

## CSR Initiative of the Year



Ping An P&C volunteers participating in a fire drill.

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**P**ing An Property & Casualty's focus on improving society's capacity for disaster prevention, caught the attention of the judges.

The insurer's Ping An Guardian Initiative is an 'insurance + service' model that offers both the traditional insurance role of risk transfer, while also helping communities understand what they can do to prevent disasters and minimise the impact if they do happen.

As part of the initiative, Ping An P&C has launched products, including production liability, accident, and family property insurance, tailored to reflect different regional characteristics in terms of disasters and risks.

These were backed by the mobilisation of more than 20,000 employees, including those from underwriting, risk management and claims, across China to work with clients to increase their disaster prevention knowledge, review hidden risks and conduct emergency drills.

To improve society's capability for disaster prevention and mitigation, Ping An P&C employees went into communities, enterprises, villages, government offices and schools to teach how to respond to a natural disaster, including how to escape or rescue and assist others.

The insurer also joined forces with the Fire Department to conduct emergency drills for disaster relief, modelling the process to improve emergency rescue capacity.

Ping An P&C has 277 first-aid workers with national certifications, who are trained with practical skills for disaster prevention, and to provide emergency rescue services.

Outside of China, the insurer worked with partners, such as Control Risks, to provide risk prevention services to Chinese personnel abroad, as well as emergency rescue and evacuation services following unexpected security incidents.

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In 2021, Ping An P&C responded quickly to 31 unexpected events, including earthquakes in Qinghai and Yunnan, and rainstorms in Henan and Shanxi, immediately simplifying the claims process.

Staff also made visits to over 50,000 rural households, sent 170,000 disaster prevention alerts, and reduced losses for rural households by an estimated Rmb38.3 million through sharing disaster prevention knowledge and donating disaster prevention materials.

A Ping An P&C spokesperson said: "As the concept of ESG is accepted by an increasing number of companies around the world, our company is also thinking about how to better connect with environmental protection and social development. In the future, our company will continue to improve its product and service capabilities and contribute to the realisation of social sustainable development."