Sustainability - it's what we do

2023 Edition

Contents

Title:
Free-ranging goats help clear scrub bushes in alpine meadows. One of the projects supported by AXA as part of its Flora Futura initiative (more on page 19).

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Reading on a screen: click on the links; reading in print: scan the QR code with your mobile device

-68 %

Reduction in CO_2 intensity of offset funds / own investments (as of June 30, 2023 versus 2019)[1]

1.8 billion

Amount of green investments with offset funds in CHF (as of June 30, 2023)

96%

Percentage of employees and general agents who have completed climate training courses (as of June 30, 2023)

-35 %

Reduction in CO_2 emissions from energy, travel by car and business travel between 2019 and 2022

4703

Employees, including 228 trainees (as of June 30, 2023)

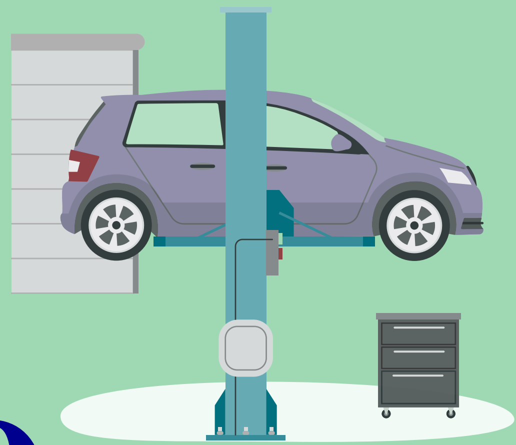
≈ 500,000 m²

Rewilded biodiverse habitats as part of the Flora Futura initiative

1 These figures are subject to volatility associated with carbon emission trends in the industry and the performance of the financial markets and issuers in which AXA has invested, and consequently could change over time.

89%

Percentage of employees who feel included



210 tons

CO_2 reduction per year thanks to “repairing rather than replacing car parts”

> 3,000 h

Volunteer work in 2022: More than 500 volunteers gave 3,000 hours of their work time

1.4%

Equal pay gap

“AXA wants to protect the things that are really important: as an insurer, as an investor, as an employer and as a corporate citizen.”

Fabrizio Petrillo, CEO AXA Switzerland

You are no doubt familiar with AXA as an insurance company. But AXA is also so much more: an investor, an employer and a part of our society. In all of these roles, AXA Switzerland pursues its ambitious climate and environmental targets, invests sustainably and develops innovative, cutting-edge insurance solutions. AXA Switzerland is committed to making a sustainable contribution to a livable environment, a safe society and a stable economy.

The main focus of our sustainability strategy is climate protection. And for good reason: The AXA Future Risks Report ranked climate change as the greatest risk to Switzerland and the entire world. But beyond this, we are engaged in many other important areas of sustainability.

In this report, we provide a glimpse into the wide range of projects and activities at AXA Switzerland – and the hard work of all those involved. We want to demonstrate what sustainable development and behavior means to us. There is of course so much more that needs to be done. But even small steps can make a big difference.

Moving the world forward together: by protecting what’s really important.

All the best,

Fabrizio Petrillo
CEO of AXA Switzerland

AXA as Insurer

AXA promotes the sustainability of SMEs with Green Services

With its innovative range of services, AXA supports the ecological transformation of small and medium-sized enterprises (SMEs). Daniel Steingruber, Open Innovation Manager at AXA, explains in an interview how the insurer develops new services using agile methods and tests these in the market.

Why is the company interested in the sustainability of other companies?
AXA is the largest provider of insurance for small and medium-sized enterprises in Switzerland. In line with our sustainability strategy, our goal is to help SMEs lower their CO_2 footprint and adapt to the changing climate. Our analyses show that companies with up to 250 employees are still at the beginning of this transformation.

Why is AXA counting on innovation to foster sustainability?
We want to actively shape the future and give our customers a conscious choice of services outside the realm of traditional insurance business that they can use to solve actual problems. In return, these services give us additional positive interactions with our customers. In developing our offers, we focus on various areas such as e-mobility, cyber risk prevention and employee health.

Can you tell us about a couple of your Green Services?
Currently we have several online calculators that we offer, with more still in the test phase. The CO_2 calculator lets companies calculate their greenhouse gas emissions and it also gives them suggestions for reducing their carbon footprint. Our e-mobility calculator determines at what point it becomes worthwhile to switch to e-mobility. And the CO_2 building check calculates the current CO_2 footprint of buildings. A restructuring plan then shows the customers which measures would save them the most and approximately how much it would cost. Another of our offers is the Climate School, which helps companies support and train their employees in sustainability topics.

The range of services is quite diverse. How do you come up with new products?
Our Green Services for SMEs are based on market research that identifies potential pain points for customers. We figured out relatively quickly that the main advantages lie in the areas of energy, mobility and buildings. This is why our first Green Services were skewed toward this direction. When we see a customer need, we work together with start-ups to find solutions. Our ideas are reviewed with the help of a test-and-learn approach. We are relatively quick in trying out new services in the market and adjust these as needed to better meet our customers' needs.

