours and the formal structures that are necessary for our fulfilment of the UN Global Compact principles. Moreover, it specifies the requirements to monitoring and reporting of results and impact, and guides the processes of active engagement with our stakeholders.



From Principles to Thematic Focus

In order to focus our CSR on issues that are relevant in the Nordic context and for the development of our business, the Tryg CSR commitment concentrates on four thematic areas: Climate, Prevention, Inclusion, and Well-being.

In this report, we present our current efforts and activities in the thematic areas, and illustrate results and outcomes. We have succeeded in executing most activities, while others are still in a "work in progress"- stage. Yet in other areas we are in the process of improving our means and structures in order to achieve desired outcomes. This includes robust documentation that ensures transparency, accuracy, validity and eligibility for external audit.

Climate

Tryg helps prevent climate change by providing sustainable solutions and encourage sustainable behaviour among our customers, suppliers, employees and in society in general.

Climate change produces a new risk landscape for us – both as a peace-of-mind-provider and as a corporate citizen. Although the Nordic region is less vulnerable to climate change than the rest of the world, the new risk patterns present an unprecedented challenge to the Nordic welfare societies. Being a peace-of-mind provider, Tryg has a duty to provide products and solutions advising our customers and helping them prevent climate-related damage and reduce their vulnerability to weather-related damage.

"Already in 2020 we can expect an increase in climate related claims by 25-50 percent. An additional bill the customers ultimately will pay. (...) Insurance companies around the world agree on the dismal predictions. Tryg expects a doubling of storm-related claims in Denmark and Sweden by the year 2100. Tryg has integrated climate change in the everyday activities and business systems and takes several steps in order to adapt to and mitigate climate change."

Stine Bosse, CEO

CSR Policy - Climate

In our efforts to protect the environment and prevent climate change, we provide sustainable solutions and promote sustainable behaviour within our stakeholder groups: employees, customers and suppliers, investors and the society at large.

We aim at having a positive impact on their behaviour, consumption, choice of products and solutions and investments as well as on the Nordic agenda for climate change.

Systems

Our solutions to mitigate and adapt to climate change are designed in a way that bring them in alignment with the UN Global Compact and supplementary standards, e.g. the Carbon Disclosure Project and insurance industry specific standards, including the Geneva Association's Kyoto Declaration and ClimateWise.

To facilitate the integration of climate change issues into every relevant aspect of our business, climate issues have formed an integrated part of the Tryg business strategy since 2007. As a consequence, the progress in our climate activities is reported quarterly to the CSR board and annually to the Group Executive Management. Moreover, we have included reporting from all divisions on CO2 emissions into our Balanced Scorecard.

Activities

In our climate related efforts, Tryg focuses on five specific areas that makes it possible for us to apply a holistic approach which is relevant for all stakeholders: risk analysis, support to public policy making and climate awareness among our stakeholders, incorporation of climate change into our investment strategies; and reduction of the environmental impact of our business. As we recognize our responsibility, we disclose our results on our web site.

In the following we will go through the five areas in order to present an outline of our work. We will seek to demonstrate our aims, actions as well as outcomes.

Lead in Risk Analysis

Tryg aims at being at the forefront of providing the best possible risk analysis. We want to share our research with scientists, society, business, governments and NGOs through an appropriate forum. Through various intra- and inter-sector dialogues and knowledge sharing initiatives we aim at developing a knowledge bank that provides accurate national and regional forecasting of future weather and catastrophe patterns. All our initiatives and collaborations are motivated by the ambition to match the changing risk landscape with adequate measures to reduce the Group's and our stakeholder's vulnerability.

Global Industry Collaboration: ClimateWise

Tryg has in 2009 started a collaboration with ClimateWise, an insurance initiative through which members aim to work together to respond to the myriad risks and opportunities of climate change. Through the joint collaboration with Climate Wise, Tryg intends to share knowledge and to use the forum to explore various strategies of climate mitigation in order to reduce our vulnerability, as well as the vulnerability of our stakeholders and society.

Global Industry Collaboration: The Geneva Association

Tryg participated in a research project on climate change in collaboration with the International Association for the Study of Insurance Economics (Geneva Association). The association is a non-profit enterprise consisting of a maximum of 80 chief executive officers from insurance companies around the world. The objectives of the project are to identify and analyze issues that are of specific relevance to the insurance industry and external challenges to be addressed at the political, educational and social levels.

In 2009, the project developed insurance specific forecasts of future cost of claims in the European market and thus established a base for more regional forecasting.

Nordic Industry Collaboration

In May 2010 the four major players within the Nordic insurance market launched a joint action statement on climate change. The statement outlines six prioritized areas for insurers to promote both mitigation and adaptation practices in the Nordic region. One of these areas consists of a collaborative effort to undertake research on climate change in regards to adaptation measures.

The four companies promise DKK 1,00 for each private property insurance sold to be put into research. This constitutes a joint DKK 4.4 million investment in research projects in 2010. Tryg's share is approximately DKK 1.2 million.

Public-Private Partnership: The Directorate for Civil Protection and Emergency Planning

Tryg has initiated a collaboration project with the Norwegian Directorate for Civil Protection and Emergency Planning (DSB) in order to identify regional and local climate related risks in three municipalities in different parts of Norway. The project is motivated by a joint interest in developing and promoting "best practices" in regards to climate adaptation on municipality level. The goal is both to raise awareness on a local and regional level, as well as developing low-cost measures to reduce the vulnerability of the local population in these areas.

If the project is successful both DSB and Tryg are prepared to broaden the scope of the project. The project is well underway in one of the three Norwegian municipalities, Kristiansand, and on 18 June we conducted a "climate risk" seminar for Kristiansand and five collaborating municipalities.

Civil Society Collaboration: The World Wildlife Foundation

In spring 2010, the WWF approached Tryg and invited us to participate in a "think tank" with companies focusing on renewable energy and new technologies in order to promote knowledge sharing and innovation in relation to corporate social and climate responsibility. We are looking forward to take part in this innovative forum and are awaiting the implementation of the project by the WWF.

Other Activities Include:

- The Natural Perils Fund
Through the fund, Tryg finances national and regional weather forecasting in order to increase the insurance industry's preparedness in case of major natural disasters
- Water/flood Modelling in Denmark
Tryg is in dialogue with various researchers to assess the possibility of financing a nationwide modelling of water related risks in Denmark
- Climate Vow
Tryg takes part in the climate initiative "Climate Vow", a joint collaboration between the Norwegian government and other companies from a wide range of sectors that aims at sharing knowledge and developing a knowledge bank
- The Directorate for Civil Protection and Emergency Planning
The collaboration with this governmental body is based on sharing knowledge and research

Inform Public Policy Making

Tryg aims at working with policy makers nationally and internationally to help them develop and maintain an economy that is resilient to climate risk. We promote and actively engage in public debate on climate change and the need for action including national and global efforts to achieve emission reduction targets. We also support government action, including regulation that will enhance the resilience of communities towards climate change and work effectively with emergency services and others in the event of a major climate-related disaster.

Climate Gains 2020

Tryg has participated in one year of collaboration between 14 companies and the "think tank" MandagMorgen in order to voice the different industry perspectives to governments' work on climate change. The project resulted in a private sector statement on how to facilitate a greener economy.

Collaboration together with the Theatre "Folketeatret" in Copenhagen

In 2009, Tryg had a partnership with a theatre located in Copenhagen. The project aimed at inviting schools and the youth to write plays about their views on climate change and perform them for a public audience during the COP15 climate negotiations in December 2009. The plays facilitated other voices to be heard in the public debate.

The Cities of the Future

In addition to support national and global emissions reduction, Tryg participates in knowledge sharing initiatives in order to mitigate and adapt to climate change on a city level. Cities are the major contributors to emissions and can effectively implement measures now while waiting for binding agreements on the national and international level. The project involves 13 Norwegian and a range of European cities.

In May 2010, Tryg spoke on a City of the Future conference in Bergen concerning raising sea levels.

Other Initiatives:

- COP15 side event in "Insurance and Climate Change – A Partner for Governments on Risk and Policy" in collaboration with Geneva Association
- Copenhagen Communiqué
Tryg has signed the Copenhagen Communiqué, which calls for an ambitious, binding climate agreement that provides sustainable economic solutions for reducing greenhouse gas emissions globally
- Business Panel on Climate Change
Tryg was a member of the Danish government's advisory business panel on climate change. The panel's mandate was advising the government concerning; a) growth opportunities in the field of climate related solutions b) the competitiveness of the business community in relation to a new treaty on climate change; c) the roles and responsibilities of the business community in relation to climate change
- Norwegian official study on adaptation to climate change
Tryg participated in the consultation process for an official study on adaptation to climate change. The study will result in a white paper on climate change.

