



# ECONOMIC & SOCIAL INCLUSION

As the broad sustainability agenda continues to gain traction, in parallel is the prominence of ensuring a fair and inclusive transition as we all begin to emerge from the COVID-19 pandemic. As a business that impacts the lives and livelihoods of so many across Ireland, AIB's role in this transition – across homes, jobs, innovation and education – cannot be over-stated. We are continuing to invest in our people, processes, communities and partnerships to drive both economic and social inclusion across our business to create value for everyone who we support.



THIS CHAPTER COVERS OUR 2021 RESPONSE AND PROGRESS TO THE FOLLOWING MATERIAL TOPICS:

→ USABILITY OF SERVICES AND ACCESSIBILITY OF PRODUCTS

→ ENABLE CUSTOMERS TO MAKE BETTER INFORMED FINANCIAL DECISIONS

→ HOUSING

→ COMMUNITY SUPPORT

## OUR TARGETS

2024

€800M

FINANCE FOR SOCIAL HOUSING

2023

500K

CUSTOMERS SUPPORTED FINANCIAL LITERACY

ONGOING

FOCUS ON

AIB IN OUR COMMUNITY

1 NO POVERTY



11 SUSTAINABLE CITIES AND COMMUNITIES



4 QUALITY EDUCATION



3 GOOD HEALTH AND WELL-BEING





# ECONOMIC & SOCIAL INCLUSION OVERVIEW

DISCLOSURE	2021 PROGRESS	LOOKING AHEAD	SECTION
<p><b>Usability of products and accessibility of services</b></p>	<p><b>Vulnerable Customers</b></p> <ul style="list-style-type: none"> <li>Frontline employees were able to provide additional support to <b>over 3,700</b> customers when they needed it most. In addition, our Vulnerable Customer Support team assisted with over <b>1,300 of the most complex customer cases</b>.</li> <li>In 2021, we provided guidance on our website to help <b>customers who are seeking asylum or have been granted refuge</b>. In addition, we also visited refugee Reception Centres to open accounts for a number of their residents with the support of the Reception Centre officials.</li> <li>In 2021, we delivered over 24,000 hours of <b>vulnerability training to our staff</b>.</li> </ul> <p>In 2021, AIB opened 20.4K basic bank accounts up from c.17K in 2020.</p> <p>AIB has continued to partner with SBCI to provide our customers with access to a range of schemes including the <b>COVID-19 Credit Guarantee Scheme (CGS)</b> and the <b>Brexit Loan Scheme</b>.</p>	<p>As a number of banking service providers leave the market, we will work hard to support and welcome the many customers moving their <b>banking relationship to AIB</b></p> <p>In our <b>partnership with An Post</b>, we are working to <b>expand the An Post cheque lodgement services</b> across their full network in 2022, while also providing an <b>enhanced process for lodging to credit card accounts</b>, negating the need to process paper.</p> <p>In the UK, the <b>FCA</b> is currently in consultation on <b>Customer Duty</b> which aims to bring a fairer and more consumer-focused and level playing field in pursuit of good customer outcomes. Final policy and rules are expected in Q3 2022.</p>	<p>When customers need a little extra support p.55-56</p>
<p><b>Enabling customers to make better informed financial decisions</b></p>	<p>In 2021, we have made good progress in promoting <b>financial literacy</b> and in enabling our customers to make better informed financial decisions.</p> <p><b>Future Sparks Programme launched</b> - An online programme for post primary schools consisting of subjects including Financial wellness, Business and Economics.</p> <p><b>Financial Planning Tool</b> - Our new Future Sorted quiz on www.aib.ie is designed to engage our customers to start thinking about their financial planning needs. Customers can book a financial review with a Financial Advisor.</p> <p><b>'Banking - How to' guide</b> - Developed by AIB in partnership with the NOW Group, and launched in 2021, this is a practical guide to managing day to day banking.</p> <p>We have a <b>Customer Language review process</b> in place where the goal is to ensure our customer communications are clear and easy to understand.</p>	<p>We have a target for financial literacy, with the aim to support <b>500,000 customers by 2023</b>.</p> <p>In addition, we continue to <b>expand our direct customer supports</b> including our Future Sorted quiz and Banking How to Guide to support the overall financial literacy of our customers.</p>	<p>Promoting Financial literacy p.59-60</p>



# ECONOMIC & SOCIAL INCLUSION OVERVIEW

DISCLOSURE	2021 PROGRESS	LOOKING AHEAD	SECTION
<p><b>Housing</b></p>	<p>We are the largest lender in the Irish mortgage market financing approx. €3bn of new mortgage lending in 2021.</p> <p>AIB joined the Irish <b>Green Building Council</b> as a Platinum member. Capital Markets is the primary funder of current developments that will deliver 10,000 housing units.</p> <p>We supported <b>7,686 First Time Buyers</b> with finance to help them to buy their first home.</p> <p>A number of enhancements were made to our mortgage propositions including the introduction of our <b>Haven Green Mortgage</b> and <b>reductions</b> in our AIB Green Mortgage fixed interest rates. In addition, we also provided reductions in our standard fixed interest rate mortgage rates.</p> <p><b>Social Housing Sectoral Team</b> supported the provision of c.800 new and second-hand homes to the social housing market in 2021.</p> <p>During 2021 we fully allocated our <b>€300m Social Housing Fund</b> for both development and investment funding, which was launched in October 2020 with the aim of funding 2,000 social housing units.</p>	<p>In addition to supporting the development of social housing, AIB will also be a key stakeholder in the <b>Government-led First Homes Affordable Homes</b> initiative. AIB will both contribute to the private equity fund to fund equity element of the house purchase and also provide mortgage finance to customers.</p>	<p>Housing p.61-64</p>
<p><b>Community</b></p>	<p>We <b>contributed €10m</b> in financial investment to support our chosen partners and the wider community.</p> <p>We distributed €1m to those most in need, including our charity partners Age NI, Age UK, ALONE, FoodCloud, Pieta, and Soar.</p> <p>In 2021, we became official lead sponsor of the humanitarian agency's flagship fundraising event, the <b>GOAL Mile</b>.</p> <p>AIB is the <b>longest continuous sponsor of the Gaelic Games</b>, a relationship which goes back over 30 years and now in its 31st season as sponsors of the GAA All-Ireland Club Championships.</p> <p>After 25 years of partnership with Junior Achievement Ireland, in 2021, we committed to supporting a new Junior Achievement module with <b>Junior Achievement Ireland</b>, 'It's My Business', which educates students on the theme of entrepreneurship.</p> <p>Our people volunteered and fundraised for over <b>600 local organisations</b> and surpassed the 10,000 volunteering hours mark since 2018.</p>	<p>We will continue to focus on core areas of <b>sustainability, education &amp; opportunities, digital &amp; innovation and financial inclusion</b> as part of our Sustainable Communities and are committed to developing enhanced reporting mechanisms and expanded KPIs in 2022 and beyond.</p>	<p>AIB in our Community p.65-67</p>

# USABILITY OF SERVICES AND ACCESSIBILITY OF PRODUCTS

## OUR APPROACH

Making products and services personal, relevant, easy to use and accessible to all, anywhere at anytime, is a material topic for our stakeholders and ranked highly in terms of regulatory expectations.

**2.86M**  
DAILY INTERACTIONS

**3.7K**  
VULNERABLE CUSTOMERS SUPPORTED

We have a customer first approach; we are engaging, listening and responding to our customers, and working with them to ensure they get the best products and services how, where and when they need it. Under our customer first approach, our ethos is that both new and existing customers are treated in a fair and transparent manner.

### OUR PRODUCTS AND SERVICES

In AIB, our main products and services offerings are mortgages, personal, SME and corporate lending, payment services, credit card services and deposits. Where we provide non-core banking products, we typically partner with market leaders.

It is important to our stakeholders that our products and services are personal, relevant, easy to understand and accessible. The proposition design framework, which includes consumer testing of new propositions, is used to ensure this. Product owners use tools and insights to clearly identify customer needs and suitability, taking into consideration that we are treating customers fairly, supporting vulnerable customers as we consider the design of processes and ensuring a good customer experience throughout the overall product lifecycle.