From the perspective of AXA, when is a service successful?
We measure success based on key indicators. Only if services have successfully passed a multi-level test phase are they included in our offering over the long term.

How have customers reacted to the offering?
They are curious, and reactions have been positive. We feel that SMEs are becoming more and more interested in sustainability – either due to their own convictions or because stakeholders are demanding stricter requirements – and potential employees prefer sustainable employers.

SMEs are increasingly becoming involved in sustainability issues. AXA lends them a hand with innovative services.

Insurance coverage for solar power systems

A growing number of SMEs are investing in solar and photovoltaic power systems. Companies that want to protect themselves against repair costs can take out technical insurance from AXA. This covers expenses for repairs, data restoration, and borrowed and replacement devices. The insurance also has an option that provides coverage for the financial consequences of loss of earnings.

Professional support when transitioning to e-mobility

AXA promotes electromobility

AXA supports sustainable mobility through its various offers. Thanks to our collaboration with swisscharge.ch, both privately owned EVs and company EVs can be charged at a standard price. AXA subsidizes this standard price, which is currently 10 cents per kilowatt hour. There is a discount of up to CHF 80 for charging at a charging station. Currently private customers can also take advantage of a discounted insurance premium for their EV*.

* One-time discount valid until at least the end of 2023

Managing a company car fleet is expensive and takes extensive know-how. It may be worthwhile to bring in outside help – especially when your company is considering making the switch to electric vehicles. AXA Mobility Services AG was set up in 2019 as a subsidiary of AXA Switzerland. Under the UPTO brand, it helps fleet management companies transition to electric vehicles. Working together with a mobility pro pays off for companies. “Thanks to our expertise and partner network, we are able to significantly decrease the mobility costs of our customers,” says Luca Blasi, Head of Fleet Management at AXA Mobility Services AG. He has learned from experience that many companies need professional support when they switch to EVs. UPTO can find ways for businesses to save money and optimize potential as well as prepare the bases for making decisions, such as risk, opportunity and needs analyses.

Long-term collaboration

PePa Bau, a construction and plaster business, was one of UPTO’s very first customers. The family business with 35 employees entrusted UPTO with the management of its 25 or so vehicles. “UPTO was there for us when we bought the cars through to their maintenance and sale,” explains Donato Pescheta, member of the Executive Board. “This allowed us to benefit from UPTO’s expertise and network throughout the entire lifecycle of the vehicle. For example, we were able to sell construction vehicles more effectively on platforms which are normally reserved for dealerships.”

Analysis shows that electrical transporters make sense

The family business also relied on UPTO’s experience to evaluate its electric utility vehicles. As part of a feasibility study, the first step was to evaluate the daily usage of the delivery van. The results clearly showed where e-mobility was a sensible option, especially when the new photovoltaic system could be used to charge the batteries. The team in charge of the analysis made special note of the payload of the van since it has built-ins that weigh several hundred kilos and would be used to haul heavy construction materials.

The owner is satisfied with the collaboration with his mobility partner. “We received support in many different areas – such as with the configuration of the vehicle, the prices and the delivery deadlines.” Thanks to the UPTO network, PePa Bau was able to put several vehicles through their paces over the course of a week. The company finally chose the Fiat E-Scudo. “This van meets our needs and was overall the best choice for us,” explains Donato Pescheta.

Sustainable mobility is a key issue for many companies. UPTO Fleet Management from AXA is there to help companies make the switch to electric vehicles.

Saving both money and CO_2 is easy

AXA Switzerland supports climate protection. Auto repair is one area where we can really cut down on pollution and costs without sacrificing quality.

Just how much harm is caused to the environment by replacement parts and car repairs? As the leading car insurer, AXA Switzerland wanted to know the exact answer, so we commissioned Empa (Swiss Federal Laboratories for Materials Science and Technology) to make an environmental comparison. The research institute at ETH (Swiss Federal Institute of Technology) calculated the environmental footprint of repairing and replacing bumpers and windshields that had cracks in them.