Support Climate Awareness amongst our Customers and Stakeholders

Tryg aims at encouraging customers to adapt to climate change and reduce their greenhouse gas emissions through insurance products and services. We aim at informing our customers of climate risks and provide support and tools so that they can assess their own levels of risk. On a global level, we consider how we can use our expertise to assist the developing world to understand and respond to climate change.

Responsible Procurement

The Tryg CEO was appointed to the Council for Corporate Social Responsibility in 2009 and Tryg is moreover a member of The Danish Council for Sustainable Business. The latter included being in charge of a working group on sustainable purchases that aimed at developing standards and routines for both purchases in general and purchases in connection with claims handling. The sharing and working with other sectors has been especially fruitful for guiding our internal work to ensure more sustainable claims handling.

In 2009 Tryg established a greener claims handling process throughout the Group and the project involved major suppliers and different industry associations to set goals and define means to secure more sustainable claims handling and repairs.

The project focuses on guiding our suppliers in documenting their services in relation to environmental and climate related issues and to establish routines for reporting and monitoring. During spring 2010 we explored practical means in order to assist our suppliers in accomplishing more sustainable deliverance concerning both repairs and rebuilds.

Information Campaign: Commercial Customers

In autumn 2009 Tryg informed commercial customers in Denmark and Norway on the nature of climate related risks and the need for active climate risk assessments. The material aimed at raising awareness amongst our commercial customers and the consequent climate related services and products.

As part of the campaign, Tryg has developed a tool for our commercial customers to identify and assess climate related risks. The tool is meant to develop measures that reduce our customers' vulnerability.

Online Campaign: Private Customers

In 2009 Tryg launched an online climate campaign on our customer sites in Denmark and Norway. The campaign informed private customers about how to reduce emissions during day-to-day activities. The campaign was based on a calculation tool that measured peoples' amount of CO2 produced as well as money spent/ saved and was connected to Facebook, through which people could invite their friends to take part. The campaign went for three weeks and had more than 87,000 registered users.

Micro Insurance in Developing Countries

Tryg has started collaboration with the BI Norwegian School of Management and is currently looking into Micro Insurance projects in the developing world.

These projects are important in order to empower smaller communities and include sustainable business development initiatives putting climate change and adaptive practices on the agenda. This enhances communities' resilience and decreases their vulnerability in relation to climate change.



Environmental Certification

Tryg is in the process of acquiring a Nordic environmental certification for the entire Group. The certification specifies demands for sustainable purchases throughout the Group. As part of the certification process, we have integrated specific environmental and climate related conditions into guidelines for our suppliers. Currently, we are strengthening the practical monitoring of whether these are being followed. We estimate to be certified by the end of 2010.

Incorporate Climate Change into our Investment Strategies

Tryg believes in open dialogue with both customers and shareholders about our investment strategy and communicates our investment beliefs and strategy on climate change to our customers and shareholders. We intend to make climate responsible investments and thus encourage appropriate disclosure from the companies in which we invest. We consider the implications of climate change for company performance and shareholder value and incorporate this information into our investment decision-making process.

UNPRI

Tryg has since 1997 had a Social Responsible Investment policy including environmental, social and climate related issues. In 2009 Tryg joined the United Nations led initiative on Principles for Responsible Investment (UNPRI). Through the initiative, we incorporate environmental, social, and corporate governance (ESG) issues into our investment strategy. In 2010 Tryg is strengthening the regular reporting on Social Responsible Investment by our external asset managers.

Open Dialogue

We participate in open dialogue with both customers and the Group's shareholders about Tryg's investment strategy and expose our assumptions behind the strategy. However, we still consider our efforts in this area as "moderate" and intend to strengthen communication.

Reduce the Environmental Impact of Our Business

Tryg aims at disclosing our direct emissions of greenhouse gases using a globally recognized standard and encourage our suppliers to improve the sustainability of their products and services. We try to measure and seek to reduce the environmental impact of the internal operations and physical assets under our control. Also, Tryg tries to engage employees in meeting climate commitment in the workplace and encourages them to make climate-informed choices outside work.

Employee Dialogues on Climate

In the autumn of 2008, all 4300 employees at Tryg participated in a thematic workshop on climate change.

The thematic workshop consisted of three modules; 1) a climate school (produced by WWF) communicating basic knowledge on climate change and related consequences, 2) departmental sessions and discussions on the relevance of climate change for employees, 3) and departmental discussions about what kind of measures Tryg should take in order to reduce the Group's Greenhouse Gas footprint.

The last sessions resulted in over 250 suggestions from all parts of the organization voicing ideas and input to the Group Executive Management. All suggestions were processed and many were included in the yearly Climate & Management targets.

Thus, during 2010 Tryg works on establishing in-house guidelines to promote a more climate friendly behaviour during work but evenly important to encourage employees to make more climate-informed choices outside work.

One measure includes our corporate debate forum that connects employees. Frequently employees discuss different aspects on climate change and frequently debate e.g. emissions accounts and The Living House project (more information on the Living House project follows in the next sections) on our internal web pages.

Carbon Disclosure Project

In 2007 Tryg signed the Carbon Disclosure Project (CDP) and Tryg has since then produced yearly emission accounts. Tryg is also actively encouraging other companies to enter the CDP. In 2008 The Carbon Disclosure Project ranked us as one of the ten most climate friendly non-carbon-intensive companies in the Nordic region and in 2009, we ranked second among Nordic participants in the financial sector.

The calculations were based on a 2007 level of 7,700 tons. In 2009, Tryg emitted an annual total of 7,400 tons of CO₂. 5,300 tons were emitted in Denmark and the remainder 2,100 tons of CO₂ were emitted in Norway. The largest CO₂ emission contributors were cars (3,100 tons), electricity (1,950 tons) and aircraft (1,700 tons).

Tryg Tackles Challenges on Cutting CO₂ Emissions

In 2009 Tryg renewed its travel policy outlining guidelines for car and air transport within the Group, introducing a 5% reduction target (for 2009) on CO₂ emissions by air transport. The target was hence introduced into the Balanced Scorecard reporting and all business units are reporting quarterly on their emissions.

The reduction goal for 2009 was not met and the Tryg Group therefore chose to connect the reduction target directly to Tryg's bonus program, hence creating an incentive for complying with the set reduction target. To compensate for the results in 2009 the Tryg Group has set a 10% reduction target for 2010 (2008 are baseline year for the emissions reductions).

CO ₂ emissions 2007 - 2009 (metric tons)	2007 (basis year)			2008			2009		
	Total	DK	NO	Total	DK	NO	Total	DK	NO
Electricity	2.746	1.978	768	2.436	1.672	764	1.945	1.301	644
Natural gas	580	580	####	611	611	####	609	609	####
Heating oil	77	####	77	15	####	15	33	####	33
Air transport	1.460	512	948	1.563	605	958	1.685	721	964
Car transport	2.881	2.350	531	3.002	2.629	374	3.126	2.683	443
Total CO₂ emissions	7.744	5.420	2.325	7.628	5.518	2.110	7.398	5.314	2.084

The carbon emissions accounts have been prepared in accordance with international principles and guidelines of the "The Greenhouse Gas Protocol" developed by the World Resource Institute (WRI) and the World Business Council for Sustainable Development (WBCSD).

Electricity and Heating

In connection with the refurbishment of our head offices in Denmark and Norway we installed new, climate-friendly heating systems, expanded our video conferencing capacity and sat up new energy efficient lighting, ventilation and air conditioning systems.

Tryg installed a heat pump in the Norwegian head office in 2008. In 2010 the Group's headquarters in Ballerup were connected to the district heating system. These efforts have led to cost savings of a total of DKK 110 million.

Electric Vehicles in Our Car Fleet

With a view to include Electric Vehicles in the Group's car fleet, Tryg sat up a partnership with Better Place in 2009. Together with Better Place, we intend to promote the use of Electric Vehicles and have defined as a target for 2011 to replace 25% of our car fleet by Electric Vehicles. We will begin to set up charging points for Electric Vehicles in Ballerup, Århus and Odense.

Encouraging the Use of Electric Vehicles

In 2009 we offered car insurance for Electric Vehicles at 40% of the premium for petrol and diesel powered cars. This creates a price incentive for purchasing electric cars. After the price reduction, the number of sold car insurances for the segment has increased significantly.

