

IF ENVIRONMENTAL REPORT
2008 AND 2009



If

Environmental Report 2008 and 2009

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CEO's Message

I am proud to see the publication of our first environmental report, this represents an important step for us and our stakeholders. It is the beginning of a journey which will enable us to better meet expectations and adapt to future opportunities and risks.

As the leading insurance company operating across the Nordic region, If takes a broader social responsibility than what is required by the extent of our operational activities. We utilize our unique knowledge of risk management to contribute to a safe development in the locations where the company operates. Our ambition is to always act in a manner that meets or exceeds the ethical, legal and commercial requirements relating to our operations.

In the past few years If has been working intensely to manage our environmental impact with the support of an environmental policy. The core of the policy is that we will strive to find the best possible environmental solution - for If P & C, our customers, suppliers and partners. At present an ambitious internal program is in progress, where 100 improvement points are being implemented. One focus area is business travel which has decreased by 35% over the last two years. This has been achieved through a conscious effort to establish and promote video and web meetings. Another key issue is the climate expectations set for If's suppliers when sourcing transportation, raw materials and work methods. They are also expected to meet demands concerning emissions and waste.

The effects of climate change have a multitude of implications for the insurance industry. In the coming years we will oversee the developments of our products and services related to flooding and beachfront properties. We hope that this and the rest of our environmental management program will ensure that If remains at the forefront of the environmental debate.

I trust you enjoy reading this report.

About If

If P&C Insurance AB (If) is the leading insurance company in the Nordic region, with approximately 3.6 million customers and 6,900 employees. The company exists in Sweden, Norway, Finland, Denmark, Baltics and Russia. In addition we offer our Nordic customers with international operations services through affiliated offices and networks.

The stable profit development for If continued during 2009. The technical result was MSEK 5 184 compared to MSEK 5 273 for previous year. Total combined ratio was 92,1 percent (91,8 percent). Profit before taxes in 2009 increased by 29,3 percent to MSEK 6901 (MSEK 5337).

If offers our customers the whole range of insurance solutions and services. It includes everything from insurances for households, cars, children and privatpersons to customized global insurance programs for international industrial enterprises.

The business is managed from a Nordic perspective. The operations are divided for customers within business areas Private, Commercial, Industrial, Baltics and Russia. Also supporting functions such as IT, HR and Information are organized according to Nordic structure.

Insurance companies constitute a major supplier of safety in society. One important role for If is to influence politicians and decision makers on issues that are important on a long-term basis in those countries where we operate. Those issues may include climate, traffic safety, healthcare and many other areas.

If is part of the Finnish listed finance group Sampo Plc.

Scope and Limitations of the Report

This report covers the environmental performance of If for the fiscal years 2008 and 2009. This is our first report and is limited to our operations in Sweden, Norway, Denmark and Finland. The report excludes any operations in the Baltics and Russia. We hope to expand our future environmental reports to include these regions. As it is a first report it contains data from two years, this mirrors the environmental work carried out at If. In the future we hope to produce a report annually for the fiscal year.

The report is based on the Global Reporting Initiative's (GRI) G3 reporting framework. The framework provides indicators in a number of areas, including the environment. We have selected this area as the focus of this report and as such the report does not include reference to any other GRI performance indicators. Furthermore, as GRI recommends the use of profile indicators for reporting we have included these as far as relevant to our environmental management and performance. This means that the report does not attempt to comply with a C level GRI report but is a stand alone environmental report and reflects the growing understanding and need for public disclosure as well as the interests of our internal stakeholders in environmental issues at If.

Data Measurements and Calculations

This report is based on data collected from all four operating countries (Sweden, Norway, Denmark and Finland). Data was collated using GRI's performance indicators, through excel sheets and emails. All data was merged in our Stockholm office with the help of consulting firm Respect.

Calculations for our energy and climate change data were made using the Greenhouse Gas (GHG) protocol. To ensure good data protocols this data was processed using GHG protocol compatible accounting tool Svante.

All energy and climate change data has been verified according to the GHG protocol by Respect.

Our Approach to Environmental Management

At If we are aware of how we affect the environment both directly and indirectly through our use of energy and other resources as well as our work in claims handling. In addition there are indirect impact through our suppliers within claims and claims, IT and office activities.

A good relationship with our stakeholders is key to our approach to environmental management; the table below identifies and lists our main stakeholders and describes how and when we engage with them. For more information including the basis on which we have selected these stakeholders see the Stakeholder Engagement section on page 10.