In addition, the 'Voice of the Customer' programme and NPS scores allow us monitor our products and services and ensure they are easy to use and accessible. You can find more insights into our product development in *Enabling Customers To make better informed financial decisions* on p.58 and NPS in *Customer Experience* on p.71-73.

### ACCESS TO OUR PRODUCTS AND SERVICES

We strive to make our products and services accessible to all our customers. They are made available across a range of channels - via our branches, ATMs, phone, mobile and online banking as well as through An Post (in Ireland) and the Post Office (in the UK). Our various channels give our customers the freedom and flexibility to bank whenever they need to, from wherever they are. Customers can also talk with us via our social channels.

In Ireland, we currently have 170 AIB branch locations and 8 campus locations, as well as 68 EBS branches. All Post Offices nationwide c.900+ offer some level of AIB services (cash services). Currently, 146 Post Offices are enabled for cheque lodgements. In our partnership with An Post, we are working to expand the An Post cheque lodgement services across their full network in 2022, while also providing an enhanced process for lodging to credit card accounts, negating the need to process paper which is an added sustainability benefit. In addition, customers are supported through our EBS network and Payzone infrastructure nationwide. Everyone can access our banking services through the Post Office network on the island on Ireland and through a mobile community bank for rural locations in Ireland. More information on this is in our 'Ways to Bank' brochure.

In the UK, AIB has 7 branch locations. In addition, AIB UK personal and business customers can access cash lodgement and withdrawal, cheque encashment

and cheque deposit services through the Post Office network of over 11,500 locations in the UK. Delivering high quality service to our customers is key for AIB. Our Management oversee the relationship and service of the Post Office Counter Service Contract, conducting ongoing reviews of service and resilience.

In response to the evolution of banking and changing customer demand for services, through 2021 we amalgamated a number of branches in urban and suburban locations.

### Enhancing accessibility

Traditionally customers needed to visit a branch to open a personal bank account or apply for a loan. Now, using a mobile phone, customers can open a personal Current Account. People aged 16-65 years, who live in Ireland, have an EEA Passport, and do not hold any accounts with AIB can complete all identity and address verification requirements for opening their account on-line (for more information see <https://aib.ie/our-products/current-accounts/online-bank-account-opening>). Consumers seeking lending have the ability to apply across multiple channels. In addition, customers seeking financial planning reviews can access specialist engagement by phone and screen share.

# USABILITY OF SERVICES AND ACCESSIBILITY OF PRODUCTS

DAILY USER INTERACTIONS	2021	2020
Daily Interactions	2.86m ↑	2.57m
Active on mobile app	1.55m ↑	1.39m
ATM Transactions	72.7k ↓	84k
Mobile Interactions	2.6m ↑	2.3m
Daily Internet Banking logins	115k ↔	115k
Daily Contact Centre Calls	21.3k ↓	23k
Daily Branch Transactions	44k ↑	39.5k
Daily Kiosk / Table logins	8.7k ↓	10.7k

Source: Company information

In Ireland, AIB promotes the use of mobile phone banking to increase access to banking services for all customers. In 2021, both the number of customers active on our Mobile app increased as did our Daily Interactions. The increasing trend across daily interactions evidences how our customers' behaviour has changed in recent years, reflecting enhanced digitalised functionality that is now available and the impact of Covid over the last two years.

Despite the challenges of Covid over the last two years, we have continued to engage customers in usability testing prototypes and designs of proposed enhancements to our digital services, to ensure they are fit for purpose and meet our customer needs.

## RAISING A CONCERN

Where customers are not satisfied with a product or service, they can raise a complaint in branch, in writing

or via telephone. Our Customer Care team deals with all complaints and customer dissatisfaction to ensure they are resolved swiftly with the customer engaged throughout the process. For more information on how we manage complaints see *Customer Experience* on p.71-73.

## WHEN CUSTOMERS NEED A LITTLE EXTRA SUPPORT

We understand the different needs of our customers and work to support them in a number of ways.

For customers with sight difficulties:

- » Our Mobile Banking App supports accessibility (for both Android and iOS users) through the ability to enlarge font size. We continued to optimise the AIB Mobile App for accessibility, also launching Dark Mode, for those with colour distinction challenges.
- » Bank statements can be ordered in braille/large print, and on our website we make the text scalable where possible.
- » Our ATMs have an adapted keypad that has a raised pip on the number 5 button and universal raised icons.

For customers with a hearing impairment:

- » Our Internet or Mobile channels are a useful alternative to phone or branch-based banking.
- » We have a priority line for customers who use sign language translation services.

For customers with other challenges:

- » With a network of branches across Ireland, plus the reach of the Post Office network, customers can engage face to face for further support. For more information on accessibility in our branches see *Resources available to customers* on p.56.

AIB is a JAM 'Just a Minute' Card-friendly bank. This means that all are staff are trained to support customers who need extra time or support with their Banking. AIB was one of the first banks in Ireland and Northern Ireland to become a JAM-friendly organisation.

## SUPPORT FOR CUSTOMER VULNERABILITY

There are times in life when we are less able to cope with everyday things. Banking is for everyone and we want to make sure all our customers can look after their money even during more difficult times. Our Vulnerable Customer Programme was established to develop supports for customers in vulnerable circumstances. The programme is built on the experience of staff who support customers every day and is focused on key areas including Financial Abuse, Addiction, Dementia, Mental Health, Accessibility, and Economic Resilience. The objective of the programme is to take exceptional care of our customers when they need us most and to foster a culture of inclusion and support in everything that we do.

Most people will experience vulnerability in some form over their lifetime. These are the times when our response can make a significant difference. Our customers may need help to remain independent, support with making their own decisions, assistance

to access services or sometimes our customers just need us to listen, understand and be flexible. To embed this thinking across AIB from product development to customer services, we have a dedicated Vulnerable Customer Support team (and Vulnerability Specialists in Northern Ireland), a Vulnerable Customer Policy, procedures and guidance, external partnerships, a comprehensive training programme and a governance structure. We also have an "Additional Support Flag" system to capture when a customer needs additional support. This means that our customers just need to tell us once and our employees can provide consistent support.

Using our systems and procedures, our frontline employees were able to provide additional support to over 3,700 customers when they needed it most. In addition, our Vulnerable Customer Support team assisted with over 1,300 of the most complex customer cases.

From our experience, we understand that customers who are seeking asylum or have recently been granted refugee status may not have access to the standard documents required to open a bank account. In 2021 we provided guidance on our website to help with this. In addition we also visited refugee Reception Centres to open accounts for a number of their residents with the support of the Reception Centre officials.

## VULNERABLE CUSTOMER SUPPORT TEAM

A dedicated Vulnerable Customer Support Team is available to assist staff with the most complex customer cases. The team deals with a wide variety of customer circumstances with Financial Abuse, Dementia, and Accessibility being the areas where they provided most

assistance and support in 2021. To support the work of the team, we have developed strong links with the HSE Safe Guarding Committees, SAGE Advocacy, and the Gardaí. These relationships were particularly important during the Covid pandemic and these groups went out of their way to help us support our customers during this time.

**STAFF TRAINING ON VULNERABILITY**

Our eLearning curriculum covers the key areas of focus under the vulnerable customer programme. It is supported by classroom based training, where employees work through and discuss issues particularly relevant to their area. This training continued via virtual channels, throughout the pandemic. In 2021, we delivered over 24,000 hours of vulnerability training.

**ACCESS TO ADDITIONAL SUPPORT FOR OUR CUSTOMERS**

The Basic Bank Account is an EU-wide financial inclusion initiative, to ensure every EU citizen can get access to a bank account. It is a payment account which is available to customers that are EU residents aged 16 or over. Basic Bank Account holders get a payment card, and there are no charges for everyday banking or maintenance fees for the first year. The account holder can make deposits, withdraw cash and receive/carry out payments. AIB customers can avail of the Basic Bank Account across all channels including in branch and remotely via our Mobile Banking App. In 2021, AIB opened 20.4K Basic Bank Accounts (up from 17.1K in 2020).

