Making a positive impact on the world

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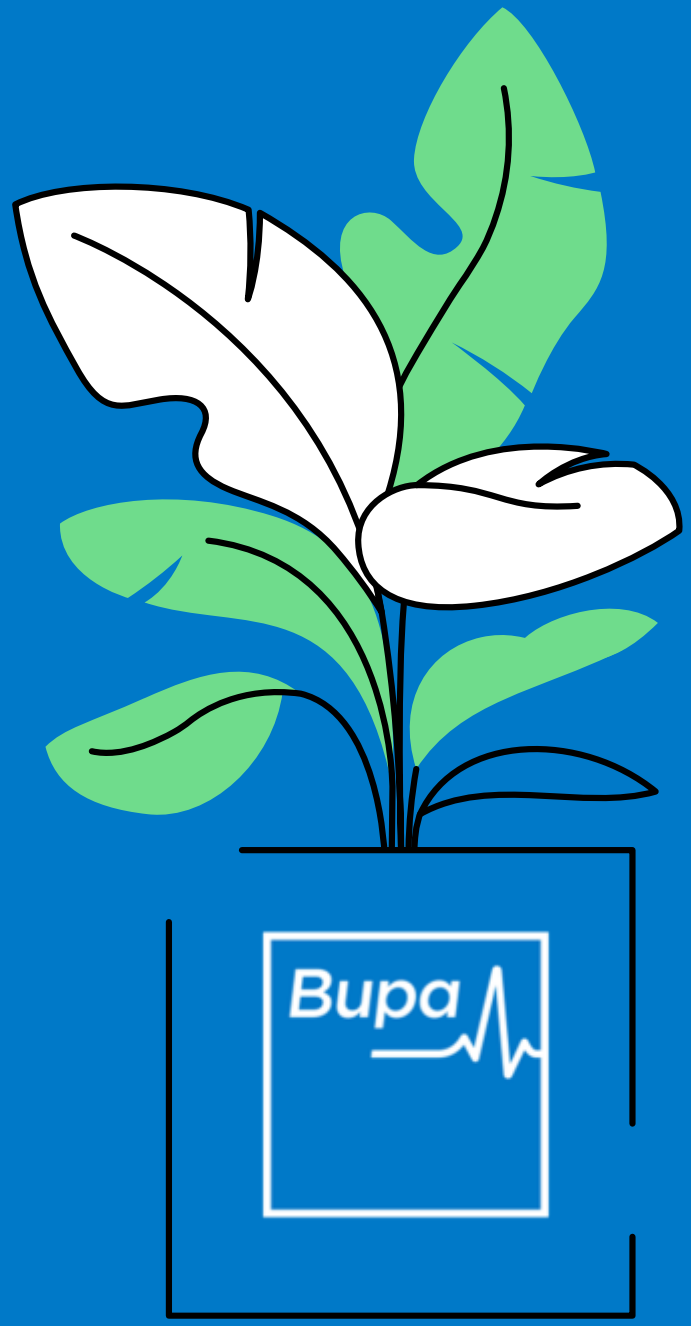
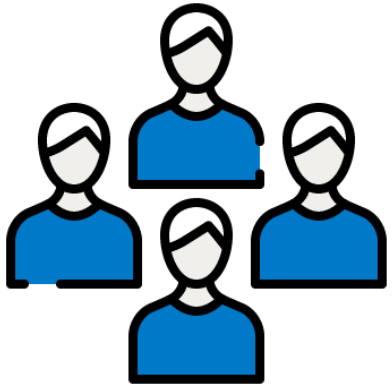
Group CEO, Bupa



How our sustainability strategy was born



Our people

80,000 globally

Our planet

Climate crisis

COVID-19

Refreshing our Purpose for the 1st time in 20+ years

Helping people live longer, healthier, happier lives and making a better world

Bupa's sustainability strategy: Mission 2040

01

Mission Zero

02

Mission Accelerate

03

Mission Regenerate

01. Mission Zero

Becoming a Net Zero business by 2040

- Transforming our products & services to support our customers' health **and** **lower our environment impact**
- Pioneering the **circular economy** in healthcare
- Ambition underpinned by **science-based targets**