Stakeholder	Method of Engagement	Frequency
Employees	Intranet, email, in person, surveys, social media	Daily
Customers	Internet, email, phone, letters, surveys, social media	Daily
Suppliers and partners (example: ATEA, TIETOENATOR, PitneyBows, Telenor)	In person, email	Weekly
The Board/Sampo Group	In person, email, board meetings	Monthly
Insurance Industry (example: FNO, FPO)	In person, email, industry meetings	Monthly
Society	Through the media	
Non-governmental organizations	Through the media	Rarely
Universities and research organizations	Internet, email, phone,	Rarely
Government departments: Environmental Department Agency	In person, email, phone, industry meetings	Rarely
Media	Internet, email, phone,	Weekly

Benefits of Environmental Management for If

For companies such as If that manage their environmental issues and systematically lower their impact, there are a series of potential benefits:

- **Decreased environmental impact:** systematic environmental management leads to both increased environmental awareness and an improved environmental and work environment quality. It also makes a contribution to a paradigm shift towards a long-term sustainable society.
- **Cost savings:** Proactive environmental management can bring numerous cost savings. Preventative corporate initiatives and efficiency measures can in many instances lead to a decreased reliance on energy and raw materials as well as improved waste management. All of these environmental savings bring with them significant associated cost savings.
- **Improved stakeholder relations:** The management of environmental issues plays an increasing part in how key stakeholders such as society, customers, consumers, government departments and employees view If and our products and services. As a result environmental management has significant reputation and brand benefits including as a source of pride to our employees.
- **Competitive advantage:** Investment in environmental management is of strategic significance to If and in all probability results in a competitive advantage as an increasing number of customers and other stakeholders request environmental products.

Our Environmental Strategy

Our strategy is designed to implement our environmental policy (see below) and strives to decrease and minimize our environmental impact through continuous improvement. The strategy was developed in 2008 in a process lead by our Steering Group for Environment. The strategy development engaged stakeholders across the business including the Board, Sampo Group and Executive Management. Our strategy clearly states that environment and our environmental impact should be a continuous and integrated part of our daily operations.

Our Environmental Policy

If must take concrete measures to improve the environment on a daily basis. We always endeavour to find the best possible environmental solution - for our company, our customers, our suppliers and our partners.

- We must always give our staff the possibilities to act in an environmentally friendly way through the provision of guidelines and support.
- We are developing products, processes and damage prevention services in order to help our customers to act in a more environmentally friendly manner.
- We encourage and support our suppliers and partners in their efforts to use more environmentally friendly methods in their work.
- We must always provide information about environmental risks and participate actively in the public debate concerning climate change.

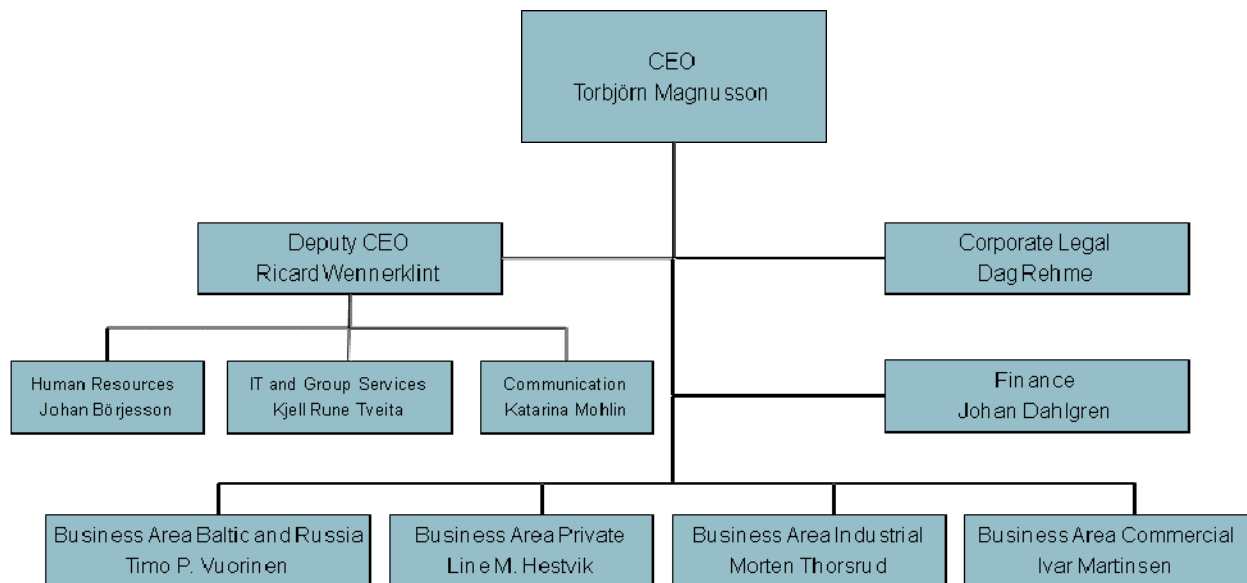
Our Environmental Goals

We strive to apply best practice and have set the following goals:

- to increase the internal awareness of environmental issues and offer appropriate education and support as needed
- to minimize waste arising from our operations and to reuse and recycle waste when possible
- to minimize the consumption of energy, water and raw materials in our operations and to reuse and recycle where possible
- to ensure that insurance claims are managed with minimum impact on the environment
- to ensure that environmental impact are considered in investment decisions concerning new business processes

- to apply an environmental perspective to the development of our products and services, in order to ensure maximum advantage to our customers and other stakeholders
- to promote environmental initiatives through our socially focused activities
- to ensure that all local, national and international regulatory obligations that pertain to our operations are fulfilled

Organizational Structure and Governance



Steering Group for Environment

The Steering Group for Environment has a mandate to ensure that If work according to the environmental strategy, goals, policy and confirmed activity plans. Each member should also be responsible for environmental issues within their area as and when appropriate. They should ensure that If has a holistic environmental perspective and keep up-to-date with environmental developments concerning other insurance companies nationally, regionally and internationally. The group should also manage the publication of If's annual climate report, annual environment GRI report and set annual environmental indicators.

Name	Position/Business Area
Ivar Martinsen	Head of Commercial
Kjell Rune Tveita	Chief Information Officer
Katarin Mohlin	Head of Communication
Gleen Olsen	Head of Business Developer Private
Jukka Merenheimo	Head of Property Claims Private
Jan-Erik Fredriksson	Head of Operational Excellence
Mats Nordenskjöld	Public Affairs Manager
Sofie Nyrreröd	HR Commercial Manager

Kentth Edström	Communication Manager
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Several members in the steering group (see table above) are also members of the group management; Ivar Martinsen – Head of Commercial (also member of Sampo management team), Kjell Rune Tveita – Chief Information Officer and Katarina Mohlin – Head of Communication. Leaders of all major business units are members of the steering group. The steering group is also representative of If's core business interest such as business area Private which includes about half of all employees and is represented by two of the group's members; Gleen Olsen- Head of Business Developer Private and Jukka Merenheimo – Head of Property Claims Private.

Local Operative Environmental Groups

Local operative environmental groups are organized at all larger workplaces. Each group formulates its own activity plan based on centralized targets. This is supplemented by a Nordic group that is responsible for general office issues and for the management of these. Issues include employee training, paper consumption, waste recycling, energy consumption.

Stakeholder Engagement

We engage and affect our stakeholders in many ways, just as we are affected by them. Stakeholder engagement takes many forms and can relate to areas as varied as the following: communication, environmental sections of agreements, procurement conditions, debate articles, cooperation, processes and governance. Our stakeholders are customers, employees, suppliers to our offices and claims areas, partners, shareholders, the board, Sampo Group, the insurance industry, society and non-governmental organizations.

If holds a continuous dialog with our stakeholders through ongoing operations. Environmental issues naturally arise in discussions through the local operative environmental groups, the intranet for employees, different products for customers and through clauses in agreements with suppliers and partners.

We identified the following stakeholder groups through internal discussions, workshops and external industry forums.

Employees –through personal interest and local operative environmental group engagement our employees help drive and shape our environmental work and are If's ambassadors to clients and partners. At the same time our employees share in our responsibility for the environmental impact arising from our energy and paper consumption, business travel etc. Through internal newsletters on the intranet, employees are updated and informed about If's continued environmental work.

Customers – both private and corporate customers have a degree of interest in environmental issues and If's environmental impact. It is amongst this stakeholder group that a change in behaviour is being tracked as concerns E-invoices and the use of If's website. Our stakeholder engagement shows that environmental aspects act as a decision-making tool for an increasing number of our corporate customers.

Suppliers and partners – several members of this stakeholder group have received new environmental clauses in their contracts in 2009. It is in the work with suppliers and partners that the majority of our indirect impact originate. This includes repairs, materials and waste management. Car workshops that have been certified by If (and thereby handle all If customer inspections, invoicing etc) have a special relationship with us.