The Strategic Banking Corporate of Ireland (SBCI) is a national bank, established to provide low-cost credit available to Irish SMEs, finance for small and medium-sized businesses during times of financial

crisis. AIB has partnered with SBCI to provide our customers with access to a range of schemes including the COVID-19 Credit Guarantee Scheme and the Brexit Loan Scheme (see p.57). For SBCI loan enquiries, customers can contact any of our branches.

During the COVID crisis AIB UK has worked alongside our customers to ensure they had access to finance and support, specifically for SMEs through the COVID Loans Schemes offered through the British Business Bank (BBB). At the end of 2021 AIB UK had originated c.£403m across c.5,650 loans across 3 loans schemes. During 2021 the first of our customers availing of BBB loans were due to make their first repayment. In 2021 we enabled 1,155 repayment flexibilities for the scheme.

**LOOKING FORWARD**

In the UK, the FCA is currently in consultation on Customer Duty which aims to bring a fairer and more consumer-focused and level playing field in pursuit of good customer outcomes. Final policy and rules are expected in Q3 2022.

**For more information visit Resources available to customers:**

- <https://aib.ie/help-and-guidance/need-extra-help/accessibility>
- <https://aibni.co.uk/accessibility-and-disability>
- [www.aibni.co.uk/ways-to-bank](http://www.aibni.co.uk/ways-to-bank)
- [www.aibgb.co.uk/help-and-guidance](http://www.aibgb.co.uk/help-and-guidance)
- <https://aib.ie/help-and-guidance/need-extra-help/accessibility/refugee-asylum-seeker>
- <https://aibni.co.uk/accessibility-and-disability>



# USABILITY OF SERVICES AND ACCESSIBILITY OF PRODUCTS

## CASE STUDY

**€327M**  
AIB SBCI COVID-19 CREDIT  
GUARANTEE SCHEME

**24K**  
HOURS OF VULNERABLE  
CUSTOMER TRAINING  
E-LEARNING

**20.4K**  
BASIC BANK ACCOUNTS

### SBCI GUARANTEE SCHEME

The AIB COVID-19 Credit Guarantee Scheme (CGS) was first launched in September 2020, at a time when our SME business customers were working to manage the impact of COVID-19 and needed the support the most. Recognising the challenge of face to face engagement, AIB introduced a streamlined and digital application form enhanced by DocuSign (e-signature) capability, which enabled customers to complete the application process online, including the uploading of necessary supporting documentation. Our customers are also actively supported through a dedicated Centre of Excellence facility to ensure this scheme is provided as effectively and efficiently as possible.

The most recent data published by the Department of Enterprise, Trade & Employment (31 December 2021) indicates that AIB has granted over 57% of the overall drawdown value (€327m of the €571m) in the CGS fund since the launch of the scheme, and 65% of total applications placing us as a market leader in providing SBCI funding to businesses. Our ongoing customer research, tells us that 7 out of 10 customers 'felt valued' as a result of their experience of applying for credit through the CGS scheme leading to a market leading NPS score of +66 for the product. Promoters cite ease of process, helpful staff and good customer service as key elements of the journey, leading to exemplary customer experience at a time when we know and understand that our customers need us more.

The learnings from the CGS experience and how it has positively resonated with our customers will continue to inform and shape continuous improvement across all aspects of our business. The CGS scheme has recently been extended to June 2022 and will continue to facilitate the provision of liquidity and working capital to businesses impacted by COVID-19.

### SBCI BREXIT IMPACT LOAN SCHEME

AIB launched the SBCI Brexit Impact Loan Scheme (BILS) to support small businesses, including farming and fishing in November 2021 with an initial allocation of €140m. The scheme sees AIB continuing to back businesses by providing access to affordable lending with appropriate loan terms to allow businesses adapt to this new and challenging environment. This low-cost funding is available for small and medium enterprises, primary producers and small mid-cap companies that have been impacted by Brexit. Some of the key elements of the funding tailored to benefit businesses which have been impacted by Brexit are

- v. A maximum variable interest rate of 3.5% per annum and
- vi. Loan amounts of €25,000-€1,500,000.

We are committed to supporting businesses as they adapt to a new post Brexit trading environment, the impacts of which are continuing to unfold. Through the BILS we are continuing to ensure our small and medium-sized customers are adequately funded to counter these impacts and make the necessary investments to support the ongoing viability of their businesses. Access to this scheme has been widened to primary industry including farming and fisheries who continue to face difficulties adjusting to Brexit and for whom supports of this nature are a significant benefit.

### VULNERABLE CUSTOMER

Our 'Additional Support Flag' lets our Branch and Direct Phone Banking staff record a customer's additional needs. This means that our customers just need to 'tell us once' and our staff can provide consistent support anytime they contact us. Simple notes such as 'difficulty with voice, provide pen and paper', 'sister will support with more complex decisions', 'speak slowly and clearly' and 'JAM Card user' can make all the difference to a customer's experience and ability to bank independently. The most common types of support required relate to 'Help to manage Banking' (for example due to Dementia) or 'Support Access' (e.g. a customer cannot physically visit a branch). 2021 was the first full year that the flag was in operation and to date we have over 6,000 customers flagged as requiring support.

# ENABLE CUSTOMERS TO MAKE BETTER INFORMED FINANCIAL DECISIONS

## OUR APPROACH

Enabling better informed financial decisions is a key material topic for all our stakeholders. How we contribute to this topic is a key imperative for us.

Our role in AIB is to enable and empower our customers to make the best financial decisions to suit their lives, supporting their financial health. We do this by developing high-quality products and services that are clear, transparent, and easily understandable. We deliver this through a robust product governance, trained financial advisors and a responsible approach to our customer communications. We have a dedicated customer first pillar as part of our Group strategy which underpins all we do.

2023 TARGET

**500K**  
CUSTOMERS SUPPORTED  
FINANCIAL LITERACY

## CUSTOMER FIRST APPROACH

Our Code of Conduct is a core framework that underpins our values and culture. It sets out clear expectations of how we behave and how we do business. One of the five standards of Our Code of Conduct is that we act in the best interest of customers and treat them fairly and professionally. And we deliver on this in a number of ways, including:

- » Promoting fair customer outcomes by always putting their needs first in our advice and in our decision making;
- » Designing products and services that are suitable for our customers; and
- » Providing customers with information which is both accessible and transparent to support and enable them in making informed decisions.

Individual employee breaches of the Code of Conduct are managed through a strict disciplinary process where sanctions up to and including dismissal are applied. Details of the volume of non-compliance with our internal staff Code of Conduct are presented to the Board Audit Committee each year.

## PRODUCT GOVERNANCE

We are aware of the importance of providing our customers with suitable products to meet their needs. Our Product and Proposition Risk Policy sets out our approach for managing and mitigating risks on development of products, propositions, and services, together with substantial changes to existing products. It also applies to the solutions we use to help customers in difficulty. It is a key requirement of our policy, which

applies for both retail and non-retail customers, that their needs are considered right throughout the development and management of products. When designing a new proposition, we also factor in regulatory requirements and ensure we are compliant.

A Product Risk Assessment is completed at key stages of the Product Lifecycle. Products are allocated a risk rating and reviewed on a periodic basis, matched to its rating. These ratings are recorded on the Group Risk Management system. A Product Review is undertaken 6 months after launch and based on its risk rating has periodic reviews ranging from every 1-3 years. Regular, ongoing monitoring of customer feedback with deep dive analysis of errors helps inform us about the appropriateness of the product / proposition and its delivery channels.

The evaluation of a product's performance will be determined by the level of operational, regulatory, conduct and credit risk associated with the product. The effectiveness of the product in meeting customer's needs will be assessed based on customer feedback, the demand through product sales and any complaints relating to the product.