Substantial differences

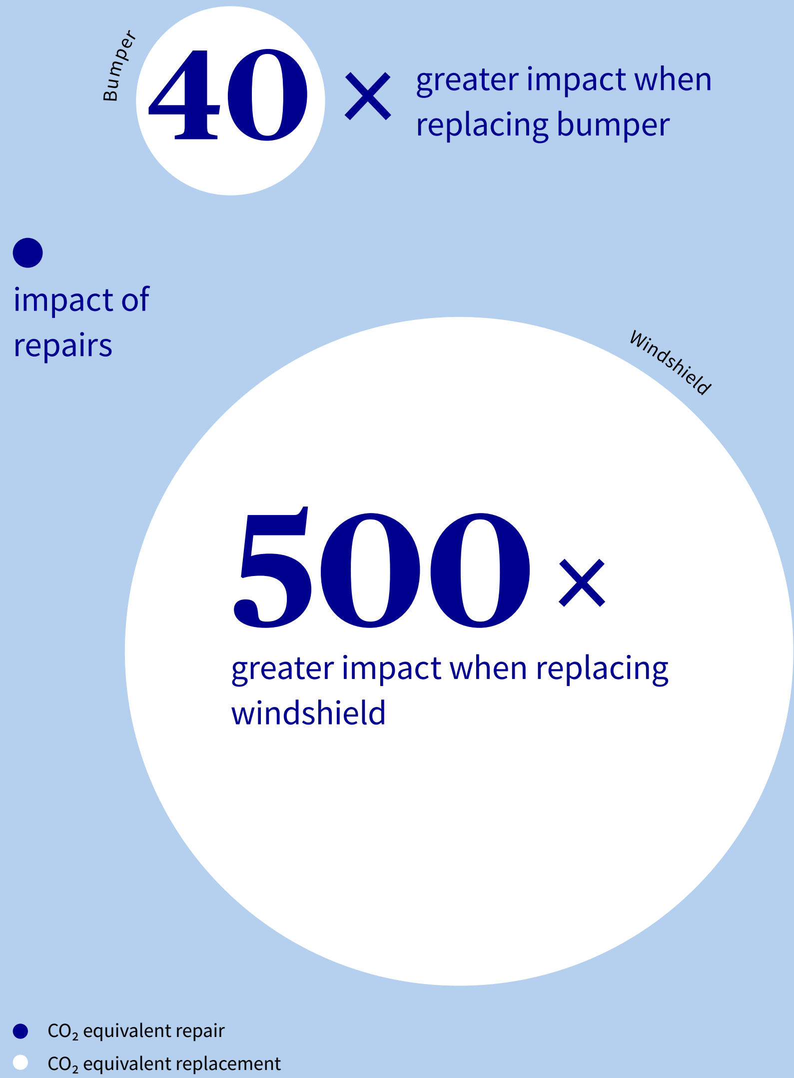
The results are striking: The CO_2 footprint is 40 times higher for replacing a bumper than for repairing it, and it's a whopping 500 times higher for a window replacement versus a repair (see image). Replacing rather than repairing a windshield creates an additional 15.3 kilograms in greenhouse gases (CO_2 equivalents), and every bumper an additional 14.5 kilograms. These figures are not negligible given that some 40,000 windshields and 30,000 bumpers are replaced every year in Switzerland, even though repair would be a viable alternative. "If these components were to be repaired, this would easily save some 1,000 tons of CO_2 equivalents every year nationwide," explains Marcel Stettler, who is responsible for partnerships with bodyshops at AXA Switzerland.

AXA Switzerland would like to see increased use made of car repairs for climate protection reasons – but this is not the only incentive. "It's important for us to have our costs under control on the claims side because this way we can keep our insurance premiums low." Repairs don't have any disadvantages for customers: "The repair route is only chosen when the bodyshop can guarantee a similar quality," emphasizes Marcel Stettler.

New label and self-assessment

In order to raise awareness among bodyshops and drivers, Carrosserie Suisse launched a Green Car Repair label in 2023. Certification is awarded to garages that agree to abide by the principle of "Repair before Replacing" and that repair vehicles according to environmentally friendly standards. AXA helped create the label and promotes it with a self-assessment that it developed for Swiss bodyshops. Using an online questionnaire, the bodyshops can evaluate how sustainably they work and also receive recommendations for improvement. Bodyshops that pass the strict evaluation can be certified with the new label. Most of AXA's partner companies have already passed the assessment test. While not all bodyshops made the grade, AXA supports them with training sessions and coaching so that as many businesses as possible can meet the requirements for environmentally friendly repairs.

CO_2 equivalent repair versus replacement



AXA as Investor

Sustainable investments generate long-term value

"AXA is keen to invest its funds in a way that takes future generations into account."

Daniel Gussmann, CIO AXA Switzerland

AXA places rigorous demands on the sustainability of its investments. Daniel Gussmann, Chief Investment Officer of AXA Switzerland, explains in an interview how the sustainable investment strategy is implemented in practice.

Mr. Gussmann, what goal is AXA pursuing with its sustainable investment strategy?
As a major institutional investor, we aim to invest our funds in such a way that takes future generations into account. We firmly believe that the responsible and sustainable use of all resources adds value over the long term – for our customers, our shareholders, our staff, society at large and the environment. By investing according to clearly defined sustainability criteria, we minimize financial risks and generate better returns in the mid to long-term.

One of the main goals or our investment strategy is to lower the CO_2 footprint of investments in line with our net zero target by 2050. How will you achieve this?
We have very strict exclusion criteria. For example, we've already totally removed more than 95% of companies in the oil and gas sector from our portfolio. Furthermore, we refuse to invest in producers of palm oil and soy and cattle ranchers that are involved in clearcutting the rainforest. And we also exclude any financial investments based on the trade of agricultural commodities. Real estate is another area where we can apply leverage. We are pursuing a consistent CO_2 reduction path for our properties (see article on page 12).