Encouraging Green Rebuilds

Tryg uses pricing mechanism to encourage customers to adapt to climate change. In Norway the ExtraPlus property insurance rewards customers that rebuild their houses with energy efficient measures. The insurance contributes with NOK 50,000 in addition to the ordinary claim settlement and thus functions as incentive for green rebuilds.

The Living House

Tryg has over a two-year period renovated company head offices in Ballerup and Bergen in order to create a more climate friendly workspace.

As a result, Tryg has

- Introduced new electronic collaboration tools for employees
- improved in-house waste management
- increased video conference capacities within the Group
- established automatic lighting control in our conference facilities

- eliminated the use of paper cups
- established sun screening in the company head office in Denmark
- reduced the amount of paper waste by reducing the number of printers, introducing "double screens", promoting paperless case handling

Recycling

As part of the Living House Project, which included extensive refurbishment and renovation of the company buildings, Tryg had a lot of excess furniture and old but well-functioning equipment, including chairs, computers etc. Thus, we established the goal of reusing 75% of our well-functioning inventory and donating a great part of it to voluntary organisations or schools.

For example, we have given glass walls to the youth organisation "New Page" and some are now being used in greenhouses. Through collaboration with the organisation FAIR, electronic devices have been sent to Guatemala, the orphanage "Hardanger Fartøyvernssenter" received office chairs and meeting room furniture and in total 100 different organisations, including "Børne Mission", and the humanitarian organisation "Working School" and "Care 4 You Association". Also the Copenhagen Zoo received 50 trees from the arcade and has used them in the tropical and Ape house.

Summary on Climate Actions and Outcomes

Commitments	Actions	Outcome	Global Compact
Lead in Risk Analysis	Collaboration with Climate Wise	Work in Progress	Principle 7
	Collaboration with The Geneva Association	Paper published in 2009 on insurance specific forecasts	Principle 7
	Nordic Industry Collaboration	DKK 1,2 mill spent on research	Principle 7
	Research Project with DSB on local adaptation measures	Execution of the project in 3 municipalities in Norway and "climate risk" seminar for six Norwegian municipalities	Principle 7
	Collaboration with the WWF	Project is to be launched in the near future	Principle 7
Inform Public Policy Making	Climate Gains collaboration	Publishing of a private sector statement on how to facilitate a greener economy	Principle 8
	Collaboration with "Folketeatret"	Theatre plays were running during COP15	Principle 8
	Cities of the Future collaboration	Cities of The Future conference in Bergen on raising sea levels.	Principle 8
Support Climate Awareness Among our Stakeholders	Collaboration with the The Danish Council for Sustainable Business	Establishment of greener claims handling process throughout the Group	Principle 8
	Information Campaign: Commercial Customers	Development of a tool for our commercial customers to identify and assess climate related risks	Principle 8
	Online campaign: Private Customers	Facebook-group with 87000 users during COP15	Principle 8
	Micro Insurance in India and Africa	Work in Progress	Principle 8
	Environmental Certification	Work in Progress	Principle 8+9

Incorporate Climate Change into Investment Strategy	UNPRI	Signed UNPRI	Principle 7+8
	Open Dialogue	Moderate progress and still work in Progress	Principle 7+8
Reduce Environmental Impact of Our Business	Employee Dialogues on Climate	250 suggestions from employees about reducing the Group's Greenhouse Gas footprint and in-house guidelines to promote a more climate friendly work behaviour	Principle 8
		In 2009 rated second among Nordic participants in the financial sector.	Principle 7+9
	Carbon Disclosure Project	New Travel Policy on transport directly linked to Tryg's bonus program setting of 5% reduction target on air transport for 2009 10% reduction target for 2010	Principle 7+9
		Reduction from 7744 to 7398 metric tons CO2	Principle 7+9
	Installation of climate-friendly electricity and heating systems	Cost savings of a total of DKK 110 mio and reduction of CO2	Principle 7+9
	Electric Vehicles for Tryg	Work in Progress	Principle 9
	Electric Vehicles for Customers	N/A	Principle 9
	Green Rebuilds	N/A	Principle 9
	The Living House	New electronic collaboration tools for employees, improved in-house waste management, increased video conference capacities, automatic lighting control, elimination of the use of paper cups, reduced the amount of paper waste	Principle 7+8+9
	Recycling and reuse 75% of our inventory	Old glass walls sent to youth organisation "New Page", electronic devices sent to Guatemala, office chairs and room furniture sent to orphanage in Norway, Copenhagen Zoo received 50 trees	Principle 7+8+9
Reporting and Accountability	Board Level Commitment	One member of the Group Executive Board has overall responsibility for fulfillment of the climate targets	Principle 8
	Optimal Reporting Format	Work in Progress	Principle 8

Prevention

Prevention of damages is a key factor in the insurance industry. It is one of the areas, in which prevention efforts yield positive impacts for society in social as well as economic terms and moreover make perfect business sense. Prevention efforts prevent individual, societal and economic damages and are important for us when it comes to delivering peace-of-mind to our customers, employees and society.

In particular, we focus on safety at day and at night, on the road and at the sea. Also, our activities include fire and crime prevention and IT security. Through these activities, we support our goal and main strategic pillar, namely peace-of-mind delivery to our stakeholders.

CSR Policy - Prevention

As peace-of-mind provider we contribute to safety and damage prevention within our sphere of influence, including our customers, staff and local communities.

We engage actively in ensuring safe communities and urban spaces and provide counselling and guidance on peace-of-mind solutions.

Systems

As prevention of damages is closely linked to our strategic target on profitable business, it is anchored in the business strategy. Reporting on progress, results and outcomes of CSR initiatives on prevention is done four times a year to the CSR Board. In 2010, we initiated processes to facilitate the integration of the CSR prevention perspective in our business development centres and their routines when designing new insurance solutions.

Activities

Being a peace-of-mind provider, Tryg contributes to prevention of damage in the Nordic societies. We are committed to the development of safe neighbourhoods and contribute to sustainable development of society through various prevention initiatives. These include safety at night, crime prevention, road safety, safety at lakes and seas, and fire prevention.

Safety at day

Tryg regards societal safety and contingency measures as key prerequisites for the Nordic welfare societies.

NTNU University collaboration

Each year, Tryg collaborates with the NTNU University in Trondheim to organise safety days for the business community, researchers, administrative bodies and professionals. Tryg's Group CEO attended the safety days in 2009, which focused on the role of the insurance industry in reducing risk in society and the business community.

Safety at Night

Tryg aims at promoting safety at night. The presence of adults during urban night life is important for the prevention of violence at night and for supporting a safe night-life experience to young people.

The Night Ravens

The Night Ravens are adults, mostly parents or grandparents, who on a voluntary basis are out and about in the streets of their local communities to be visible and accessible to young people gathering in streets and squares at night and during weekends. In Norway, Tryg has partnered with the Night Ravens for the past 14 years and provides the groups with waistcoats and jackets, first-aid kits, brochures and other necessary equipment. Such equipment is provided free of charge to all groups.

From the time of the beginning of the project until present, the Night Ravens have grown from seven groups to more than 500 local groups. In 2009, 22 new groups signed partnership agreements with the Night Ravens, which count several thousand volunteers who help making night life a safer place for young people.



Fire Prevention

Tryg was founded as a response to the Copenhagen Fire of 1728. In fact the oldest component of Tryg's history is the Danish insurance company "Kjøbenhavns Brand" (Copenhagen's Fire). Fire prevention is therefore still of central concern to us and we actively engage in prevention efforts in order to prevent fires and to deliver peace-of-mind to society.

Collaboration with the Norwegian Fire Fighting Association

Through campaigns and common industry initiatives, Tryg works at influencing awareness in relation to fire prevention. Thus, Tryg collaborated with the Norwegian fire fighting association on a campaign promoting smoke alarms in holiday cottages prior to the Easter holidays in 2009 and 2010.

Crime Prevention

Tryg recognizes that crime prevention is good for society because it provides peace-of-mind. An integral part of our business strategy is to further peace of mind delivery and we help to strengthen collaboration among different stakeholders in order to improve the common crime prevention effort, involving public as well as private institutions.

Collaboration with the Norwegian Ministry of Justice and the Police

Tryg has collaborated with the Norwegian Ministry of Justice and the Police Directorate in order to develop a new and innovative platform for sharing knowledge about crime prevention in Norway. The aim is to promote crime prevention and peace-of-mind efforts locally and in partnership with the police and legal authorities.

At annual regional conferences we have forged close ties between various industries and promoted collaboration across industries with the purpose to introduce individual and industry-specific measures to prevent crime.