Our Group Product & Propositions Committee is responsible for reviewing and approving new products and propositions including customer solutions and substantial changes to existing products; and to provide oversight of the Group's Product portfolio to ensure it remains fit for purpose for customers. This committee is a sub-committee of our Group Conduct Committee (see *Our Governance* p.11, for more information on our governance structure).

## EMPLOYEE EXPERTISE

Our policy requires that employees involved in the development, distribution and fulfilment of products are trained appropriately. Minimum competency requirements are in place to ensure customers get the required level of service from employees who provide advice and information on retail financial products for and on behalf of regulated firms. Our customer-facing employees involved in the distribution of products must have and maintain relevant qualifications to comply with Minimum Competency Code requirements specific to the products they distribute. For example, our mortgage advisors must hold a Qualified Financial Advisor (QFA) qualification or Accredited Product Advisor (Loans) qualification. Employees maintain their qualifications through Continuous Professional Development. Management monitor that employees maintain the appropriate qualifications for their role.

We have a wide range of sector specialists in place, providing expert knowledge and insights. We also have 11 Agriculture advisors with strong sectoral knowledge, who provide support on the credit assessment of farming enterprises through objective financial and technical analysis.

In July 2021 we introduced our ESG Questionnaire to help engage our business customers in a dialogue about environmental, social and governance matters, and their potential impact for their business. See p.35 for more information.



### RESPONSIBLE COMMUNICATIONS

In marketing our products and services, aligned with our Conduct Risk Framework, we place our customers at the centre of our communications.

When advertising or selling our products, we disclose all relevant information to our customers, including charges. Our product advertising carries warnings to alert our customers of any potential negative consequences of changes to their loan agreement – for example, if they do not keep up their repayments their account will go into arrears and this may affect their credit rating and their ability to access credit in the future.

We conduct a post-launch review of our advertising campaigns to assess our customers' understanding of the campaign purpose and key messages. The review of our major campaigns assesses the following areas: customer sentiment, conversions, brand awareness, affinity, clarity of communications and key message outtakes. All research, insights and customer feedback then forms an integral part of the next campaign planning process.

### Incidents of non-compliance concerning product and service information and labelling

In 2021, 21 error issues were notified to the regulator, the Central Bank of Ireland, under the reporting obligations of the Consumer Protection Code 2012. No errors were notified in the UK or USA. No errors recorded in 2021 resulted in a regulatory warning or fine/penalty.

### PROMOTING FINANCIAL LITERACY

Financial literacy means being able to understand financial terms and use various financial skills including

managing finances, budgeting, operating a bank account, saving/investing and borrowing. Being financially literate is really important to help our customers get the most out of their finances.

In our 2020 AIB Sustainability Report, we launched our target to support and promote financial literacy. In 2021 we have made good progress in promoting financial literacy and in enabling our customers to make better informed financial decisions. Key initiatives include:

#### AIB Future Sparks Programme

An online programme for post primary schools consisting of 'conversation sparking' real life examples of key transferable life-skills. Includes educational teaching resources specifically developed by teachers to support the Junior and Leaving Cert. curriculums across subjects such as Financial Wellness, Business, Economics, SPHE, Home Economics and Career Guidance.

**www.aib.ie** - The goal of our website is to provide customers with clear, easily accessible information about our products and services. It simply and clearly explains what our financial products are, what it means should a customer choose one, and the terms and conditions relating to the product as well as the risks. It also provides supports for those who may need more specialised help such as vulnerable customers, or customers in difficulty. Interest in sustainability matters continues to grow amongst our stakeholders. In 2021, to help our customers who are thinking about some practical steps they can take, we launched a dedicated green living hub. The hub contains content about products and grants available for sustainable lending and home improvements and the savings that can be achieved on energy bills.

### Financial Planning Tool

It is important that customers plan for a secure financial future. Our new 'FutureSorted' quiz on [www.aib.ie](http://www.aib.ie) is designed to engage our customers to start thinking about their financial planning needs. Customers can book a financial review with a Financial Advisor who will look closely at their life and illness cover, mortgage protection requirements, retirement planning and any savings and investment needs to see how the customer can plan for their future.

#### 'Banking - How to' guide

Developed by AIB in partnership with the NOW Group, and launched in 2021, this is a practical guide to managing day to day banking. For more information, see 'Banking - How To' Guide on p.60.

We have a Customer Language review process in place where the goal is to ensure our customer communications are clear and easy to understand.

### PROGRESS AGAINST OUR 2023 TARGET

We have a target for financial literacy, with the aim to support 500,000 customers by 2023. In 2021 we relaunched our Future Sparks programme, with currently 545 secondary schools registered.

In addition, we continue to expand our direct customer supports including our Future Sorted quiz and Banking How to Guide to support the overall financial literacy of our customers.

#### For more information:

[www.aib.ie](http://www.aib.ie)

Code of Conduct (<https://aib.ie/content/dam/aib/personal/docs/sustainability/code-of-conduct.pdf>)

# ENABLE CUSTOMERS TO MAKE BETTER INFORMED FINANCIAL DECISIONS

## CASE STUDY

### AIB FUTURE SPARKS PROGRAMME

**288K**  
STUDENTS

**545**  
SCHOOLS

**90K**  
TREES

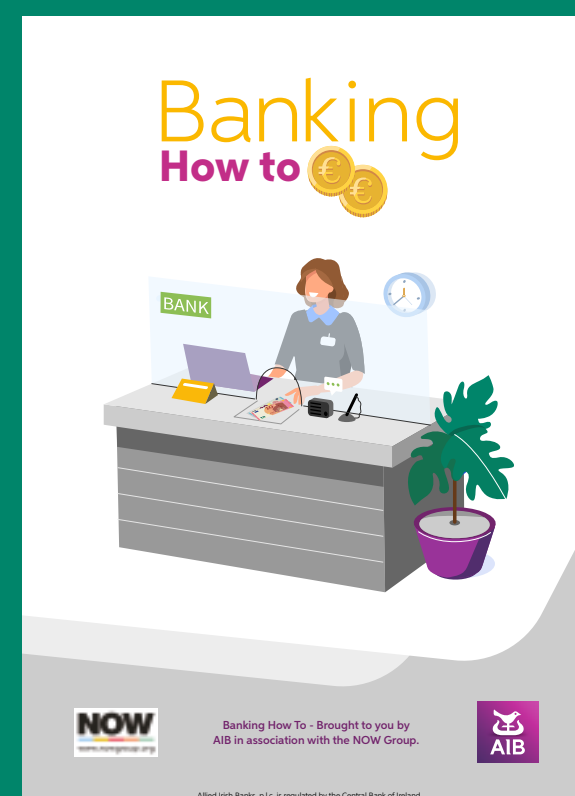
**200+**  
EDUCATIONAL  
RESOURCES

### AIB FUTURE SPARKS

AIB Future Sparks is a financial literacy and skills programme for secondary school students designed to support 12-18 year olds in the development and learning of key life skills. The programme focuses on themes including sustainability, financial wellness, health and well-being, globalisation, and civic literacy. It also supports the development of core skills including communications, critical thinking and digital innovation. Through the programme, students and teachers have access to over 50 educational videos from more than 45 different business, thought leaders and entrepreneurs. They also have access to 200+ educational resources including case studies, worksheets, lesson plans and exam questions with content tailored to the various age groups from 1st to 6th year. Following a re-launch of the refreshed programme in May 2021, 545 secondary schools are now registered to the programme which is 74% of all post-primary schools in Ireland. This equates to approx. 288,000 students between the ages of 12–18 years - making it the biggest programme of its kind in Ireland. It's also supported by the Department of Education through the National Centre for Guidance in Education (NCGE) and the Business Studies Teachers' Association of Ireland (BSTAI). Each group that completes the programme and submits a case study will receive a tree and a plaque for their school, with students also awarded with individual digital certificates to recognise their hard work while supporting biodiversity. Recently, we also worked with Coillte Nature and Forestry Partners to plant 90,000 native Irish trees over the next three years on behalf of new AIB second-level student account holders.

