

Empowering Places 2023

Realising positive social impact in the places in which we invest
Swiss Life Asset Managers UK Social Value Strategy



SwissLife
Asset Managers

Introduction

We believe in delivering social impact in the places in which we invest. That's why we are focussing our UK social value strategy on uplifting the communities around our assets, delivering tailored impacts that respond to the needs of local communities.

The challenge

The UK Government launched its 'Levelling Up' agenda in recognition of the geographical inequality affecting towns and cities across the UK. There are significant differences in productivity, pay, education levels and health and wellbeing, with regional towns and cities disproportionately affected.¹ As a UK real estate investor with significant regional exposure, we believe we can make a substantial contribution to tackling these disparities and challenges through our approach to social value.

Our strategy

Our strategy is 'place based' and aims to tackle these challenges by relying on local authority data and the close community connections of local charities, so that we have a clear understanding of the needs within the communities in which we invest. Through our strategy we aim to make a substantial contribution to these focus areas by supporting local community projects, and by using our influence within our supply chain and with our stakeholders.

Delivering on this commitment

We plan to deliver on this commitment through the launch of our UK Community Fund that will be delivered in partnership with our Property Income Trust for Charities (PITCH) Fund. This includes a commitment of £20,000 in 2023 to support local community projects and causes. In addition to this, we plan to review our processes and policies to incorporate social value considerations, and to use our influence to engage with our supply

chain and collaborate with our partners to maximise our impact.

Reporting

In line with our strategy and culture of transparency, we will collect data to support best practice social value measurement and we look forward to reporting on our progress in 2024.

Our culture

This strategy is underpinned by our progressive culture that centres around:



In 2022, we undertook a comprehensive strategy development process, that involved a review of legislation, best practice, stakeholder interviews and materiality analysis, to identify our three social focus priorities. These are:

Focus area	Delivery mechanism
<p> 1 Creating healthy, sustainable & inclusive communities in and around our assets</p>	<p>Initiative focussed</p> <p> SwissLife Asset Managers</p> <p>In partnership with PITCH <small>Property Income Trust For Charities</small></p> <p>UK COMMUNITY FUND £20,000 committed to support local community projects and causes in 2023*</p>
<p> 2 Promoting access to education and skills for underserved groups</p>	<p>Procedural</p> <p></p> <p>Process, policies & stakeholder engagement</p>
<p> 3 Creating an inclusive economy within our value chain and collaborating with our partners to maximise impact</p>	

*Swiss Life Asset Managers UK and The Property Income Trust for Charities have each contributed £10,000 to the UK Community Fund to support local community projects in 2023. All donations are paid for separately.

(1) Source: UK Government 2022: Levelling Up the United Kingdom (publishing.service.gov.uk)