The Board and Sampo Group – fundamentally If relies on the core values of Sampo Group plc These values ethicality, loyalty, transparency and enterprise, relate to the entire Group. Sampo Group is committed to applying these values in all of its operations and with all stakeholders. It is If's responsibility to ensure that these values infuse our environmental policy, strategy and management and operations in the Nordic region. We engage with our Board and Sampo Group through various forums, including regular updates.

Insurance industry – we work closely with insurance industry bodies across the Nordic region on climate change related issues, including the Insurance Federations in the Nordic countries. On a broader level we engage with industry stakeholders through the Nordic Insurance Climate Collaboration¹. Our work in the collaboration allows us to show our commitment and engagement to climate change in an important regional forum and facilitates knowledge-sharing, industry discussions and collective action.

Society – as an assurance company we have a central role in society as a whole. Our work helps individuals and organizations through providing assurance

as well as preventive and operational measures to minimize risk. We recognize our place in ensuring a sustainable society and our environmental work is a reflection of this commitment. We have a comprehensive programme to support investment for a safer society in a broad sense. For example, in Norway where we are engaged in nationwide cooperation with the Directorate for Civil Protection and Emergency Planning and the Norwegian fire safety association Norsk Brannvernforening.

Non-governmental organizations (NGO's) – environmental NGO's have to date expressed no special interest or demands relating to If or our operations. Nonetheless, we see NGO's as a stakeholder as they represent several of the environmental issues that If's environmental management work is focused on, e.g. climate change. We we'll continue to monitor their work and opinions through media and other relevant forums.

Universities and research – academia and research by private or governmental authorities can have a significant effect on our strategic and operational decisions. Investigations and analyses by universities and regional fire safety authorities can support our product development and price determination. Engagement will continue both directly, through commissioned research and indirectly through industry forums and the media.

Government departments and decision-makers – If naturally influences government department, politicians and other decision-makers. In Sweden for instance, our goal is to get community planners to take rising sea levels into account when they make decisions about housing close to the sea. Another example is traffic safety where If's researchers analyze our extensive traffic accident statistics in order to provide data that can be used to increase traffic safety. We continue our dialog with this stakeholder group through industry forums and direct contact with decision-makers.

Stakeholder identified materiality

In a survey by the trade organization FNO(Norwegian Financial Services Association) in Norway, a number of experts were asked how they regard the social responsibility of the insurance industry. The experts represented politics, research, business and media. The survey showed a difference of opinion between the experts and insurance industry. Societal matters that insurance companies have ranked highly were regarded as obvious and basic by the survey. Instead, the experts considered issues such as supplier requirements and research for future risks being matters of high importance. The insurance industry was seen to have a rather high social responsibility. This responsibility is not always regarded as such by the industry itself, but rather considered as business as usual, including issues related to product, pricing

¹For more information see http://www.nicc.dk/nordic_collaboration/Sider/default.aspx

Managing Our Operational Environmental Impact

Environmental issues play a significant role in society. As a leading insurance company in the Nordic market we have started a program for a cleaner future. The following section outlines our past goals, progress during 2008 and 2009 and future commitments. The section also discusses our material environmental impact, including energy and climate change, resource use, waste and water.

What did we say we would do?

- At the end of 2009, all employees at If will have a better understanding of how we can operate as a more environmentally friendly company
- Start work to complete a list of 100 activities that lead to a greener If

What have we done?

- Changed our meeting culture, which has led to a decreased number of trips and increased use of videoconferencing technology
- Decreased our business travel by 20 percent two years in a row.
- Added environmental clauses in contracts with our suppliers and partners
- Increased overall environmental awareness and engagement among our employees
- Completed 55 action points by the end of 2009
- Reviewed all business units and departments concerning direct and indirect environmental impact in order to identify possible mitigating initiatives

What are we committed to doing?

- 80 percent of the 100 environmental action points will have been completed by 1 July 2010. 100 percent will be completed by the end of 2010.
- 10 percent reduction in CO2 emissions from July 1, 2009 until the end of 2010.

Our Environmental Impact

The process of property damage and correction leads to a number of activities that each has an environmental impact. Our strategic approach helps to minimize both direct and indirect impact.