### 'BANKING - HOW TO' GUIDE

In 2021, AIB launched an Easy Read 'Banking - How To' guide aimed at making banking easier for any adult that would benefit from information being provided in a simple user-friendly format.



It provides general banking information that is not specific to AIB. This is to support financial inclusion for everyone regardless of where people choose to bank.

The guide was originally developed at the request of the HSE for inclusion in a training course for adults with a learning difficulty. It is now available on our intranet site for any individual or group who could use it.

It comprises of a booklet and three videos that cover:

- » All about bank accounts

- » Paying for things from your current account

- » Keeping your money safe.

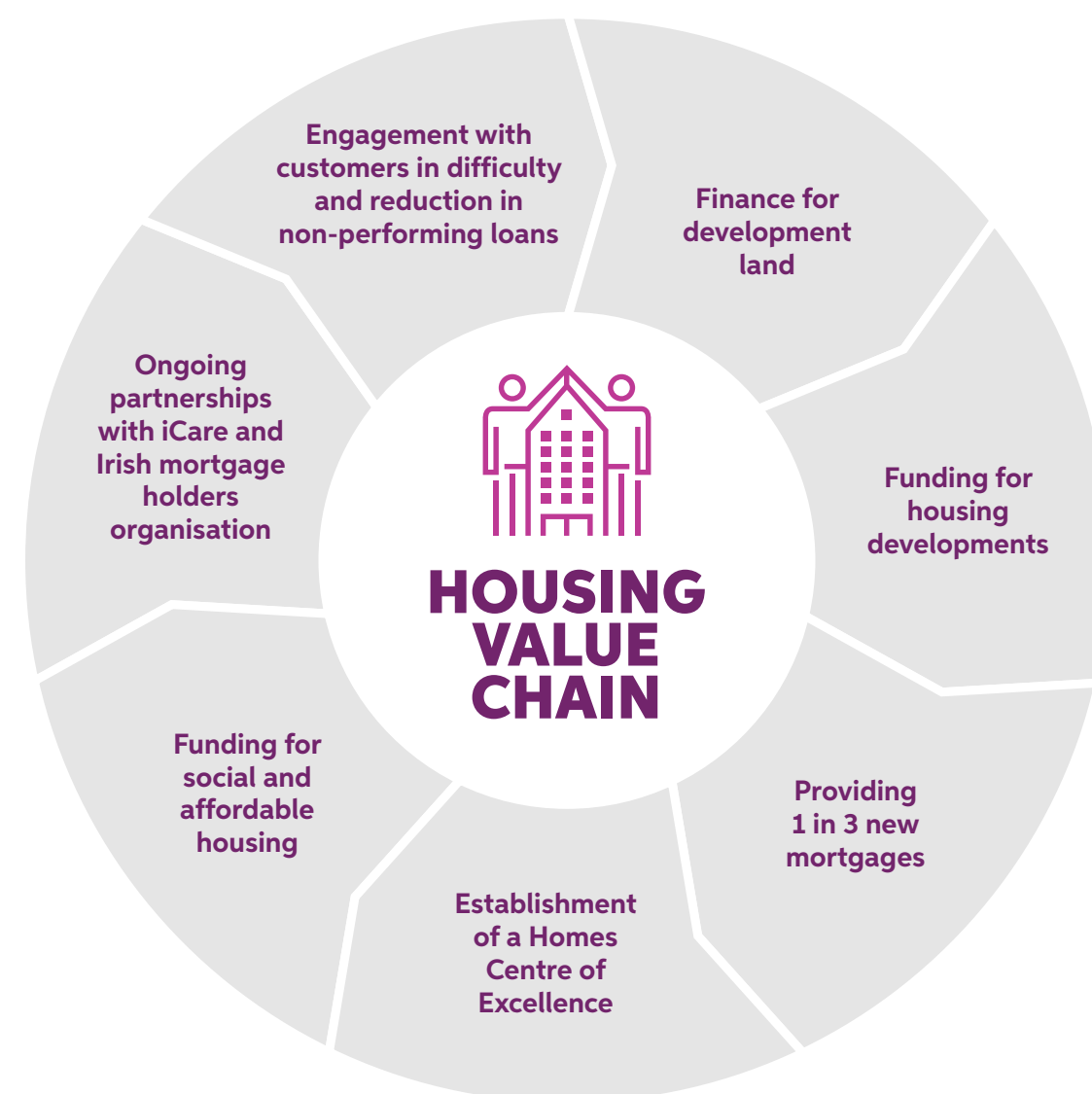
It was developed with support from colleagues across the bank who provided the content, presentation and sign language interpretation. The NOW Group, which provides services that support people with learning difficulties and autism, provided feedback during its development that helped us to ensure the information was clearly explained. Their participants also developed the JAM 'Just a Minute' Card and so they were key contributors in developing the guide.



# HOUSING

## OUR APPROACH

Housing is a topic that resonated with our stakeholders, specifically in relation to how AIB is helping to improve the availability and affordability of housing. Housing is a key strategic priority for us as a pillar bank in Ireland, representing 51% of our loan portfolio. We understand that we have a key role to play in supporting and increasing the housing supply in Ireland. How we contribute to this topic is a key imperative for us.



Most of our operations are in Ireland and right now, the Irish housing system is facing many big challenges including lack of housing supply to buy or rent in the private sector, high cost of building, affordability of house prices and too many people are unable to access appropriate housing or experiencing homelessness. Under the Programme for Government, the Irish Government has developed a “Housing for all Plan” to take steps to improve the housing system, with a longer term vision to achieve a steady supply of housing in the right locations with economic, social and environmental sustainability built into the system. It is estimated that Ireland will need an average of 33,000 new homes to be provided each year from 2021 to 2030.

As a pillar bank in Ireland, AIB is committed to continuing to play a key role in the housing market in Ireland. We are involved across the housing value chain, from the financing of development land, through to supplying funding for housing construction and financing mortgages. We are the largest lender in the Irish mortgage market, financing approx. €3bn of new mortgage lending in 2021.

### SUPPLYING FUNDING FOR HOUSING CONSTRUCTION

In Ireland, our Real Estate Finance team within our Capital Markets segment is a specialist lending unit of over 50 people consisting of lenders, engineers, surveyors and economists. The team provides funding for:

- » Housing developments;
- » Social & affordable housing schemes; and
- » Private Rented Sector (PRS) developments

All new houses being constructed for which we provide finance, are A-rated in terms of energy efficiency. In 2021, AIB joined the Irish Green Building Council as a Platinum member. Capital Markets is the primary funder on current developments that will deliver 10,000 housing units. AIB also provides finance for land development.

We also support housing development in the UK, where we are niche player in the market.

### FINANCING MORTGAGES

Mortgages are a critical financial product to support our customers to acquire their own home. Our mortgage products are targeted at Irish resident adults typically aged 25-55 years, with sufficient sustainable income to service the debt over the life of the mortgage. We provide support to customers who are buying their first home, moving home, switching or carrying out upgrades to their existing home. In 2021, we supported 7,686 First Time Buyers with finance to help them to buy their first home.

We aim to make the mortgage journey as straightforward as possible for all our customers. Expert information is available over the phone or in branch. On our website, new and existing customers can find lots of information to help them on their way. Some of our first time buyer customers have shared their mortgage experience which is available on our website.

AIB is unique in maintaining three distinct mortgage brands – AIB, EBS and Haven. This enables us to offer the broadest set of mortgage propositions, addressing a diverse set of customers’ needs. Across our brands we continuously strive to be competitive, offering fixed rate, variable rate and cashback options as well as tailored products to respond to customer demand.

In the last 12 months, a number of enhancements were made to our mortgage propositions including the introduction of our Haven Green Mortgage (offering a very competitive mortgage rate to customers who invest in housing with a BER rating of B3 or better) and

2024 TARGET

€800M

SOCIAL HOUSING FUND

# HOUSING

reductions to our AIB Green Mortgage fixed interest rates. In addition, we also provided reductions to our standard fixed interest rate mortgage rates, ensuring that AIB offers competitive mortgage propositions enhancing the affordability of our mortgage products across all our mortgage brands. Our Green Mortgage product encourages and rewards customers for investing in energy efficient housing, and supports the reduction of CO2 emissions associated with the national housing stock. A Mortgage Top-Up is designed to support customers who want to invest in improving the energy efficiency of their housing, again helping our customers reduce their carbon footprint. For more information on Green mortgages see p.36.