Tryg intends to host five regional peace-of-mind conferences in Norway in 2011, focusing on coordinating between private and public crime prevention efforts. The target groups include the police, schools as well as businesses and voluntary organisations.

Road Safety

We aim at promoting road safety and actively encourage our employees as well as our customers to drive responsibly. In this area our engagement yields positive social impact and is at the same time beneficial for our business results.

EC Road Safety Charter

Our participation in the EC Road Safety Charter helps us to reduce the number of traffic fatalities and injuries and to reduce damage to goods and equipment.

Standard Terms for Buses and Lorries

In relation to our customers, our work includes supplementary standard terms for buses and trucks as well as setting out regulations for observance of driving and rest hours and speed limits. Through an electronic catalogue, we share our experience and useful tools with our corporate customers.

Responsible Employee Driving

We ensure that our employees use cars responsibly when planning and completing transports and when maintaining the car fleet and equipment. Promoting road safety among employees' contributes to their safety and well-being.

On www.trygtransport.dk, we set out tips and advice about road safety, prevention of accidents, and guidelines in case of accidents.

Sea Safety

The Nordic region is characterized by its long coastlines, fjords and lakes. It is of paramount importance for us to contribute to safety in these areas. Therefore, we intent to help in reducing the number of fatalities along the coasts; to the benefit of our customers and society.

The Lifebuoy

In Norway, Tryg has for many years made an effort to promote safety at lakes and by the sea. More than 32,000 lifebuoys have been placed along coasts all over the country. The arrangement is facilitated through local sponsors, such as local authorities or private individuals who are in charge of the physical location of the buoys as well as supervision and maintenance. The buoys have, in particular, been used to save lives in large towns with port calls.



IT Security and Data Protection

Internally, we are guided by an IT security policy that protects our data, assets, earnings and employees. Moreover, the policy defines guidelines for responsible behaviour, security and confidentiality when using IT systems. A new guideline was adopted in 2010 with the purpose of guiding our employees when using internet based social networks as e.g. Facebook and Twitter.

Corporate Security Department

As a workplace, Tryg has the duty to prevent fraud, corruption, and attacks on IT systems. Tryg aims at preventing the abuse of customers' data but also to prevent abuse of employee data in connection to the use of Internet services.

In order to get a clear understanding of the efforts and the framework of these efforts, our corporate security department has sat up guidelines and a dedicated internal investigation department. The department handles all cases concerning internal fraud and passes them on for police investigation.

Young People and Insurance

Prevention is also about having adequate knowledge about insurance. Surveys indicate that young people generally have too little knowledge about insurance and the peace of mind they would get from it, and often they do not consider existing insurance offers as relevant and trustworthy.

On this background, Tryg developed a new insurance concept in 2009, YoungLiving, tailored to the needs of young people aged between 18 and 28. It comprises a basic product directed towards the specific needs of younger people, and it can easily be expanded based on individual requirements. The product was developed by involving a number of young people in interviews and focus groups. For example, they helped build prototypes of the product and were involved in marketing initiatives.

“Ungdomsbyen” (City of Youth)

Recent research illustrates that young people are insufficiently equipped with necessary competences in relation to insurance, daily economy and pension.

To accommodate the need for knowledge in this field, Tryg has developed a training programme in collaboration with Nordea Bank and “Ungdomsbyen” (Rødovre City of Youth), a youth centre that provides education to pupils in primary school.

The training programme “Get hold of Financials” focuses on financial skills, and is designed to teach students how insurances and pensions may provide them with peace of mind and security as well as specific skills in calculation of interest, budgeting, and risk assessment in their daily life, including e.g. which insurances are absolutely necessary, and how much it will cost to move out of home, why pensions are necessary to reflect on already at a young stage, and how expensive it is to borrow money for a new computer.

The course is based on the idea that young people should have basic financial and economic understanding in order to be competent consumers and responsible citizens.



Summary on Prevention Actions and Outcomes

Commitment	Actions	Outcome	Global Compact
Safety at Day	NTNU University Collaboration	Participation at yearly conference of Tryg's CEO in 2009	Principle 1
Safety at Night	The Night Ravens Project	During 14 Years, the project has grown from seven to 500 local groups. In 2009, 22 new groups signed the agreement	Principle 1
Fire Prevention	Collaboration with Norwegian Fire Fighting Association	N/A	Principle 1
Crime Prevention	Collaboration with the Norwegian Ministry of Justice and the Police	Work in Progress	Principle 1
	Regional Peace-of-Mind Conferences	Work in Progress	Principle 1
Road Safety	European Road Safety Charter	N/A	Principle 1
	Providing standard terms for buses and lorries to observe driving and rest hours	N/A	Principle 1+2
	Promoting road safety among our employees	N/A	Principle 1
Sea Safety	Lifebuys	Placement of 32 000 lifebuys at coasts in Norway	Principle 1
IT security and data protection	Launch of guidelines and a dedicated internal investigation department that handles all cases concerning internal fraud	N/A	Principle 1+2+10

Inclusion

Tryg's employees make a difference to our customers and we wish to attract employees with a positive approach to innovative thinking, change, diversity and development. In that context, equal opportunity is a cornerstone at Tryg and we believe that a high degree of diversity supports our goal of being a flexible, dynamic and innovative business. Hence, we provide equal opportunities for all and demonstrate how diversity in our company can be used as a resource for innovation and growth.

Also, in relation to our customers respect for all stages of life plays a key role in our distribution, sales and customer service of peace-of-mind. Moreover, Tryg wishes to contribute to diversity and inclusiveness in societies in the Nordic region. Part of this effort is achieved via engagement in the public debate on inclusion and projects aimed at including marginalised groups in the labour market.

CSR Policy - Inclusion

We contribute to inclusive societies; create rooms for diversity in the Nordic countries and in Tryg as a workplace.

We ensure representation of diversity in Tryg and show how diversity may be used as a driver for innovation and development of products and solutions that are attractive to customers, irrespective of their background.

Systems

Good leadership and the skills and ability to manage a diverse group of employees are important competences in our group of managers. We wish our managers to show commitment and to motivate and coach employees in a respectful manner that focus on their best self. As part of our managerial training we have developed a training component that encourages managers to focus on integrity and prepare them to handle diversity and combat stereotypes and prejudice.

In order to create awareness among all employees we benefit from cascading information on inclusion and diversity through internal TV, the intranet, thematic workshops and other events or projects.

In order to improve transparency and comparability, we changed the definition of employees with an ethnic background other than Nordic in 2009. Rather than focusing on the definition of "non-Nordic" employees, we intend to focus on ethnic minority groups that are marginalised or excluded from the Nordic labour market.

Looking ahead, we will therefore use an official definition from the Nordic Statistics Bureau and utilize the Term "Non-Western immigrants and descendants", meaning persons whose country of origin is outside the Nordic region, EU, USA, Canada and Australia. This will facilitate tracking of our status quo and through enhanced transparency follow-ups on progress regarding the recruitment of ethnic minorities.

From 2010 we have monitored and reported on representation of ethnic diversity in our Balanced Scorecard system.

Activities

Tryg's diversity efforts focus on ethnicity, gender, age, disability, sexual orientation, religion and belief. Within the period 2007-2010 our efforts target in particular women in management and representation of employees with a Non-Western background. Also, we try to include the most marginalized groups in the Nordic region in order to give the most vulnerable citizens a chance in society.

Ethnicity

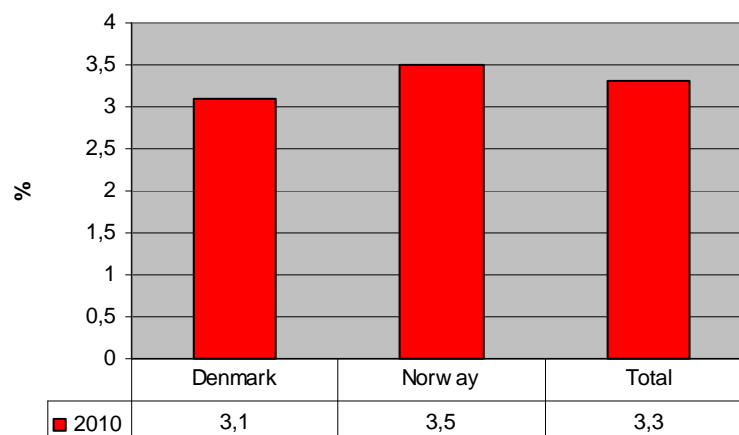
We have established an ambitious goal to protect and promote equal opportunities and inclusion of ethnic minorities in our company and in the Nordic societies. We especially focused on minority groups that face obstacles in relation to the labour market due to a Non-Western immigrant or descendant background, and marginalisation due to a criminal record

Active Recruitment of Employees with a Non-Western Background

Targets have been defined for 2010 to ensure that this proportion increases to 3,7%. One of our principal aims is to offer the target groups training and employment within Tryg. Eventually, we want to mirror the ethnic composition of the Nordic societies, and thus have an employment rate of approximately 6,5 % of employees with a Non-Western background.