Moreover, we take our responsibility as an influential investor seriously by casting discerning votes at general and shareholder meetings in order to influence the strategic direction of the issuers.

What success has AXA Switzerland already seen?
Compared to 2019, we have already reduced the CO_2 footprint of our own facilities by 68 percent. This is primarily thanks to our exit from fossil fuels. Additionally, we have invested CHF 1.8 billion in offset funds in green investments, such as green bonds or impact funds.

How can you be sure that the stocks you invest in are sustainable?
The data must be absolutely reliable. To decide which stocks to invest in, we analyze and evaluate more than 8,000 companies in terms of Environmental, Social, Governance (ESG) criteria. And to do this, we rely on data from external agencies as well as internal analyses. This enables us to incorporate ESG risks and opportunities into our investment decisions. We also analyze our portfolios on a regular basis to check whether our guidelines are being implemented correctly or whether changes should be made.

Pioneering renovations

As part of a major renovation of the Telli housing development in Aarau, 581 apartments were updated in record time to be both more energy efficient and more livable. At the same time, a new community area was created in Telli Park for the 1,000 or so residents. This new green space also boosts the biodiversity of the area. The efforts have paid off: Three quarters of the tenants stayed on in Telli and the buildings have been awarded a sustainability certificate. With this massive project, AXA has set a new bar in major renovations.

“Heating for the houses has dropped by two thirds and the CO_2 emissions by 82 percent. This energy efficiency improvement saves us 1,000 tons of CO_2 per year.”

Valeria Bianco,
Sustainability Manager
AXA Investment Managers

“With such a large portfolio, we feel it is our responsibility to do our part to protect the climate. The Telli renovation has proven that we are up for the challenge.”

Manuela Gnehm, Asset Manager
AXA Investment Managers

“Our goal was to retain as many of the residents as possible because Telli has grown into such a strong community over the years.”

Tillmann Hohenacker, Project Developer
AXA Investment Managers

Achieving sustainability with investments in real estate

AXA as Real Estate Investor

The AXA Group is the largest real estate investor in Europe and the fifth largest worldwide. In Switzerland, 15 percent of the money it earns from premiums is invested in real estate. It manages almost 750 properties, 450 of which are apartment complexes with over 19,900 apartments. Currently some 115 renovations and new builds are in progress, with an investment volume of approximately CHF 360 million.

Link to Blog

Real estate is a key part of AXA's investment portfolio. AXA's aim in real estate investing is to generate sustainable returns and promote environmentally friendly living and working spaces for all segments of the population.

When building and managing properties, AXA focuses on constructing buildings that work well for both humans and the environment. We are convinced that real estate with a sustainable focus will not only increase in value, but also minimize the risks of climate change. With that in mind, economic and social criteria are systematically included in decisions made along the entire lifecycle of the properties.

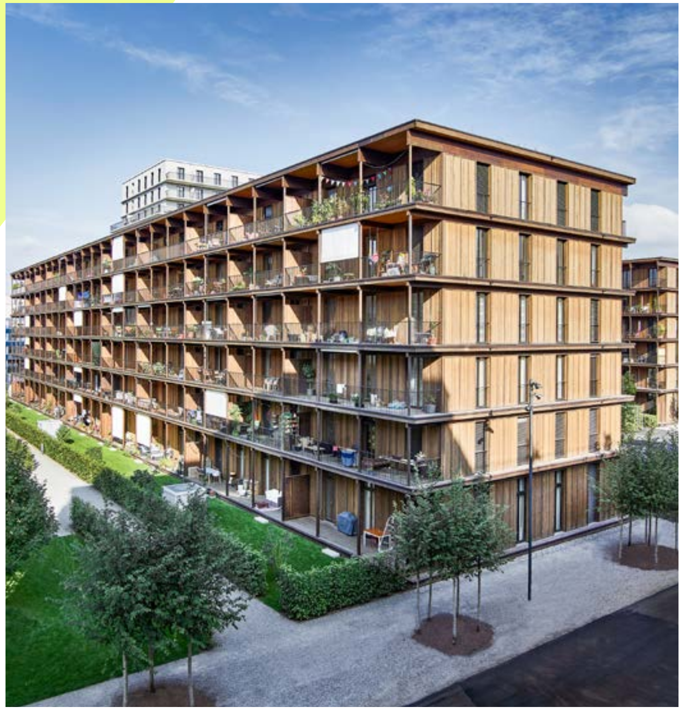
Focus on boosting energy efficiency

Our top priority is to reduce the environmental footprint of our real estate. We have set some high goals for ourself, with CO_2 emissions from our portfolio of buildings in terms of heating and utilities slated to achieve net zero by no later than 2050. To do this, AXA Switzerland is primarily focusing on using renewable energies to increase the energy efficiency of its buildings. In 2021, an individual decarbonization path was devised for every building in its portfolio on the basis of a specific plan of measures and investments with a target date of 2050.