Mortgage products are managed by a dedicated team in Retail Banking and a network of advisors in our branches support the delivery of our mortgages, as well as other financial products and services. Customer-facing employees involved in the distribution of products must have and maintain relevant qualifications to comply with Minimum Competency Code requirements specific to the products they distribute. Employees maintain their qualifications through Continuous Professional Development and management monitor that employees maintain the appropriate qualifications for their role. The Homes Business is a key business within AIB and is subject to rigorous cadence of oversight right up to Board. It is monitored from a broad range of aspects, market performance, customer experience, financial, operational, credit quality, employee, etc. and reports to Board on a quarterly basis.

## SUPPORT FOR MORTGAGE CUSTOMERS IN DIFFICULTY

A mortgage loan to buy a home, is probably the most important financial commitment for our customers. When a customer is worried about paying their mortgage or has missed a mortgage payment we encourage them to contact our Arrears Support Unit as soon as they can. We promise to listen, be open-minded and not to judge. We can also give contact details for third party advisors that can give independent advice. We will work with our customers to find a resolution and available options including interest only periods, fixed repayments, split mortgages and more are set out in our Mortgage Arrears Resolution Process booklet.

All customers in mortgage difficulties are entitled to engage with independent third parties or have third parties engage with AIB on their behalf. AIB engage with the relevant government/customer advocacy organisations (MABs, Abhaile, IMHO) where required and customer correspondence contains details of options to engage with these parties. AIB has demonstrated a proactive approach to ensuring our solution suite and resolution strategies continue to evolve and remain appropriate for supporting our customers in difficulty.

One of the options available to customers is the Mortgage to Rent (MTR) Scheme which is an initiative to help people remain in their home who are unable to meet their mortgage repayments. The solution is designed to provide customers with peace of mind by facilitating the sale of their home to a MTR Provider,

who then rents the property back to the customer at a rent that is affordable for them. The customer continues to live in their own home with minimum disruption to family life. The scheme also enables the bank to deliver a sustainable solution to non-performing debt and releases capital, which supports new lending and growth of the overall economy. The MTR solution is designed to avoid legal repossession scenarios.

AIB is the largest lender and supporter of Mortgage to Rent in Ireland and provides funding assistance to the two largest providers of the scheme (iCare and Home for Life). iCare is an Approved Housing Body and registered charity that helps homeowners in financial difficulty remain in their home through the Government's 'Mortgage to Rent' scheme. The Irish Mortgage Holders Organisation and AIB have partnered on a joint initiative which aims to save customers with mortgage difficulties from losing their home.

## SUPPORTING SOCIAL HOUSING

Our Capital Markets segment has a specialist Social Housing Sectoral Team focused on provision of lending solutions to Approved Housing Bodies (AHB) and other social housing providers. Lending activities support the acquisition of new build BER A-rated, second-hand and Mortgage to Rent (MTR) homes. This team supported the provision of c.800 new and second-hand homes to the social housing market in 2021. We also have a UK Housing sector team that supports social housing.

## €800M SOCIAL HOUSING FUND

During 2021 we fully allocated our €300m Social Housing Fund for both development and investment funding, which was launched in October 2020 with the aim of funding 2,000 social housing units. Development funding is managed by our Real Estate Finance team and investment funding by our Social Housing team. Through a combination of Social Housing development and investment, over 2,100 homes were delivered under the fund.

**7.7K**  
FIRST TIME BUYERS SUPPORTED

**10K**  
RESIDENTIAL UNITS  
- PRIMARY FUNDER

**€300M**  
SOCIAL HOUSING  
FULLY ALLOCATED IN 2021

In July 2021, we launched an additional €500m Social Housing fund to back the provision of a further 3,000 social houses and utilisation of the fund is monitored on a monthly basis. This brings our total Social Housing Fund to €800m by 2024. Social Housing buildings that we finance are considered eligible for the pool of assets underpinning our Green Bond and Social Bond programme.

The ability for institutional investors to invest in social housing was impacted by a change in Government policy in 2021, and this may affect our ability to provide long-term funding to this cohort. The launch of the Government's Housing for All plan should provide future opportunities, specifically for social housing acquisitions by Approved Housing Bodies. We continue to work collaboratively both across our business and with relevant external partners to seek opportunities to provide a combined development and investment facility to Approved Housing Body clients.

### RISK MANAGEMENT

Our housing finance activities are operated within a robust risk management process, and we closely monitor our exposure to different aspects of the residential market. Key credit risk policies governing the funding we provide for housing finance include our Residential Development Policy, our Residential Mortgage Policy and our Social Housing Policy.

- » Our Residential Development policy – governs lending for constructing residential developments. It was approved by our Group Credit Committee.

- » Our Residential Mortgage policy – governs lending for part funding the purchase, refinance or top-up/equity release on residential property. It was approved by our Group Risk Committee.
- » Our Social Housing and Commercial Investment policies govern lending for social housing. It was approved by our Group Credit Committee.
- » Our Group Forbearance policy governs the range of modifications/alternative repayments considered for mortgage customers in difficulty and ensures our processes are aligned with the requirements of the Code of Conduct on Mortgage Arrears. It was approved by our Board Risk Committee.

### LOOKING AHEAD

In addition to supporting the development of social housing, AIB will also be a key stakeholder in the Government-led First Homes Affordable Homes initiative. AIB will both contribute to the private equity fund to fund equity element of the house purchase and also provide mortgage finance to customers. It is anticipated that the first round of the First Homes scheme will support the delivery and purchase of 6k to 8k new affordable homes to the Irish market. It is anticipated that the First Home initiative will be launched to market in mid-2022.

The Central Bank of Ireland have indicated their intention to review the operation of the Macro Prudential Mortgage (MPM) lending limits in 2022. It is not clear at this stage if the review will result in a significant change to the current MPM limits.



# UNEP FI PRINCIPLES FOR RESPONSIBLE BANKING - CASE STUDY

Our strategic focus on climate action and housing is reinforced through the work we have undertaken as signatories of the UNEP Finance Initiative (UNEP FI) Principles for Responsible Banking.

In last year's report, we updated on the SMART targets we had set for Climate Action. In 2021, we refreshed our Impact Analysis using the UNEP FI Portfolio Impact Analysis Tool for Banks. The tool, which is used to help Bank's to identify the areas in which they have the most significant impact, takes into consideration national needs across twenty impact areas. As Ireland is our most significant location of operation, we focused on the national needs of Ireland (see table). Considering the impact areas with highest or very highest need for Ireland, along with the profile of our business, we determined Climate Action and Housing are where we can make the most significant impact in Ireland.

## CLIMATE ACTION - NATIONAL CONTEXT

The UNEP FI Portfolio Impact Analysis Tool for Banks identifies 'CO2 emissions per capita' as a high need nationally, which is leading to negative economic and social implications for Ireland. Access to finance to support the transition to a low carbon economy is critical.

In July 2021 the Climate Bill was passed into law, which requires a 51% reduction in national greenhouse gas emissions by 2030 and for Ireland to achieve Net Zero by 2050. In addition the Climate Action Plan was published in November 2021 which sets sector level reduction targets and outlines an action plan and set of initiatives to deliver the reductions required.

In October AIB doubled the Climate Action Fund to €10 billion, supporting Ireland's transition to a low carbon economy. AIB previously allocated €5 billion to the fund which was originally launched in 2019 with a target of lending €1 billion per annum for green and transition lending over five years – a target which

**SMART Target 1:** Provide €10 billion in 'Green' lending to support the transition to a low carbon economy from the period 2019-2023. Reflecting strong progress in supporting Ireland's transition to a low carbon economy, during 2021 we have doubled the target from €5 billion to €10 billion. We will be further strengthening this target when we have our science based targets in place and externally validated during 2022.

