

Our Shared Responsibility

At NFU Mutual, we make a conscious effort to do business the right way, recognising that everything we do is connected to the future of our members, the communities we serve, our people and the environment.

We're proud to share some of the key actions we delivered in 2024 against each of our four Responsible Business ambitions.



PROTECTING RURAL LIVES AND LIVELIHOODS

As our champion ambition, Protecting Rural Lives and Livelihoods is at the very heart of NFU Mutual's approach and is something we do day-to-day. We aim to make a positive impact on the welfare of those living and working in rural communities in the UK, and be there for our members in times of need. We also aim to help protect the livelihoods of the UK farming community, both now and for future generations.

Our 2024 Actions

£3.25m donated to local and national charities

Published the first Code for Countryside Roads to share guidance on the safe use of rural roads

Over 3,800 young farmers received farm safety training through our corporate charity, The Farm Safety Foundation

Over £400,000 invested in initiatives to tackle rural crime

CARING FOR THE ENVIRONMENT

As part of our ambition to care for the environment, we have set out our aim to contribute to reducing climate change and its impact, as well as to help conserve and enhance nature and biodiversity through our own activities and influence.

Our 2024 Actions

46% reduction in our own emissions compared to a 2019 base year

Launched climate change awareness training for NFU Mutual employees

906 items of furniture donated to local community groups, with a further 3,403 items sent to Waste to Wonder, a social enterprise, to be distributed for reuse

560 solar panels installed at our Head Office in Stratford-upon-Avon, which will generate around 17% of our energy requirements annually



NFU Mutual
INSURANCE | PENSIONS | INVESTMENTS



DOING BUSINESS THE RIGHT WAY

We aim to do business responsibly and inclusively. We continue to incorporate Environmental, Social and Governance factors in our decision-making, how we operate our business and our supply chain, where we place our investments and the products and services we provide.

Our 2024 Actions

Published our first Supplier Relationship Code, which explains the expectations we have of all our suppliers and third parties to act responsibly

First Supplier Summit held where we invited our key and strategic suppliers to identify how we can work together to achieve our shared sustainability goals

Over £1.6m spent with social enterprises and not-for-profit organisations, which is a 102% increase from the previous year

Maintained our affiliations with the Principles for Responsible Investment (PRI) and the UK Stewardship Code



BUILDING A HEALTHY COMMUNITY

Our ambition to build a healthy community sets out our aim to support wellbeing across our community of employees and agencies. We will continually strive for equality and aim to create workplace environments and relationships that foster respect and belonging.

Our 2024 Actions

Named as a Gallup Exceptional Workplace for the 9th time, in recognition of our world-class employee engagement

Launched the Neurodiversity Network - the latest in our range of employee networking groups offering a safe and supportive forum for employees with shared identities or experiences

Over 5,460 hours of employee volunteering, which is a 32% increase on 2023

1,800 hours of coaching delivered through our internal network of coaches



Scan the QR code or visit our website to learn more about our Responsible Business approach, activity and performance.

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