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BRENDAN CUMMINS...

2 ALL IRELANDS  
5 ALL STARS  
0 AIB CLUB ALL IRELANDS



#THETOUGHEST FINALS  
ST. PATRICK'S DAY, CROKE PARK



## Corporate Social Responsibility

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At AIB we aim to make a positive contribution to the communities in which we operate. This is part of our strategy to contribute to economic recovery in Ireland over time.

In this section we outline some of our activity to support these goals under three pillars of Corporate Social Responsibility.

### AIB in the Community

Beyond our immediate commercial activity, we see a responsibility to involve ourselves in our local communities.

We have had a fruitful association with the Gaelic Athletic Association (GAA) for over 30 years. We consolidated this association 24 years ago when we became official sponsor of the GAA Football and Hurling All-Ireland Club Championships. Today that sponsorship covers Junior, Intermediate and Senior levels. In 2014 we added Camogie to the list. During 2014 our marketing campaign for the GAA sponsorship - 'The Toughest' - celebrated the commitment of players in the AIB GAA Club Championships. In addition we won "Best Sports Sponsorship Award" at the 2014 Irish Sponsorship Awards as well as "Best Use of Social Media" in a sponsorship.

In the Agricultural sector, we run agri seminars around the country each being well attended by large numbers of farmers. We sponsor the National Ploughing Championships, the Tullamore Show and AIB National Livestock Show, the Irish Grassland Association Dairy Summer Tour and the AIB Macra na Feirme Club of the Year.



Our programme of financial education initiatives in communities and schools continues through organisations such as the National Consumer Agency and Junior Achievement.

The Group has taken a leading role in promoting the Women in Business agenda in partnership with Network Ireland.

In the technology sector we were once again one of the main sponsors of the annual Web Summit, attended by over 10,000 international delegates.

For the past four years AIB has partnered with GIY (Grow It Yourself), which helps people and communities to grow their own food, through our Get Ireland Growing Fund. GIY added 110 grants to community food projects in 2014 including 46 school gardens and 20 community gardens.

In 2014, we continued our support of the Press Photographers Association of Ireland. This was our twelfth year sponsoring the Photojournalism Awards which celebrate the best of Irish photojournalism. The exhibition which followed the awards, featuring 118 prints, went on tour to selected AIB branches as well as forming master classes for schools, camera clubs and photography students around the country.

Our staff are involved in driving initiatives to raise money for local and national causes in the Republic of Ireland, Northern Ireland and the UK. At a corporate level we invited charities into AIB Bankcentre to take part in a Christmas market. Also during 2014 we started to support Change for Charity in the majority of our branches, where we collect from members of the public for the benefit of major charities.

In 2014, EBS also continued its charity support with an ongoing partnership with Temple Street Children's Hospital in Dublin.

## AIB and the Environment

AIB made good progress on energy and environmental initiatives in 2014.

We published a new Group Energy Policy and we were awarded ISO 50001 accreditation for the management of gas and electrical energy usage in our Bankcentre head office. Here we reduced energy consumption by 27%. We plan to extend this energy management system to other office locations in the Republic of Ireland and the UK in 2015.

Under a revised Group Environmental Policy we were awarded the ISO 14001 accreditation for the management of our environment in late 2014. In our submission to the Carbon Disclosure Project we disclosed a score of 75% and a Grade C performance for reducing Carbon emissions.

In partnership with GoCar.ie we give our people the choice of a more sustainable approach to transport. Three GoCars are on site at Bankcentre and our people can book and hire them as an alternative to using their own cars for work and to hiring taxis.

Working in tandem with one of our business customers, we have started a unique biodiversity project with four beehives housing 60,000 honey bees on the roof of Bankcentre. The project, which is believed to be the first rooftop apiary in Dublin, has had higher than expected honey yields.

We redeveloped the AIB branch in University College Dublin (Belfield Branch), installing a renewable power system of 50 square meters of solar panels to generate a significant amount of the branch's energy needs.

An Energy Efficiency Awareness day was held in Bankcentre introducing employees to AIB business customers active in energy efficiency.

A sustainability working group was set up in 2014 to increase awareness inside and outside the bank about AIB's sustainability. Our main achievement has been a sponsorship agreement with Sustainable Energy Authority of Ireland called the One Good Idea

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programme. It aims to increase students' understanding of climate change and energy efficiency, encouraging them to take individual responsibility for tackling these important issues. In 2014, 204 projects were submitted from 68 schools representing approximately 2,000 students, with the One Good Idea now an annual feature in many teachers' calendars.



### AIB and our people

Employee engagement is a critical aspect of any company's performance. Our metrics show that, following a period of radical restructuring and rebuilding the Group, the measure of our employee engagement has tripled on this time last year. The increase is equivalent to five years' worth of significant progress in just over a year, according to our engagement partners, Gallup. We made dramatic increases in all business areas.

Our efforts here are far from over. We will continue to invest in our people, focus on their professional development and wellbeing and encourage maximum collaboration, partnership and teamwork to build the pride and confidence of AIB.

In early 2014 we developed a new set of brand values, which our people and our customers helped to develop. We launched the brand values in early 2014 at our second Leadership Summit to 1,200 of our people

leaders. The values act as our guiding compass in all we do – the 'how' of what we do. Following the launch of the brand values, we then held Brand Value Activation sessions across the bank, before bringing them alive in our work to make a difference to customers' experience of AIB.

We made enhancements to our learning and development platform to offer classroom and web-based learning on a range of topics under the banner iLearn. Over 6,000 employees have attended classroom training and completed over 180,000 web-based training modules since iLearn launched in February 2014.

Recognising the level of change we experience as an organisation, we have also run workshops to support people through transition. These workshops encourage those running change programmes to consider the people aspect of change. We also support our people leaders with training through the AIB Leadership Framework and a new Leadership Curriculum.

Development is not just about learning, it is about people having the energy and mindset to grow. This year we launched The Well, an online resource with information and resources designed to help everyone to be at their best. It includes tips and activities to maximise energy, increase wellbeing, build resilience and promote physical, mental, emotional and spiritual health.