AIB now aims to substantially exceed by the end of 2023. Given the investment required to finance the transition to a low carbon economy is estimated at c.€50 billion for Ireland (Source: Goodbody), banks have a crucial role to play in supporting individuals and businesses to make the transition. AIB has been accelerating the rollout of products and services that assist customers in reducing their carbon emissions, with green lending accounting for 19 per cent of our new lending in 2021.

Building on AIBs previous Net Zero ambition and portfolio level emissions analysis, internal science based emissions reductions targets (ERT) have been developed in 2021, covering 63% of AIBs customer lending portfolio. The portfolios covered by ERT targets include electricity generation (3% of loan book), residential mortgages (51%) and Commercial real estate (9%).

## HOUSING - NATIONAL CONTEXT

The UNEP FI Portfolio Impact Analysis Tool for Banks identifies 'supply and affordability of housing' as a high need nationally, which is leading to negative economic and social implications for Ireland. Increasing the supply of social housing is a key quantitative measurement proposed within the UNEP FI impact analysis, which Banks can focus on to increase their positive impact against this identified high national need area.

To contextualise the national focus on the housing challenge in Ireland, the Irish government signed the Lisbon Declaration in

**SMART Target 2:** Provide €800m in lending approvals that supports the provision of social housing over the period 2020-2024. (€300m fund launched in 2020 and €500m fund launched in 2021).

During 2021 internal science based emission reduction targets have now been set for c.63% of our group lending portfolio. This includes the Mortgage portfolio (51%), Commercial & Real Estate (CRE) lending book (9%) and Electricity Generation (3%). This is aligned to Science Based IEA decarbonisation pathways.

Please see the Principles for Responsible Banking Tables on p.94-99

2021 to work towards ending homelessness by 2030. According to the government Housing for All Plan 2021, over 60,000 households are on social housing waiting lists. Additionally Social Justice Ireland highlight that 30% of the current social housing building stock is more than 40 years old. The number of households seeking social housing in Ireland has increased by 33% since 2016 (when the data reported 90,600 households).

The Irish government has a number of significant initiatives which are seeking to address these challenges. As part of the Housing for All Plan 2021 there is a national commitment to provide on average 9,500 new Social Housing Homes to 2026. Through an updated 'Housing First' National Implementation Plan, provide 1,200 tenancies over the next five years for people with a history of rough sleeping, or long-term use of emergency accommodation and who have complex needs.

In addition, 36,500 Local Authority properties will be retrofitted to B2 Building Energy Rating (BER) or Cost Optimal equivalent by 2030 as outlined in the Climate Action Plan 2021. AIB are seeking to participate as both an equity provider and mortgage provider in a State-backed shared equity 'First Homes' scheme. The scheme aims to support first-time buyers and promote home-ownership in middle - lower income ranges. The delivery of this scheme is under investigation stages currently and is underpinned through the publication of the Affordable housing Act 2021.

SUMMARY OF IRELANDS NATIONAL NEEDS				
IMPACT	IMPACT AREA	METRIC	SCORE	
QUALITY (PHYSICAL AND CHEMICAL PROPERTIES) AND USE OF RESOURCES	WATER	Quality of water bodies	3	
	AIR	Concentration of particles	1	
	RESOURCES EFFICIENCY / SECURITY	Energy consumption per capita Fresh water withdrawals	2 1	
	CLIMATE	Climate risk CO2 emissions per capita	1 3	
	WASTE	Solid municipal waste Recycling rate	4 2	
	ECONOMIC VALUE CREATION FOR PEOPLE AND SOCIETY	INCLUSIVE, HEALTHY ECONOMIES	Ease of doing business	1
			Poverty rates R&D spending Financial inclusion	1 3 1
ECONOMIC CONVERGENCE		Income level	1	
		Social mobility Other ( economic convergence)	2 2	
AVAILABILITY, ACCESSIBILITY, AFFORDABILITY AND QUALITY OF LIFE	WATER	Availability of water Access to water	1 2	
	FOOD	Undernourishment	1	
		Healthy nutrition Food security	4 1	
	HOUSING	Slum dwelling	1	
		Homelessness Affordability	2 3	
		Overcrowding	1	
	HEALTH & SANITATION	Life expectancy	1	
		Healthy Life Expectancy Universal Healthcare Coverage (UCH)	1 2	
	EDUCATION	Years of schooling Literacy	1 1	
	EMPLOYMENT	Unemployment Working conditions	2 1	
	ENERGY	Access to energy Energy affordability	1 2	
		MOBILITY	Transport infrastructure Public transport	2 2
	Traffic congestion		3	
Road Safety	1			
ICT	Use of internet Freedom of press Working conditions	1 1		
CULTURE & HERITAGE	Government spending for capita	1		
PERSONAL SECURITY	Risk of humanitarian crises	1		
	Human rights policy and regulation	2		
JUSTICE (& EQUALITY)	Rules of law	1		
	Gender Equality	1		
	Racial/ethnic discrimination*	1		
STRONG INSTITUTIONS, PEACE & STABILITY	Presence of armed conflict	2		
	Government debt Corruption	2 1		

Source: UNEP FI PRB Portfolio Impact Analysis Tool for Banks



# AIB IN OUR COMMUNITY

## OUR APPROACH

In AIB, we want to be an accelerator for change toward a more sustainable way of living, which is why we're backing our communities to achieve a more sustainable tomorrow. We know that when we come together, we can make a meaningful difference, so we're pledging to support, to educate, to learn from and to empower our communities.

## ONGOING FOCUS ON AIB IN OUR COMMUNITY

With deep community roots, we continue to demonstrate our support and are committed to making a positive contribution to society and the communities where we live and work. As a business, an employer and neighbour we're connected through our people; our physical presence on high streets enables face-to-face advice and support for grassroots activities across local communities. We take our obligations as a community partner seriously, it's an area of ongoing strategic focus for us.

2021 was another year where communities continued to be impacted by the pandemic, and where AIB continued to respond through our group-wide community programme of strategic partnerships, volunteering, corporate giving and fundraising. We contributed over €10m in financial investment to support our chosen partners and the wider community.

The community strategy is governed by the Sustainability Committee and the Sustainable Business Advisory Committee, a sub-committee of the Board. All strategic decisions go through these channels before budget sign off and implementation.

### SUPPORTING THE VULNERABLE: AIB TOGETHER €1M FUND

Through supporting organisations which reach into the heart of our communities and help vulnerable groups affected by the pandemic, we distributed €1m to those most in need, including our charity partners Age NI, Age UK, ALONE, FoodCloud, Pieta, and Soar.

### EMPLOYEE VOLUNTEERING AND FUNDRAISING

Our people volunteered and fundraised for over 600 local organisations and surpassed the 10,000 volunteering hours mark since 2018. We actively encourage our people to get involved in their local communities and provide 2 days each year for them to support local causes.

Emma Raben, AIB Online Services Manager, volunteers in the Sue Ryder Foundation charity shop in Portarlington, Co. Laois, which is dedicated to helping older people to live safely, securely and independently.



**"I LOVE WORKING IN THE SHOP, I'VE MET SO MANY PEOPLE IN THE COMMUNITY, FRIENDS AND NEIGHBOURS. THE SHOP IS PART OF THE COMMUNITY IN PORTARLINGTON; SOME CUSTOMERS HAVE NO FAMILY SO THEIR INTERACTIONS WITH PEOPLE IN THE SHOP ARE REALLY IMPORTANT."**

### OUR COMMUNITY IMPACT

Our core community partners enable us to further develop our impact on society and focus on key areas where we can make a real difference across youth, education, sustainability and financial inclusion.

### ENABLING THE REDISTRIBUTION OF 19 MILLION MEALS WITH FOODCLOUD

AIB and FoodCloud have a shared vision of building more sustainable communities to support the just transition to a low carbon economy, and an Ireland

## THE GOAL MILE

First year of AIB sponsorship of the GOAL Mile, raising €409k with 20,000 participants in over 20 countries around the world – making 2021 the largest GOAL Mile ever!