Harnessing the power of the sun

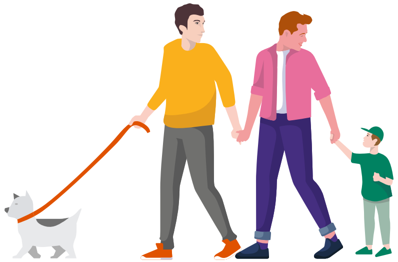
AXA recognized the potential of solar energy early on and was quick to incorporate it into its sustainability strategy. The step-by-step expansion of photovoltaic installations in suitable locations plays a key role in our pursuit of net zero. This is why AXA checks all its properties to see whether installing photovoltaic panels is possible and feasible. Currently, 30 of our properties have photovoltaic installations that together generate an impressive 1.7 gigawatt hours of electricity. This is enough to supply electricity to 800 households with an average of two people for one whole year. Sixteen more systems are in the works for 2026.

Alongside energy considerations, AXA seeks to promote biodiversity in developing and managing its real estate and is committed to integrating social factors such as designing age-adapted and barrier-free living spaces and creating areas for the community to gather.



As part of its sustainability strategy, AXA evaluates the potential for installing photovoltaic systems across the entire real estate portfolio.

AXA as Company



A corporate culture of diversity and inclusion

Both diversity and inclusion are top priorities at AXA. Professor Gudrun Sander and Patrick Weber, Diversity, Equity & Inclusion Expert at AXA, discuss these topics from their own perspectives.

Gudrun Sander: The focus of diversity and inclusion in Switzerland and abroad often still lies on the unequal treatment of women and men, particularly with regard to management positions or in relation to professional segregation, e.g. the categorization into typical men's jobs and typical women's jobs. But the discussion should also include other minorities such as people with different ethnic backgrounds and people who identify as LGBTQIA+. Another key aspect that is often overlooked is neurodiversity, because eighty percent of disabilities are not visible. First and foremost, "diversity" is about a healthy work-life balance, which also includes the topic of life phases.

Patrick Weber: Up to now, the focus at AXA has mainly been on gender and ways to combine work and family. Ideally, diversity should extend to other areas as well. But I have noticed that quite a few measures that have already been introduced at AXA were not overtly labeled as "diversity and inclusion." One example is how the company deals with LGBT parenting and parent time. Compared to other companies, AXA is way ahead of the pack.

Gudrun Sander: For me, AXA has always been a trailblazer. Flexible working options, for example, were introduced ten years ago, quite a long time before the coronavirus. And the few times that I've dealt with AXA in the past, I noticed the openness that you talked about and I have always appreciated it. AXA listens and is open to new ideas.

Patrick Weber: Yes, from my experience, the key people at AXA are open to change, and the employees appreciate this culture. One indication of this is that many former employees return to AXA precisely because of this special culture. In my opinion, daily visibility for these issues is essential. Because as soon as this disappears, no more advances are made.

Gudrun Sander: In this respect, it is important that each company designs its projects as independently as possible of specific individuals. When there is a change in top management, often the progress that has been made quickly falls by the wayside. The individual issues must be anchored into the corporate culture as soon as possible so that, in the best case scenario, they are no longer perceived as part of diversity and inclusion.

Patrick Weber: That's true. First and foremost, AXA Switzerland needs a solid basis to work from. For me, it's important that this is not only based on AXA Group policies, but also that it embraces and integrates concrete structures and values that are specific to Switzerland. What is needed then are real-life measures such as our inclusion survey, which we conducted this year for the third time. The findings are evaluated and actively applied to the process of preparing our corporate strategy, among other things. In addition to this, the various diversity networks are constantly being expanded and improved. This is a development in the right direction and shows how much emphasis AXA places on fostering diversity and inclusion.

Taking part in the conversation

Gudrun Sander is the Director of the Competence Center for Diversity and Inclusion (CCDI) and Director of the Research Institute for International Management at the University of St. Gallen. For the past three decades she has been committed to advancing diversity, equity and inclusion in research, practical applications, teaching and continuing education.

Patrick Weber has been the Diversity, Equity & Inclusion Expert at AXA Switzerland since March 2023. Prior to this, he was a research assistant at the FHNW School of Social Work. After completing the CAS Diversity and Gender Equality advanced training course, he decided to dive into practical application at AXA Switzerland.

On the road to net zero: reducing CO_2 in operations

Climate change is real. We need to act quickly, which is why AXA is also supporting climate protection projects.

-35%

Reduction in CO_2 emissions from energy, travel by car and business travel between 2019 and 2022

10,600 tons

CO_2 emissions of AXA Switzerland, including sales team, in 2022

1 = 1

AXA offsets every ton of CO_2 that has not yet been avoided by supporting Swiss climate protection projects in the same amount.