In our recruitment and career planning, we protect applicants and employees against discrimination and ensure equal treatment of all, regardless of gender, age, ethnic background, disability, sexual orientation, religion or belief. Also, we encourage all people, irrespective of their background, to apply for vacant positions at Tryg.

Share of non-western employees



o.n.e. Århus

In 2009, we established a constructive cooperation with a Danish organisation for young Turkish-Danes, O.n.e. Århus. In general, this group experiences exclusion from the labour market, due to among other things, discrimination. The organisation is represented in three areas of Denmark and gather up to 100 persons to events and seminars. We have provided work shops, where we offer counselling job application techniques, preparation for job interviews etc. A similar cooperation was established in 2010 in Norway with the organisation ambisjoner.no

Trainee Programme

The intake of new trainees in August 2009 confirmed our efforts to reflect diversity. When recruiting trainees, we take into account gender distribution and representation of persons with a Non-Western background. We currently have a total of 50 trainees, including 46% women and 54% men. Around one third of the trainees have a Non-Western background.

Marginalized Groups

Tryg specifically focuses on marginalised groups in the Nordic welfare states. In 2010, we intend to run two separate management development programme. One will target young minority women and the other non-Danish youngsters with a criminal record.

El Camino and the Voyage

In 2008, our Group CEO completed the initial step and initiated a 100 km hike on the El Camino pilgrimage route in Spain with four young men of Non-Western descendant and with a criminal record. The purpose of the hike was twofold: to give the young men a chance to choose a new way in life; if they walked all the way and showed commitment and an interest in changing their life, they would get a job opportunity in Tryg. But it was also a chance for the Tryg representatives to meet with Danes with minority background and face their as well as their own stereotypes and prejudices. Two out of four are still working with Tryg and one has finalized school and is now enrolled at the university.

Due to the very positive results of the El Camino project, it was further developed into a leadership training concept, the Voyage in 2010. The idea was to engage more managers in a project with a social scope at the same time as improving their abilities to understand and handle diversity. Two members of the Executive Management Group and eight general managers went trekking in Norway with two groups of young people; the Norwegian group was composed of young women with refugee status in Norway and a higher education level. The Danish group counted young men with a criminal record and ethnic minority background. After completion of the tour, the youngsters are offered training and access to a job at Tryg. The Voyage is now an integrated part of our leadership training for managers.

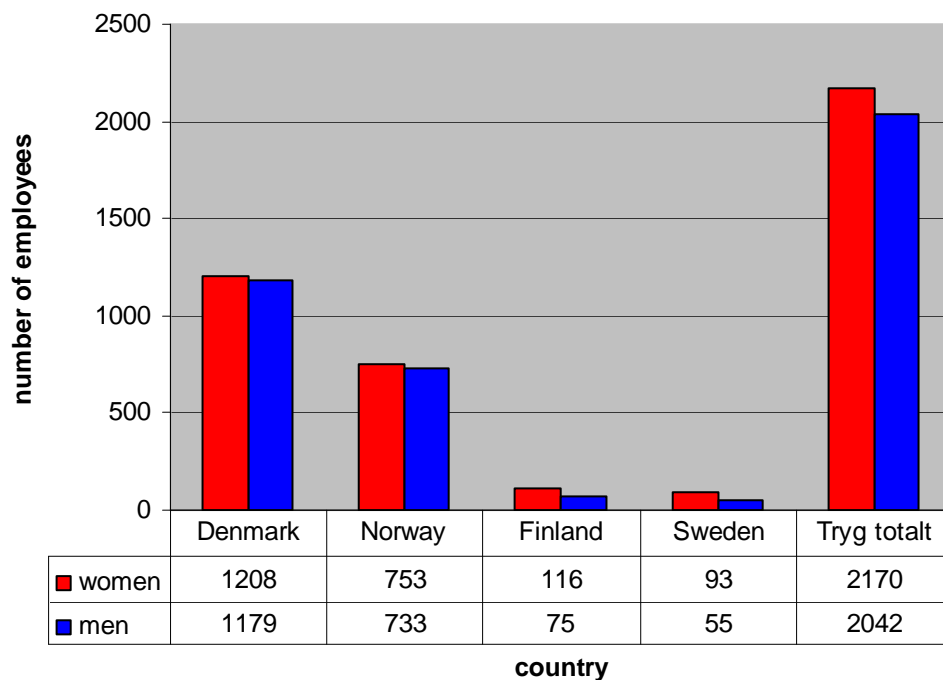
Gender

Tryg has for several years aimed at reflecting the surrounding community in regards to gender composition.

Women Employment

We have good stories to tell in relation to non-discrimination based on gender, however, we still see room for improvements. For example, we are good at recruiting women and at present, Tryg in fact employs more women (2170) than men (2042).

Distribution of women/ men in Tryg (2010)



Female Managers

We have made an effort to increase the number of female managers and achieved a proportion of 39% women in managerial positions in 2009.

However, there is still room for improvement. For example, there are still a majority of men in leadership positions and we have 170 female managers versus 291 male managers. This equals 37% versus 63%.

Denmark

In relation to other companies in the financial sector, Tryg is in the forefront: the average number of female manager in the Danish insurance sector accounts for 27% versus 38% female managers in Tryg Denmark.



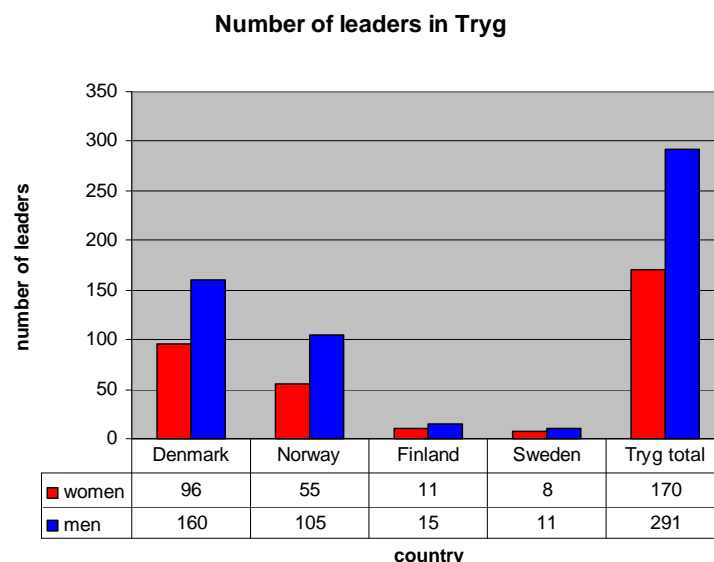
Norway

In Norway we still need to face the challenge of employing more female managers as we lay behind the average of the Norwegian insurance sector (34% in Tryg Norway versus 42% in the insurance sector Norway).

Finland and Sweden

In Finland and Sweden we have more female managers than in Denmark and Norway and are up at 42% in both countries.

One possible explanation of the gender gap at management level could be that men and women chose different carrier paths and chose different jobs at Tryg. However, we need to consider other reasons for this uneven distribution to the men's benefit. We have initiated surveys in order to investigate and shed light on women's and men's job satisfaction and motivation. This will provide us with adequate information to understand this challenges and to find viable ways for achieving an even gender distribution in management across the company.