02. Mission Accelerate

Collaborating to make health systems more sustainable

- Investing in **innovations & partnerships** that create a sustainable healthcare system for all
- Researching the links between health, healthcare and a healthy planet, and using data to help drive **positive change in healthcare**
- Aiming to work with **500+ start-ups by 2025 to deliver 1 new solution per year**

03. Mission Regenerate

Improving human health by restoring & regenerating our natural environments

- Providing opportunities for people to enhance their physical & mental health through **community-based programmes**
- Developing & partnering to bring **clinical expertise** to the restoration of our ecosystems
- Aiming to improve the health of **1 million people by 2025**

Actions, not just words

A

Targets

To measure our progress

B

Investment

To kick-start activity

C

Change

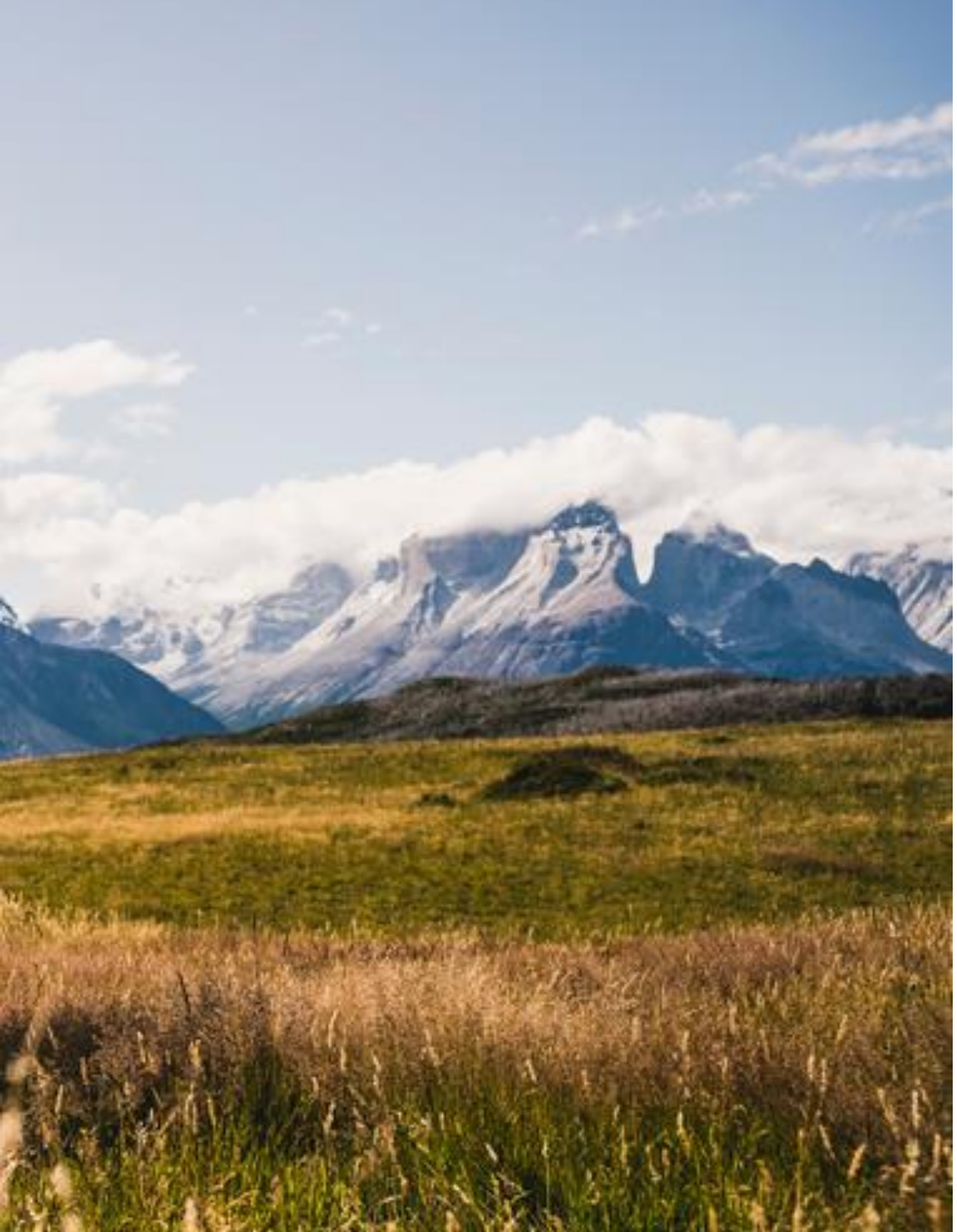
To make it happen

A Targets

- **One headline KPI per pillar to focus our efforts**
- **Carbon emissions targets included in executive remuneration**

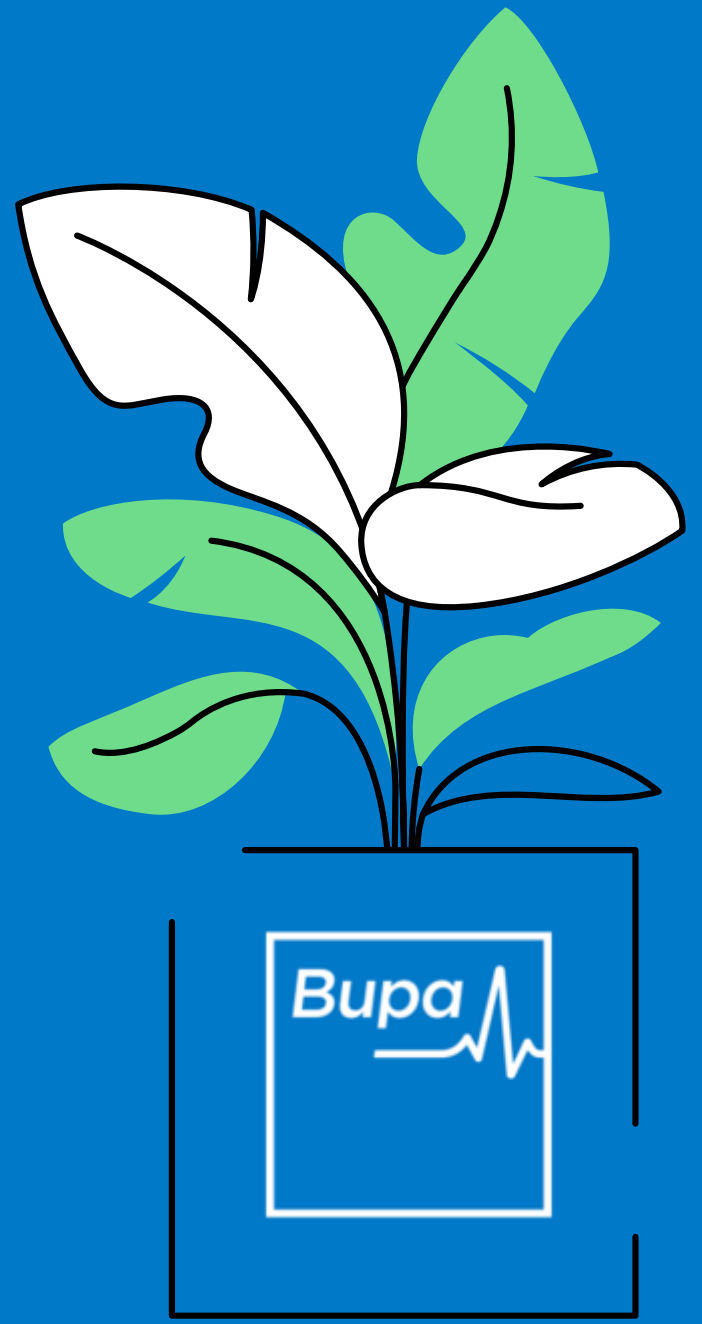
B Investment

- **Funding for sustainability goals beyond usual budgets**
- **~£150m set aside over 3 years**



C Change

- **Appointing a global sustainability leader to the Executive Management team**
- **Establishing a Board Sustainability Committee**
- **Investing in sustainability talent globally**
- **Engaging our people**

Thank you

Helping people live longer, healthier, happier lives...
and making a better world