AXA has set itself an ambitious climate target from now until 2025: reducing all greenhouse gas emissions that the company produces through its daily business to a minimum. On top of this, AXA is taking responsibility for any remaining emissions and supporting climate protection projects that remove this CO_2 back out of the atmosphere and store it out of harm's way.

Understanding AXA's CO_2 footprint

How will AXA reach this goal? To begin with, by measuring our annual CO_2 emissions to understand how much they have already been cut and what additional measures are necessary. ClimatePartner, a climate protection company, reviews CO_2 footprints, reduction measures and targets as well as the awarding of CO_2 certificates and transparent communication.

We have already saved a lot of CO_2

AXA's strategy has already helped it achieve some major successes, for example by saving countless air miles and car miles in recent years. "At AXA, our motto is 'train, not plane' for trips involving up to 5.5 hours of travel time," explains Franka Bosman, Sustainability Manager at AXA Switzerland. Another measure that cuts down on CO_2 emissions is providing remote and video expertise. A customer with a damaged vehicle can send photos or videos of the damage to our experts for handling. This saves time for both parties and reduces the impact on the environment since no driving is involved.

Reducing emissions for buildings and mobility

In order to further reduce CO_2 emissions, AXA focuses on two areas in particular: employee energy usage and mobility.

"We use space more efficiently in our office buildings in order to save energy. We are also replacing fossil fuel heating with photovoltaic installations on our roofs," explains Franka Bosman. As for mobility, vehicles are responsible for the lion's share of CO_2 because AXA employees rarely fly. "This is why we try to avoid car travel whenever possible." AXA gives its employees the option of working from home and meeting with customers online. If travel cannot be avoided, AXA recommends taking the train and it encourages electromobility.

AXA is on track and on target. But there is still much to be done from now until 2025. And even beyond then, AXA will continue to do its part to build a more sustainable future.

Video on our climate strategy

External certification by ClimatePartner

ClimatePartner
certified business operations
climate-id.com/H2TM6A

Corporate Health Management: a good investment

Interview with Esther Graf, Internal Health Management Specialist at AXA

Why is Corporate Health Management (CHM) growing in importance?
We as humans are productive and creative when we feel good and lead a balanced life. If there is something wearing us down over a longer period of time, then our work suffers. CHM helps employees keep things in balance and maintain their health and performance level over the long term. Moreover, every company has a legal duty of care to its employees as well as a responsibility to society in general.

Is CHM worth it for both companies and its employees?
Indeed, it is. Not least because the current lack of qualified staff means that employees have specific expectations of what work-life balance entails. For them, smart working and physical as well as mental health at work play a key role. They want to know whether they can balance their personal and private lives and if they have enough personal resources to deal with stress. Will they be well taken care of if something happens to them? Will their team suffer if they are absent?

What does AXA's Corporate Health Management offering entail?
It revolves around employees, management / teams and the company as a whole. All CHM measures are developed with a focus on these stakeholders. The measures may deal with prevention, early recognition or intervention. Prevention means providing ways in which employees can stay healthy, such as workshops on sleep, stress or ergonomics. Early recognition means that a manager or the company notices right away when a person or a team is not doing well and then takes action. Intervention includes supporting and reintegrating employees and assisting teams through difficult situations.

How does AXA promote the health of its employees?
For prevention, we hold regular specialist seminars and workshops and provide movement and exercise activities, etc. Twice a year over a period of two weeks, we organize a broad offering devoted to the topic of health. For early recognition, we rely in particular on training sessions for managers. If an employee is absent from work, a specialist team works with the employee, their manager and their entire team to help them return to work. Not least, we record key indicators and conduct surveys which show us straight away if there are any situations that need handling.

AXA invests in the health and work performance of its employees.

What success stories has AXA had with its internal CHM?
Individually, it's hard to say because every person is different and there are many factors that influence a person's well-being – both within the company and outside it. The key indicators, however, prove that every franc that a company invests in Corporate Health Management pays off three times over.

WeCare: AXA Corporate Health Management

With WeCare, AXA offers companies a comprehensive range of services relating to employee health: from tailored preventive measures for long-term health promotion to professional support for the reintegration of employees who are ill or have had an accident.