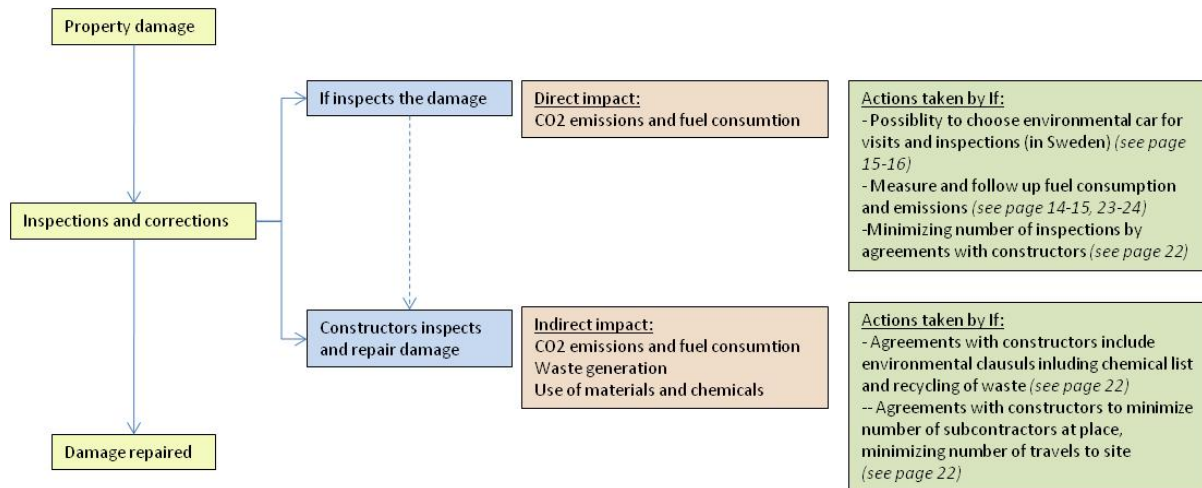


Fig. Property claim - Environmental impact and related actions taken

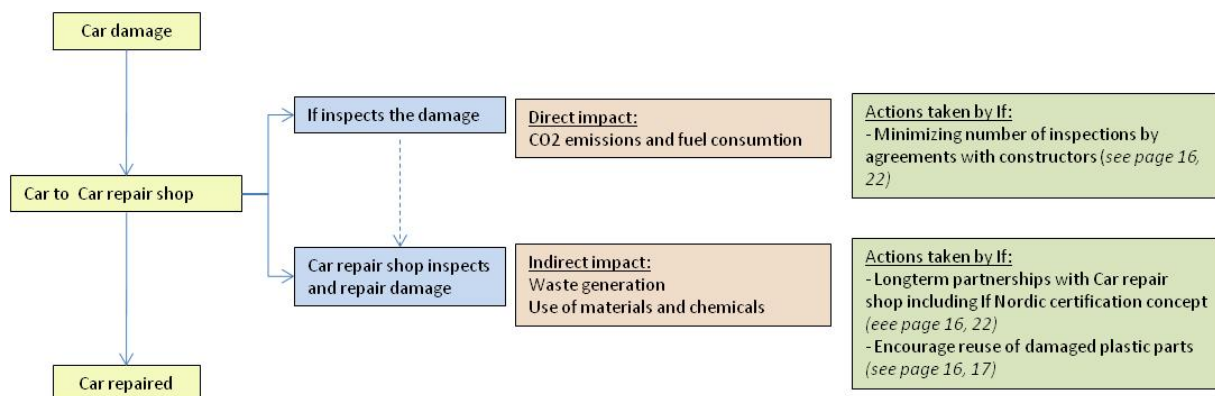


Fig. Motor claim- Environmental impact and related actions taken

The figures above illustrate the environmental impact resulting from If's operations related to our core business. Besides the impact from general office operations, key areas include energy consumption and business travel.

If to 100 – Environmental Action Points

In autumn 2008 we put together a list of 100 environmental action points to start the journey of becoming an environmentally responsible company. The purpose was to clarify a number of activities, start our environmental work and gain acceptance in the organization. Step by step these actions have been signed off, contributing to changed behavior and increased discussions. By the end