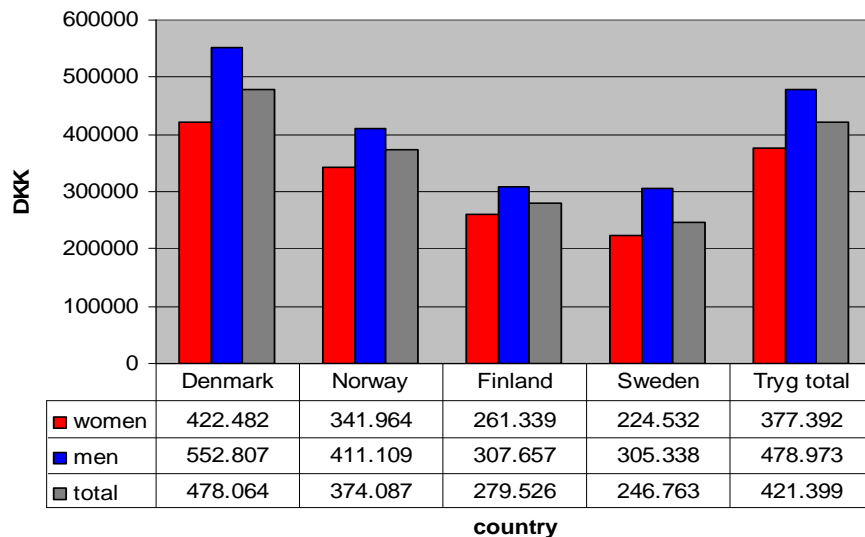


Salary

The average salary at Tryg for 2009 was DKK 421.399. Denmark has the highest average salary, whereas Finland and Sweden are about equal and lie around 306 000 DKK.

There are differences in salary according to business area and countries. This is due to age/seniority and different salary levels in the countries in general. Also, we see differences between the salaries of men and women. Tryg employs still more male managers than female managers and thus males in general have a higher salary than women. We acknowledge this challenge and work on achieving gender equality across functions (more women in management positions) and accordingly expect an equalling of wages.

Average salary in Tryg



Age

As part of our Diversity Management Strategy, Tryg intends to balance age differences in the Group.

As our populations grow older, at Tryg, we see a slight increase in the average age. The average age is 43 years in 2009 and was 42,8 in 2008. The growing age poses various challenges to the company. Great knowledge gets lost as old employees with a wide knowledge bank leave the company. Tryg must encounter various ways in relation to maintaining old and knowledgeable employees in the company and is currently working on different models in this area.

Disability

To underline our profile as an inclusive workplace, we seek to adjust the surroundings and work stations to the specific needs of our disabled employees. Also, we contribute to inclusion of persons with disabilities in the labour market by offering jobs at Tryg for qualified individuals with a disability.

In order to prepare for an initiative on active recruiting of persons with disabilities, we have gathered a group of employees in Tryg with disabilities to have them identify barriers in the physical surroundings that reduce accessibility, e.g. for visually impaired persons and users of wheel chairs. In a first phase we will analyse the situation in the head office in Denmark and map solutions that may enhance accessibility.

Faith and Religion

In late 2009, we launched a calendar including Christian, Jewish, Islamic, Buddhist and Hindu festivals. The calendar was published by "Foreningen Nydanske", and was sponsored - among other companies - by Tryg.

The calendar was distributed to 200 managers in order to give them the opportunity to acquaint themselves and take into consideration their employees' various celebrative activities. Moreover, we incorporated the festivals into our electronic corporate calendar to make them available to all employees.

Reflection Room

In 2010 we decided to designate a room for reflection in our head offices in Denmark and Norway with the purpose of accommodating the need of our employees to conduct their religious prayers, to meditate or to find a quiet place to reflect, e.g. due to grief, during work hours. A group of potential users among the employees were invited via the Intranet to participate in a workshop and came up with a suggestion for design of the room, accessibility and location. The reflection rooms will be in place in the beginning of 2011.

Dialogue and Engagement with Civil Society

Tryg maintains a pro-active dialogue with organisations representing minority groups in order to increase awareness of Tryg as an inclusive workplace and to contribute to their empowerment with relevant skills and knowledge.

"Foreningen Nydanske" and Danish Refugee Council

Throughout several years, Tryg has been involved in projects with "Foreningen Nydanske", an association that aims at integrating people with a Non-Western background into the labour market. A new project is launched in the autumn of 2010 with the purpose of running mentor programs for young men in Copenhagen with a Non-Western background. A number of our managers will be involved in the program as mentors.

Mentoring is also the main component of a new partnership with the Danish Refugee Council which aims at providing boys of the age of 13-17 with basic knowledge about socio-economic entrepreneurship.

DHIF and DPA

Since 2009 Tryg has been running a project on disability and sports together with the Danish Disability Sports Federation. In 2010, we also established a constructive dialogue with the Disabled Peoples Association Denmark which aspires to turn into a project on active recruitment of persons with disabilities in 2011.

Moreover, Tryg is in continuous contact with research institutions and other organisations working with CSR issues and challenges in general and on questions and strategies on diversity in particular. Thus, Tryg is often represented at conferences and in guest lectures hosted by the University of Copenhagen Law School, the Copenhagen Business School as well as organisations and business associations in both Denmark and Norway. This gives us a unique opportunity to share our experiences and practices, and discuss their relevance and impact with researchers and other relevant actors.

Summary on Inclusion Actions and Outcomes

Commitments	Actions	Outcome	Global Compact
Ethnicity	Transparency and Comparability	Change of Definition of employees from Non-Nordic to Non-Western in order to improve tracking changes in employee compositions.	Principle 6
	Active Recruitment	N/A	Principle 6
	Dialogue with Organisations	N/A	Principle 6
	Trainee Programme	In 2009, we recruited 46% women and 54% men, of which 16% have a non-Nordic background.	
Faith & Religion	Corporate Calendar of Religious Festivals	Calendar distributed to 200 managers and incorporation of it into our corporate calendar	Principle 6
Vulnerable People	El Camino	Trekking and employment of Youngsters with a criminal record	Principle 6
	o.n.e. Århus	N/A	Principle 6
Gender	Women Employment	We employ slightly more women (2170) than men (2042)	Principle 6
	Female Managers	Employee survey to investigate why Tryg employs more male managers than female managers	Principle 6
	Salary	Work in Progress	Principle 6
	Workforce Composition	N/A	Principle 6
Age	YoungLiving Insurance	N/A	
	Ungdomsbyen	1100 students participating	
	Employment of Qualified Disabled People	N/A	Principle 1+6

Well-being

As a business and as a corporate citizen, Tryg feels responsibility towards our employees' and society's well-being. We work pro-actively in order to create healthy working conditions and a safe working environment. We are convinced that societal and employee well-being yields benefits for all. We thus create a win-win situation as each employee will be able to experience higher quality of life, a better job satisfaction and thus perhaps a reduction in absence due to sickness. It makes good business sense to secure well-being for our stakeholders and have integrated it in our peace-of-mind delivery strategy.

CSR Policy - Well-being

As a company and corporate citizen we contribute to welfare in the Nordic countries through improved well-being. This is done via our products and solutions as well as health promoting activities vis-à-vis our staff. We strive to contribute to improved well-being globally, where relevant and possible.

Systems

As with all other activities, we intend to integrate health issues in our daily routines. We carry out regular employee surveys focusing on physical and mental well-being among our employees and follow up on the results. We strive to prevent health hazards and to eliminate risk factors in the working environment and at the same time we ensure that our employees have access to benefits that enhance their well-being. These actions are outlined in our human resources policy, sickness policy and life stage policy and followed up by a firm structure of internal bodies that also ensures that we comply with legislation on working environment and conditions.

Activities

Our activities include decreasing sickness absence levels, providing healthy food in the canteen and yearly health checks and ergonomically correct chairs. We encourage our employees to be active and to provide best possible claims handling in relation to well-being of our customers.

Health

With the aim of increasing job satisfaction and flexibility, we are concerned with the health of our employees and engage in activities that focus on best possible working conditions in an open, generous and respectful atmosphere.

Health Insurance and Health Check

All employees are offered a health insurance, when starting work at Tryg, and subsequently yearly health check. Through the so-called SundPuls programme, all employees have access to experts, including a cardiologist with extensive expertise in heart and lung-related illness and a nutrition consultant developing a plan about maintaining or improving a healthy life-style. Employees can seek motivation, inspiration and get advice on how to become healthier. In the period from September 2008 to May 2009, 1,267 of Tryg's employees accepted this offer and received a SundPuls health check

Healthy food

At Tryg, we consider good health a prerequisite for well-being and focus on integrating a healthy working environment into our daily activities. For example, we offer all employees healthy food in the canteen that everyday includes salad, fresh vegetables, high fibre bread, low fat milk just to mention a few examples. On top of that we provide fresh fruit and nuts in all offices.