4<sup>th</sup> year of partnering with FoodCloud. Since 2018, with AIB's support alone, over **19 MILLION MEALS** have been redistributed to over 600 charities throughout Ireland



6<sup>th</sup> year of partnering with SOAR. **5,847** teenagers supported across Ireland



25 years of partnering with Junior Achievement.



**1,260** volunteers working with over

**29,000** students in

**355** schools

where no good food goes to waste. Since the start of our partnership, AIB has enabled FoodCloud to redistribute over 19 million meals.

AIB employees have volunteered with FoodCloud, either in the Cork, Galway or Dublin Hubs, gleaning on farms, or through skilled volunteering sessions, donating over 8,000 volunteering hours since the start of our partnership in 2018. Our partnership has meant that 7,640 tonnes of food was redistributed, with over 24k tonnes of CO2 eq. avoided.



**“In 2021, 54% of volunteers who supported the distribution of food from our Hubs were from AIB. We have had great engagement with teams across AIB and are incredibly proud of our partnership and the ongoing support from AIB towards our vision of a world where no good food goes to waste.”**

- Iseult Ward, CEO & Co-Founder, FoodCloud



**STEPPING UP FOR THE GOAL MILE**

After over 16 years of supporting GOAL through fundraising events, in 2021, we became official lead sponsor of the humanitarian agency’s flagship fundraising event, the GOAL Mile, the beginning of an exciting partnership, which sees AIB backing the communities across Ireland that support GOAL every Christmas.

In 2021, with the backing of AIB, the GOAL Mile reached more communities throughout Ireland and, virtually, across the globe. The growth of the event will empower GOAL to support even more communities affected by climate change across the world. The new GOAL partnership evidences AIB’s commitment to supporting sustainable communities, not just in Ireland but globally, and specifically to support those most impacted by the effects of climate change.

**CELEBRATING 25 YEARS OF PARTNERSHIP WITH JUNIOR ACHIEVEMENT IRELAND**

Junior Achievement Ireland (JAI) helps children of all ages understand the benefits of staying in education, building a society that is socially and economically inclusive. After 25 years of partnership, in 2021, we committed to supporting a new Junior Achievement module, ‘It’s My Business’, which educates students

on the theme of entrepreneurship. This will reach over 6,000 primary school students who will learn how to turn an idea into a business.

Partnering with JAI is aligned with AIB’s wider sustainability strategy to play its part in building a society that is socially and economically inclusive through investing and raising awareness in access, education and innovation for our customers, colleagues and our communities. Over the course of our 25-year partnership, 29,700 students have completed Junior Achievement programmes facilitated by more than 1,260 AIB volunteers in 355 schools around Ireland.



**“I TOOK PART IN THE JUNIOR ACHIEVEMENT CAREER SUCCESS PROGRAMME WITH BRONAGH FROM AIB. I LEARNED ABOUT COMMUNICATION SKILLS, THE IMPORTANCE OF TEAMWORK AND WHAT A PERSONAL BRAND IS. WE FELT IT WAS VERY REASSURING THAT A LOT OF THESE SKILLS ARE TRANSFERABLE SKILLS THAT WE HAVE DEVELOPED IN SCHOOL THROUGH GROUP PROJECTS OR BEING PART OF A SCHOOL TEAM.”**

- Sean O’Leary – Student, St. Paul’s CBS, North Brunswick Street, Dublin 7

- Pictured are CEO of Junior Achievement Ireland, Helen Raftery and AIB CEO Colin Hunt with students from Harold’s Cross NS. Pic: Marc O’Sullivan

**HELPING TEENS SOAR**

Soar have been on the ground delivering workshops to teenagers in Ireland since 2012, and its school workshops aim to empower young people to thrive and fulfil their potential. AIB’s support has enabled 5,847 young people to be supported through workshops and development programmes.



**“IT WAS GREAT! I REALLY GOT TO EXPRESS MYSELF AND GET TO KNOW MY CLASSMATES BETTER. IT WAS A GREAT WAY TO PUSH YOUR BOUNDARIES AND GET RELIEF IN THE HARD TIME OF BEING A TEEN TODAY.”**

- Teen at St Aloysious College, Carrigtwohill, Co Cork

# COMMUNITY SUPPORT

## CASE STUDY

### FOODCLOUD

FoodCloud has been a key partner since 2018, and over that time the partnership developed a significant volunteer programme with over 1,300 AIB employees volunteering at FoodCloud's hubs donating over 8,000 volunteer hours. This volunteering involved packing food which then went onto charities, as well as skilled volunteering which involved AIB specialists supporting FoodCloud in the areas of social media, technology, and finance.

AIB has enabled the redistribution of over 19 million meals through FoodCloud and our partnership has meant that 7,640 tonnes of food was redistributed, with over 24k tonnes of CO2 eq. avoided as at the end of 2021.

**“Our partnership has had a transformative impact on FoodCloud and our ability to support our network of Community Groups across the country. Thanks directly to AIB support, more than 8,000 tonnes of surplus food – the equivalent of 19.2 million meals – have been redistributed to community groups all over the country since our partnership began in 2018. By preventing this food going to landfill, AIB has directly ensured nearly 26,000 tonnes of CO2 equivalent has been avoided. We are so grateful to the 1,360 AIB staff who have donated over 8,200 volunteer hours to FoodCloud, especially to those who provided an essential part of FoodCloud's service during COVID-19.**

- Iseult Ward, CEO & Co-Founder, FoodCloud

### JUNIOR ACHIEVEMENT IRELAND

Partnering with Junior Achievement Ireland (JAI) is aligned with AIB's wider sustainability strategy to play its part in building a society that is socially and economically inclusive through investing and raising awareness in access, education and innovation for our customers, colleagues and our communities. JAI utilises the experience of those already in the workforce to help children of all ages fully understand the important role that education will play in shaping their futures. AIB has supported JAI since its foundation in 1996 and our people volunteer every year to work on structured JAI programmes that help students make the connection between their studies and their post-school futures. During this 25-

year partnership, 29,700 students have completed Junior Achievement programmes facilitated by more than 1,260 AIB volunteers in 355 schools around Ireland.

**“We talked about interviews, what to do and what not to do and then we prepared an elevator pitch. Bronagh explained everything in way we could all understand. She told us her story, about what she did after school, what she studied and about her career path. I definitely feel more prepared for my future work life and feel less nervous about going for an interview.”**

- Sean O'Leary – Student, St. Paul's CBS, North Brunswick Street, Dublin 7

### AIB AND THE GAA

AIB is the longest continuous sponsor of the Gaelic Games, a relationship which goes back over 30 years and now in its 31st season as sponsors of the GAA All-Ireland Club Championships. AIB is also in its 9th season as sponsor of the AIB Camogie Club Championships and has played a key role in the support and elevation of the women's game at grassroots level. Together, the Club Championships see 65,000 players compete from more than 2,500 clubs nationwide. Since 2014, AIB has also sponsored the GAA All-Ireland Senior Football Championship, the country's premier football competition, which sees AIB present throughout the Gaelic Games calendar. The GAA and Camogie partnerships are of strategic importance to AIB as crucially there is a Gaelic Games club at the heart of every local community in Ireland. AIB has activated its sponsorship of all three competitions under the platform #TheToughest, which was named best sponsorship of the decade by marketing professionals in 2019.

### LOOKING FORWARD – 2022 PRIORITIES

We believe in backing our communities today to connect and inspire by working together for a brighter, stronger and more sustainable tomorrow. Following a strategic review of our approach and impact in 2021, we are committed to supporting the Sustainable Development Goals and raising the profile of our community presence and our partners, to further increase our social impact.

We will continue our commitment to communities and focus on core areas of sustainability, education & opportunities, digital & innovation and financial inclusion as part of our Sustainable Communities Strategy and are committed to developing enhanced reporting mechanisms and clear KPIs in 2022 and beyond.