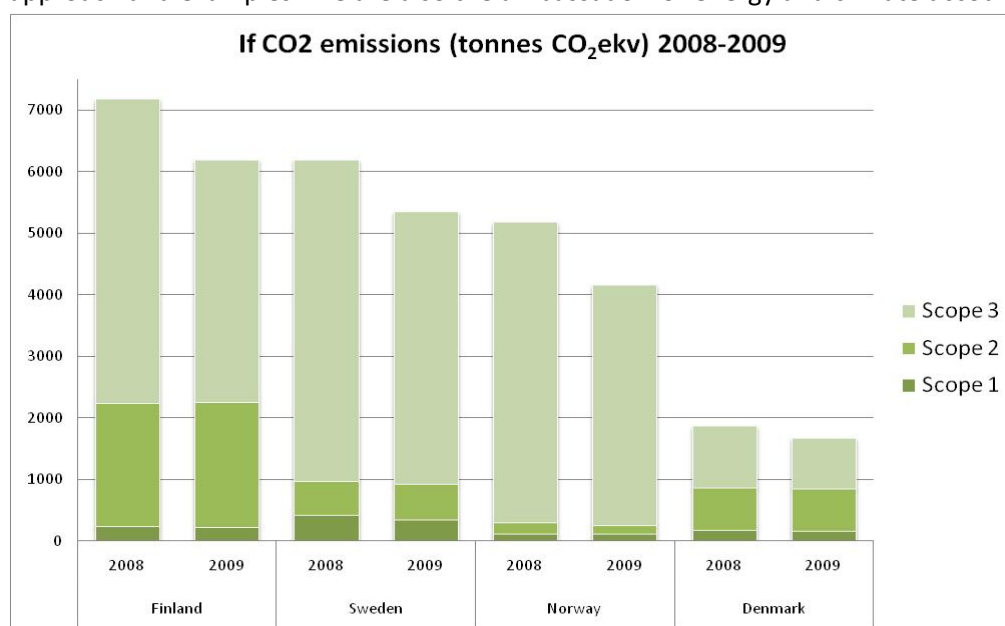
of 2009 55 action points were accomplished. Our target is to complete at least 80 percent by mid 2010, and 100 percent by the end of 2010. The points vary in size and potential impact and thereby also how difficult they are to achieve. One of the major challenges on the list is to increase the use of E-invoice. A major achievement is the point to reduce the climate impact from internal meetings. We decreased our business travel by 20 percent from 2008 to 2009. Below are a few extracts from our 100 action point list.

59. Before end of 2009 have at least three environmentally labeled office supplies	✓
60. Increase the share meetings with no travel	✓
61. Collect and recycle all cell phones and calculators.	✓
62. If public transport may not be used, go for green taxi if possible	✓

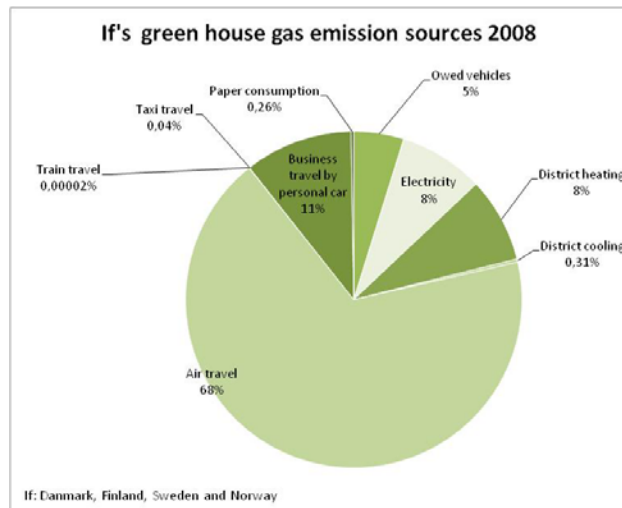
Extract from 1-100 list

Energy and Climate Change

Climate change is an important environmental issue with direct impact for the insurance industry. During the international climate change conference week in Copenhagen If actively participated at two other related climate change conferences. One meeting concerned the end of *the Road to Copenhagen Project*. The project has been jointly chaired by Gro Harlem Brundtland, Margot Wallström and Mary Robinson. The purpose of the meeting was to establish a statement that could be handed to the UN’s climate change director, Yvo de Boer. The statement lists a series of points to reach an agreement not to exceed the so called two degree target. At the meeting presentations were held by If and WWF. If presented If’s energy and climate change work, including our practical approach and examples. We are also the ambassador for energy and climate accounting tool Svante.