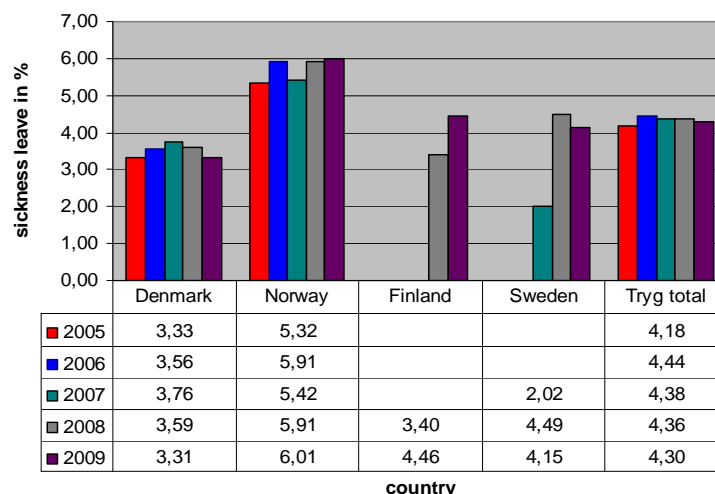
Absence Levels

Generally, we are approaching our goal of achieving an average of 4% in sickness absence at Tryg Vesta Group. However, there are still variations between business areas and countries and we still have many sick employees at Tryg. If we can support our employees at getting better and feeling well, this would both benefit their families and Tryg.

In Norway, we have seen an increase in sickness levels which has led to around 6,1%. This is mainly due to a high number of sickness absence lasting longer than six months (about 1/3 of all absent employees are sick longer than six months). One possible explanation could be that in Norway, it is generally difficult to dismiss employees and thus even more difficult to fire due to sickness.

We need to investigate why employees in some areas are sick and what we can do in order to decrease sickness absence. Thus we have conducted well-being surveys in order to investigate employee well-being at the workplace.

Absence due to sickness in Tryg 2005-2009



Sport

Tryg recognizes that sport is essential in order to keep employees active and healthy. Thus we engage in several activities promoting an active life style and intend to facilitate integration of work outs in daily routines at work.

Sports Facilities

Our employees have access to sports facilities, including showers and locker rooms and thus we encourage our employees to walk, run or bike to work, if the distance from home is not too long.

Sports Club

Also, at Tryg we provide various sports offers, such as soccer, Pilates, aerobic, badminton, boxing, fishing, swimming, floorball and many others. Employees can get a membership at our sports club and participate at our various activities. In 2009, Tryg's sports club had approx. 1,100 members.

DHL Stafet

Every year, Tryg employees participate at the "DHL Stafet", which is the biggest fun run and counts 127.000 participants throughout Denmark. As in previous years, in 2010 Tryg participated with 65 employees and counted an increase of nine teams. That evening, employees ran five kilometres and afterwards had a cosy time with barbecue.

The Living House and the Living Organisation

Tryg launched a major process in 2008 that involved our organisation in general and included a major transformation of our physical surroundings. We used the terms The Living House and The Living Organisation to describe the new physical and organisational framework that partly shapes a change in our corporate culture. The Living House and The Living Organisation facilitate a dynamic and innovative workplace that encourages collaboration, learning, innovative thinking and inclusive behaviour. Within this framework we continue to improve our peace-of-mind delivery while ensuring that Tryg evolves as an attractive and visionary workplace where employees thrive and develop.

We expect to complete The Living House project in 2011. At the end of 2009, 250 employees in Ballerup, 400 in Oslo and 100 in Bergen moved to refurbished places and went through a check-

The Living Organisation

In continuation of the work with The Living House, we implemented a major organisational change in early 2009, which we named The Living Organisation. The organisational change involved that all work throughout the Group would be based on a pan-Nordic structure. The new organisation provides the framework for a shared Nordic development of products, concepts and peace-of-mind delivery.

in process, during which they were introduced to the new open and light offices, the use of silent rooms and common areas ("Ramblaen"), where they can work or have informal meetings. Employees were also introduced to the new furniture and chairs and learned for example how to sit ergonomically correct during work.

Work-life Balance

Tryg intends to be flexible in regards to employment hours and recognizes employees' different needs at different times during life.

Flexible Jobs

Tryg recognizes that people sometimes face sickness or personal crises. As a responsible company, we make sure they get the right support, e.g. through our active health policy. This includes seeking dialogue with the employee at an early stage and to help finding the right solution in order to retain him or her in the labour market. Through our life-stages policy, we create a framework that ensures a good work-life balance. This is irrespective of age and stage of life of the employee. In 2009, 21 employees took the opportunity to work flexible hours.

Disability

Disability can be inherited but also hit everyone suddenly during all stages of life. As part of our peace-of-mind strategy, we seek to accommodate the specific needs of our customers and employees with disabilities.

Customer Disability

For some of our customers, a personal injury results in a permanent disability. A new collaboration between Tryg and the Danish Disability Sports Federation, DHIF, tries to re-introduce sports in order to offer disabled persons an active life after the disability following an accident. This may be a turning point for many people in relation to regaining the quality of both their physical and mental life. Our collaboration with DHIF involves development and organisation of training programmes and DHIF provides advice and information to claims handlers in connection with the convalescence of injured persons. The first module was attended by 70 case handlers who received an opportunity to try a game of wheelchair rugby, goal ball or boccia and to hear about practical experiences of sports and disability. Also, they were informed about the possibilities provided by legislation for special support to sports equipment and activities.

Pro-active Claims Handling

Our pro-active claims handling allows injured persons to return to an "active" life as soon as possible after a major injury. Cases are handled in a way that one of our case handlers or social counsellors gives guidance to both employer and the injured person. They will receive our extensive help in order to handle a changed situation and we e.g. set up collaboration between the injured person and our health services. Customers and injured persons alike indicate great satisfaction with our pro-active claims handling.

UN Millennium Goals Development

Event though Tryg's sphere of influence is limited to the geography of the Nordic Region, we find it important to show our stakeholders that we see ourselves as part of a global economy and development. We are in a position that gives us the possibility to take responsibility not only in our own region, but also in parts of the world that experience human rights violations due to e.g. climate change and social injustice, or hunger, lack of adequate health care systems, discrimination etc.

The appointment by UN Secretary-General Ban Ki-moon in 2010 of our CEO Stine Bosse as advocate for the UN Millennium Development Goals, has given us a unique possibility to stress the need for support to the 2015 goals for eradication of poverty.

Stine Bosses personal engagement in the MDG Advocates Group includes participation in the UN Summit in New York in September 2010. Prior to that Tryg co-hosted a roundtable meeting in Copenhagen together with the Danish Minister of Development and with the participation of representatives from large business corporations, NGO researchers, business and industry federations. The focus of the roundtable was Women in business – an inclusive way to growth and concentrated on ways and means to empower poor women and guide them in setting up small businesses.

To raise awareness about the 2015 goals, Tryg also engaged in a project in which a coalition of Danish NGOs launched a campaign on "Verdens bedste nyheder" (Best news in the world). The idea was to disseminate knowledge about the good results achieved in developing countries due to economic support. This was done by handing out bread rolls in paper bags printed as a newsletter on the 2015 goal in workplaces throughout Denmark, in the streets, in busses and at train stations.

Summary on Well-being Actions and Outcomes

Commitments	Actions	Outcome	Global Compact
Health	Health insurance and Health Check	From September 2008 until May 2009 1267 employees received a health check	Principle 1
	Healthy Food	Available every day in canteen	Principle 1
	Absence Levels	Conduction of well-being surveys. Score of 75 i.e. one point higher than the inancial sector industry average	Principle 1
Sport	Sport Facilities	Increased employee biking, walking or running to work	Principle 1
	Tryg Sports Club	In 2009 membership increased to 1100	Principle 1
	DHL stafet	65 employees participated, an increase of nine teams 2009-2010	Principle 1
	The Living House and the Living Organisation	250 employees in Ballerup, 400 in Bergen, 100 in Oslo moved into the new buildings and now work with ergonomically correct work facilities	Principle 1+6
Work-life balance	Flexible Jobs	In 2009, 21 employees worked flexible hours	Principle 1+6
Disability	Customer Disability	70 of our case handlers attended the training sessions, being introduced to sport and disability issues and legal perspectives regarding disability.	Principle 1+6
	Pro-active Claims Handling	N/A	Principle 1+6

Obligations and Reporting

On the national as well as the international level, Tryg complies with a variety of rules, standards and recommendations.

National Legislation

Danish companies have been required to report on their environmental impact since 1995. In 2001 this was extended to include social and ethical reporting aimed at both private and public entities, with a special set for smaller businesses.

Currently the Danish Financial Statement Act imposes on us an obligation to report and document on our CSR strategy, including results and progress. We submitted our first statutory CSR report together with the annual report in 2009.