Link to WeCare

AXA as Corporate Citizen

AXA's commitment to society

The AXA Foundation for Prevention

All different kinds of people use the streets. Each one of them needs some help in navigating urban mobility. Since 1973, the AXA Foundation for Prevention has been advocating for more safety on the streets – with research promotion and prevention measures that focus particularly on children through the use of Max the Badger.
More about the AXA Foundation for Prevention (DE)

Flora Futura

To celebrate its 150th anniversary in 2025, AXA will restore habitat on one square meter of land for each of its customers. This works out to some two million square meters of biodiverse habitat, or the equivalent of about 280 soccer fields.
More on AXA's biodiversity initiatives

Red Cross vacations

Red Cross vacations are aimed at children who have experienced difficult situations in the past, such as crises, war or migration. AXA is supporting this project from the Swiss Red Cross in 2023 and 2024. During a one-week vacation, the children are allowed to simply be children again, spend time recuperating, learn new skills while playing and receive support for integration.
More about Red Cross vacations (in German)

Women's football

AXA has been supporting Switzerland's top football league for women since the 2020/21 season. With passion and motivation, we want to do all we can to ensure that women's football gains the recognition it deserves. And thanks to the enormous commitment of its local agencies, AXA can provide greater visibility and awareness for regional clubs and younger players.
More about Women's football

Sitios

The Sitios organization develops and operates ginto, a platform that provides information about the accessibility of buildings to people with limited mobility. AXA is now aiding Sitios in expanding the platform to make it available to people who have sensory impairments.
More about ginto

Free-ranging goats for more biodiversity

Functioning biodiversity secures the natural resources we need to live in the long term and has a positive effect on our climate. That is reason enough for AXA to pledge is commitment to this valuable cause. With its Flora Futura initiative, AXA will restore the biodiversity of one square meter of land for each of its customers. Thanks to various restoration projects, some two million square meters of biodiverse habitat will be regenerated for future generations to enjoy. One of these projects uses free-ranging goats to protect land against the encroachment of scrub brush.

Watch the video for the article

The initiative

1
Dry grasslands and meadows serve as important habitat for various plants and animals. These species-rich spaces are on the decline as trees and bushes take over. Since 1900, the number of dry meadows and grasslands in Switzerland has shrunk by 95 percent.

2
Herds of free-ranging goats are being used to remove scrub from the meadows in the Urseren Valley in the canton of Uri and Surselva in the canton of Grissons. As opposed to other livestock such as cattle, goats thrive on bushes as a food source.

3
The goats eat not only the leaves on the bushes, but also their bark, which causes the bushes to die. While the unwanted scrub withers, the animals thrive: After four to six months grazing in the alpine pastures, the goats are wonderfully fit and healthy, which also makes for happy farmers.

4
The land that has been cleared of scrub now has space and light for grasses and rare plants of ecological importance to grow. These, in turn, provide food for numerous insects, amphibians and other animals.

5
In addition to providing a wider variety of plants and animals, the right conditions are created so that the land can once again be put to good agricultural use – in harmony with the environment.

Working together to give women's football a sporting chance

Since the 2020/21 season, AXA has been proud to be the first ever partner to support Switzerland's top football league for women. We are working on boosting visibility and giving the athletes better options. Marion Daube, Director of Women's Football at the Swiss Women's Football League, explains the challenges faced by women's football and the role played by AXA's support.

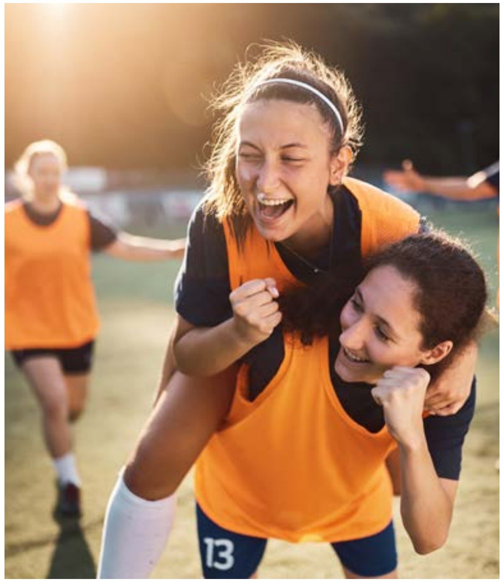
The 2023 World Cup garnered more public attention than ever before. What is the special appeal of women's football?
Football is about emotions, identification, passion, excitement, technical expertise, amazing goals – and lots more. At the World Cup, when the best of the best went head to head, this was played out on the pitch for all to see.

What challenges do the players and trainers face – particularly when compared to men?
One challenge is most definitely the infrastructure. There are not enough places for the women to play. Often the teams have to play at secondary fields while the men are playing at the main fields. And juggling both job and football for women remains difficult, especially if a player wants to go pro. Another challenge is access to coaching courses, because the barriers to entry are often too high. Gaining the practical experience necessary for certain trainer diplomas is particularly difficult.

What do players and trainers need in order to take them to the next level?
Women's football can only move forward if we work together. It needs investment so that the women who play on professional teams can live on their football salary and can train in a more targeted and efficient manner. The association must set up the framework for this and the clubs will have to evolve. We also need support from politicians and from society when decisions about infrastructure or subsidies are being made. The media has the ability to raise awareness about these issues and also to motivate even more women to become footballers – meaning even more role models to look up to.