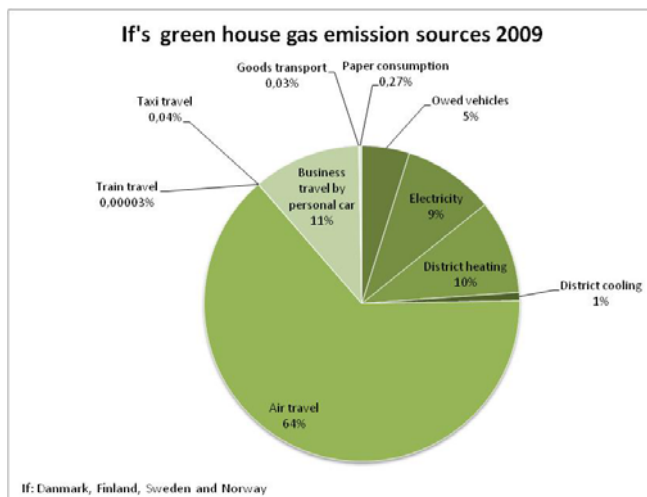


Another conference was held by the Nordic Insurance and Pension Industry with the objective to demonstrate that the industry is aware of climatic changes and will contribute to specific solutions in order to reduce CO2-emissions and thereby limit the consequences of climate change. Industry representatives including If's CEO discussed how insurers in the Nordic region can adapt their business to the realities of climate change and how they can play a proactive role in reducing the potential economic and social consequences of climate change.



Our Energy and Climate Change Performance

We have been working intensively for the past few years to map and reduce our CO2 emissions.

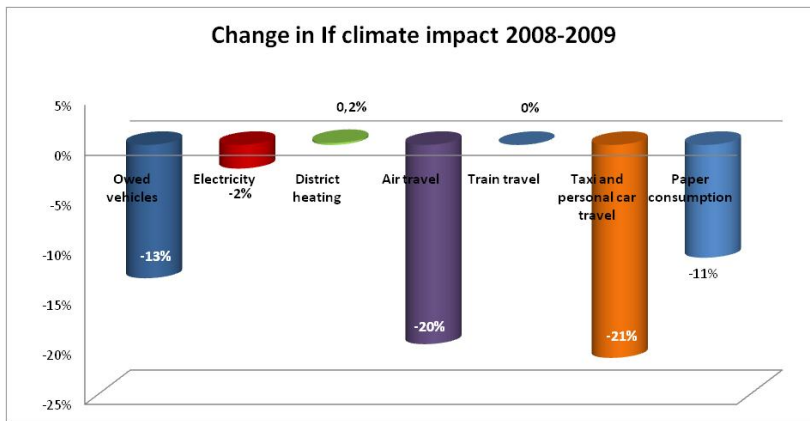


Business Travel

The largest proportion of emissions arise from business travel (73% in 2009 (air, train, taxi, personal car, owed vehicles), see distribution of CO2 emissions pie chart) and as a result we have implemented a series of significant measures to change our meeting culture and behavior.

A strong commitment and a comprehensive travel policy and an intense follow up on travel and internal reporting have lead to

visible results. By focusing on the meeting and not the journey we have succeeded to lower our business travel by around 20 percent for the second year in a row. Some of the requirements include that our meeting managers now focus on the meeting and not the journey and that the procedure for booking travel includes some steps that helps the traveler to think again.



In order to succeed we doubled the number of video conference facilities and now have more than 40 facilities in our Nordic offices. All employees have access to web meetings and phone conferences and the technology has been improved and simplified. Business travel is a major impact area for If. If estimated that a total saving of 3.9 million SEK per month have been achieved through the decreased number of trips (see table).²

Business meeting statistics	2007	2008	2009
No of flights	26790	21404 (-20%)	17120 (-20%)
No of videocalls		9199	14040 (+53%)

Client meetings occur for sales and when inspecting claims. Today Sweden is the only Nordic country with infrastructure to have cars that use biogas and ethanol (see pie chart below, car travel by type of fuel). We have started developing strong relationships with a number of suppliers, including car mechanics and contractors for bathroom reconstruction in order to facilitate inspections.

Claims and repairs

If manages over 300 000 damaged cars every year and facilitates repairs to residential and commercial properties for millions of customers.

In 2009 we developed our agreements with major contractors to include an environmental clause regarding the choice of materials, number of trips and increased use of energy saving technology. The agreement also includes improved waste management. Waste from damaged goods is a major environmental aspect that includes not only material use but also energy consumption. In our Norwegian operations this has resulted in a saving of 1815 tonnes CO2 in 2008 and 1985 tonnes CO2 in 2009 (see table below). We have started collaborations with car workshops to repair and reuse used plastic parts from motor claims instead of handling it as waste.