As Tryg is registered in Denmark, Danish legislation applies also for our activities in Norway, Sweden and Finland. In cases where other countries' regulations exceed the Danish law's requirements, we naturally comply with the respective countries national legislations. If other countries' legislation is weaker than Danish, we still comply with Danish law. Danish law is thus our baseline for corporate conduct.

International Commitments

Much of the legislation for the financial area is based on community legislation. The EC's goal is to establish a single market for financial services in the EU. In the area of e.g. road safety, we comply with EC standards.

Besides, we have committed ourselves to comply with and enhance international standards on human rights, labour rights, environment and climate sustainability, anti-corruption, responsible investments, responsible procurements, and stakeholder dialogue.

We have signed the following international principles concerning CSR responsibility:

- UN Global Compact
- UN Principles for Women's Empowerment – Equality means Business
- UN Principles for Responsible Investments
- Carbon Disclosure Project
- ClimateWise
- European Road Safety Charter

International investors and investment consultants expect us to provide substantial documentation on our CSR efforts and results, including the Dow Jones Sustainability Index and FTSE4Good. Moreover, we are approached on a monthly basis by investment managers and other similar actors requesting information on our investment activities.

Monitoring and Reporting

In order to ensure effective implementation of CSR efforts and goals, we monitor results and progress. Today, this is done primarily as part of existing monitoring schemes such as our key figures reports and the BSC system.

To comply with Danish legislation and fulfil our contractual obligations within the area of CSR, we launch or submit reports on our results and progress annually. To ensure full transparency we make all reports available on our corporate website.

Our aim is to improve the generation and presentation of our CSR data and create robust documentation that meets the requirements spelled out or derived from legislation, as well as the expectations of our stakeholders, especially our investor relations. On this background we have initiated a process that will identify solutions that ensure the relevance, accuracy, consistency and validity of CSR data in a format that is prepared for external audit.

Overall Summary of Our Commitments, Actions and Outcomes

Climate Actions and Outcomes

Commitments	Actions	Outcome	Global Compact
Lead in Risk Analysis	Collaboration with Climate Wise	Work in Progress	Principle 7
	Collaboration with The Geneva Association	Paper published in 2009 on insurance specific forecasts	Principle 7
	Nordic Industry Collaboration	DKK 1,2 mill spent on research	Principle 7
	Research Project with DSB on local adaptation measures	Execution of the project in 3 municipalities in Norway and "climate risk" seminar for six Norwegian municipalities	Principle 7
	Collaboration with the WWF	Project is to be launched in the near future	Principle 7
Inform Public Policy Making	Climate Gains collaboration	Publishing of a private sector statement on how to facilitate a greener economy	Principle 8
	Collaboration with "Folketeatret"	Theatre plays were running during COP15	Principle 8
	Cities of the Future collaboration	Cities of The Future conference in Bergen on raising sea levels.	Principle 8
Support Climate Awareness Among our Stakeholders	Collaboration with the The Danish Council for Sustainable Business	Establishment of greener claims handling process throughout the Group	Principle 8
	Information Campaign: Commercial Customers	Development of a tool for our commercial customers to identify and assess climate related risks	Principle 8
	Online campaign: Private Customers	Facebook-group with 87000 users during COP15	Principle 8
	Micro Insurance in India and Africa	Work in Progress	Principle 8
	Environmental Certification	Work in Progress	Principle 8+9
Incorporate Climate Change into Investment Strategy	UNPRI	Signed UNPRI	Principle 7+8
	Open Dialogue	Moderate progress and still work in Progress	Principle 7+8
Reduce Environmental Impact of Our Business	Employee Dialogues on Climate	250 suggestions from employees about reducing the Group's Greenhouse Gas footprint and in-house guidelines to promote a more climate friendly work behaviour	Principle 8
		In 2009 rated second among Nordic participants in the financial sector.	Principle 7+9
		New Travel Policy on transport directly linked to Tryg's bonus program setting of 5% reduction target on air transport for 2009 10% reduction target for 2010	Principle 7+9
	Carbon Disclosure Project	Reduction from 7744 to 7398 metric tons CO2	Principle 7+9
	Installation of climate-friendly electricity and heating systems	Cost savings of a total of DKK 110 mio and reduction of CO2	Principle 7+9
	Electric Vehicles for Tryg	Work in Progress	Principle 9
	Electric Vehicles for Customers	N/A	Principle 9
	Green Rebuilds	N/A	Principle 9
	The Living House	New electronic collaboration tools for employees,	Principle

		improved in-house waste management, increased video conference capacities, automatic lighting control, elimination of the use of paper cups, reduced the amount of paper waste	7+8+9
	Recycling and reuse 75% of our inventory	Old glass walls sent to youth organisation "New Page", electronic devices sent to Guatemala, office chairs and room furniture sent to orphanage in Norway, Copenhagen Zoo received 50 trees	Principle 7+8+9
	Board Level Commitment	One member of the Group Executive Board has overall responsibility for fulfillment of the climate targets	Principle 8
Reporting and Accountability	Optimal Reporting Format	Work in Progress	Principle 8

Prevention Actions and Outcomes

Commitment	Actions	Outcome	Global Compact
Safety at Day	NTNU University Collaboration	Participation at yearly conference of Tryg's CEO in 2009	Principle 1
Safety at Night	The Night Ravens Project	During 14 Years, the project has grown from seven to 500 local groups. In 2009, 22 new groups signed the agreement	Principle 1
Fire Prevention	Collaboration with Norwegian Fire Fighting Association	N/A	Principle 1
Crime Prevention	Collaboration with the Norwegian Ministry of Justice and the Police	Work in Progress	Principle 1
	Regional Peace-of-Mind Conferences	Work in Progress	Principle 1
Road Safety	European Road Safety Charter	N/A	Principle 1
	Providing standard terms for buses and lorries to observe driving and rest hours	N/A	Principle 1+2
	Promoting road safety among our employees	N/A	Principle 1
Sea Safety	Lifebuys	Placement of 32 000 lifebuys at coasts in Norway	Principle 1
IT security and data protection	Launch of guidelines and a dedicated internal investigation department that handles all cases concerning internal fraud	N/A	Principle 1+2+10

Inclusion Actions and Outcomes

Commitments	Actions	Outcome	Global Compact
Ethnicity	Transparency and Comparability	Change of Definition of employees from Non-Nordic to Non-Western in order to improve tracking changes in employee compositions.	Principle 6
	Active Recruitment	N/A	Principle 6
	Dialogue with Organisations	N/A	Principle 6
	Trainee Programme	In 2009, we recruited 46% women and 54% men, of which 16% have a non-Nordic background.	
Faith & Religion	Corporate Calendar of Religious Festivals	Calendar distributed to 200 managers and incorporation of it into our corporate calendar	Principle 6
Vulnerable People	El Camino	Trekking and employment of Youngsters with a criminal record	Principle 6
	o.n.e. Århus	N/A	Principle 6
Gender	Women Employment	We employ slightly more women (2170) than men (2042)	Principle 6
	Female Managers	Employee survey to investigate why Tryg employs more male managers than female managers	Principle 6
	Salary	Work in Progress	Principle 6
	Workforce Composition	N/A	Principle 6
Age	YoungLiving Insurance	N/A	
	Ungdomsbyen	1100 students participating	
Disability	Employment of Qualified Disabled People	N/A	Principle 1+6

Well-being Actions and Outcomes

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		Conduction of well-being surveys. Score of 75 i.e. one point higher than the financial sector industry average	
	Absence Levels		Principle 1
Sport	Sport Facilities	Increased employee biking, walking or running to work	Principle 1
	Tryg Sports Club	In 2009 membership increased to 1100	Principle 1
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Work-life balance	Flexible Jobs	In 2009, 21 employees worked flexible hours	Principle 1+6
Disability		70 of our case handlers attended the training sessions, being introduced to sport and disability issues and legal perspectives regarding disability.	Principle 1+6
	Customer Disability		
	Pro-active Claims Handling	N/A	Principle 1+6

The ten principles

Human Rights

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and

Principle 2: make sure that they are not complicit in human rights abuses.

Labour

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

Principle 4: the elimination of all forms of forced and compulsory labour;

Principle 5: the effective abolition of child labour; and

Principle 6: the elimination of discrimination in respect of employment and occupation.

Environment

Principle 7: Businesses should support a precautionary approach to environmental challenges;

Principle 8: undertake initiatives to promote greater environmental responsibility; and

Principle 9: encourage the development and diffusion of environmentally friendly technologies.

Anti-Corruption

Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.

Source: UN Global Compact

Further Links and Contact Details

www.tryg.com

www.tryg.dk

www.tryg.no

Reprinting with source statement is welcome.

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