How important is the support that AXA provides to women's football?
It's very important! As a pioneer in the support for Swiss women's football, AXA has done a lot to make it more visible and improve the perception of the highest league in Swiss women's football. The AXA Women's Super League benefits from a uniform image, regular reports via livestreams and the higher profile of cup and league finals. Another noticeable aspect are the higher payouts to the clubs and indirect improvements made through financial support of structural and personal areas of the clubs and the association.

What is your wish for women's football in Switzerland? What needs to happen so that this sport gains more visibility and recognition?
Women's football in Switzerland has gone from strength to strength in recent years as the community has grown. But there is still a lot to do in terms of marketing and communication as well as in the technical and athletic areas. I hope we continue to see lots of committed people who have a clear vision for women's football and who really put their heart and soul into it. I would like to see greater acceptance and equal treatment as far as financing, organization, the media and language go. We want to have the same chances to make football available to everyone. And on a social level, we want to see the same coverage and recognition for the athletic achievements of women.



In line with our new brand promise Know You Can, AXA is supporting the women players in the Swiss top league to achieve their goals and dreams. Both on and off the pitch.

Imprint

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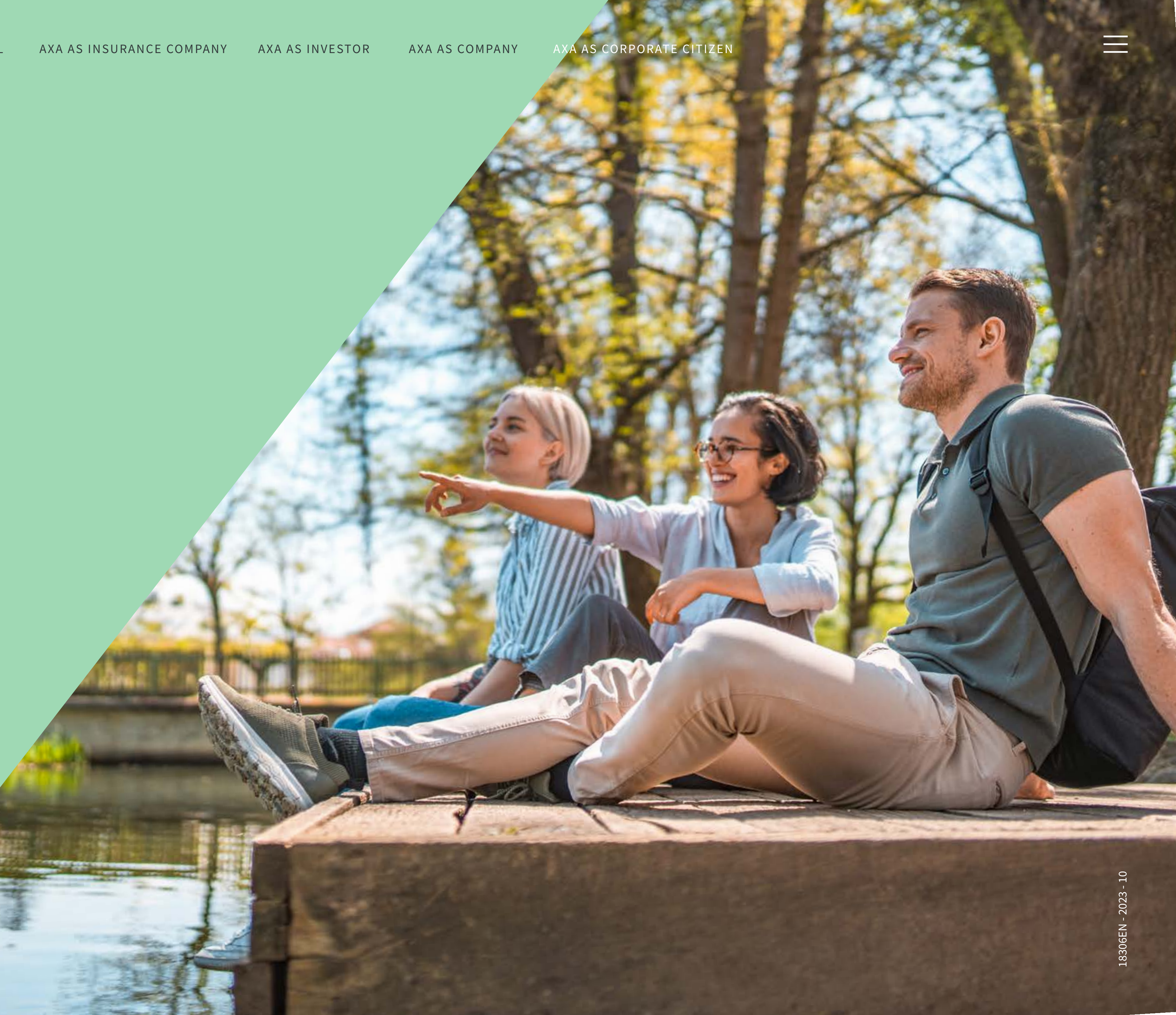

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