² Based on a cost of 3500 SEK per trip

Tonnes of plastic and saved CO2 emissions per year			
	2007	2008	2009
Used	761	791	876
Repaired	148	164	169
Total	909	955	1045
Saved CO2 emissions	1727	1815	1985,5

CO2 emissions reduced through plastic saving in car workshops in Norway³

Green IT

In 2008 we began to measure our energy consumption and climate impact from offices and buildings. Based on this information we have started a dialogue with the landlords or proprietors of our offices and buildings in order to find ways to lower energy use and CO2 emissions. Indirect energy use accounts for a significant proportion of our CO2 emissions. As the table below shows energy use for electricity and heating can be as much as 5,5 MWh per employee (Finland). At the same time If works with routines for lower consumption such as the “wake-up” solution to turn off PCs at night, switch our operative systems to low-energy use mode and change to energy saving light bulbs.

Indirect energy consumption per employee (2008)					
	Denmark	Finland	Norway	Sweden	Total
Electricity (MWh)	2,3	2,9	1,9	1,7	2,1
District heating (MWh)	0,8	2,6	1,1	1,9	1,8
Total	3,1	5,5	3,0	3,6	4,0

In 2010 we will change from 150 to 8 servers. This is a indirect energy saving for us and a direct saving for our supplier. If has been the driving force behind this initiative and will ensure that environmental issues remain as a point on the agenda at all our supplier meetings. In addition we will continue to make environmental demands from our suppliers, including environmental certification, policy development and a demonstrable focus on their own environmental management. We will also continue to pursue other virtualization opportunities such as, virtual projects, Wake on Lan and increase automated processes such as If Log-in in order to minimize unnecessary energy use. We will also continue our awareness raising initiatives around Green IT through the 100 action points. This includes the use of videoconferencing, multiprint, double sided printing etc.

Green IT also includes waste management considerations such as end-of-life arrangements and recycling of batteries and toner cartridges to name a few.

³ CO2 emissions are based on 1,900 kg CO2 eq/kg plastic

Our Raw Material Use, Waste and Water Performance

Aside from energy and climate change impact of our operations, a number of other environmental issues are part of our strategy. These include raw material use (paper consumption), waste, and water.

Raw Material Use: Paper Consumption

If's raw material use is dominated by paper consumption. This is consistent with the nature of our industry. Paper consumption and related impact are included on several of the action points on the 100 action list. Such as:

- 43. Use both sides of the document to clients
- 50. Use environmentally friendly paper for printing.
- 92. Manage external campaigns towards less usage of paper.

As these show paper consumption is directly linked to some of the Green IT initiatives mentioned in the previous section. Mapping the actual paper consumption is the first step in following up the results of managed activities. Through our work with local environmental NGO's, our employees are engaging directly in the issue and finding solutions that suit them. Paper consumption includes office paper, printed material and printed paper to customers such as insurance statements, invoices etc. If seeks to find customer solutions that lower the paper use, such as E-invoices, see Customers and Products. If also seek collaboration with suppliers to lower printed paper consumption, see supplier and case story.

Paperconsumption 2008					
	Denmark	Finland	Norway	Sweden	Total
Copying paper	11	67	60	37	175
Printed material	43	407	241	320	1011
Total	54	474	301	357	1186

Paperconsumption 2009					
	Denmark	Finland	Norway	Sweden	Total
Copying paper	10	60	54	33	157
Printed material	39	368	217	289	913
Total	49	428	271	322	1070

Waste

If have an ambition to minimize waste from our operations and to reuse and recycle. A local target at the headoffice in Stockholm has already led to a decrease in organic waste (food) by 50%, with a future target of an additional 50%. This work is managed through partnership with our restaurant supplier ISS. See waste tables at the end of the report. During 2010 If will start to better systemize waste reporting in order to produced better and complete waste statistics in the coming years.

Water Consumption

In 2008 our water consumption was 45600 m³ and in 2009 40000 m³. These figures include water use in WCs, sanitation and showers. We work continuously with our landlord and property managers to save water and implement better measures. In Sweden our offices in Gothenburg, Sundsvall and Malmö have efficient flushing systems in WCs. We also have water efficient taps in our Turku and Espoo offices in Finland. We are investigating opportunities to add efficient flushing systems in our Turku office. We also extend water consumption advice to our customers e.g. in our energy saving campaigns in Finland

Education and Awareness

An internal environmental e-training program was developed during 2009. The target is for all If employees to carry out the training during 2010 and thereby also meet the ambition of offering all employees a general environmental training (point 75 in If to 100 action list).

Environmental impact and awareness is a natural part of our introduction training as well as our Excellence program.

Aside from training packages, environmental articles are published on the intranet every week. Example of headings in 2009:

- “100 point list – new ways of meeting”
- “If in Denmark develop insurance for electricity cars”
- “If make demands at climate conference”

Environmental e- training
Introduction
Environment I our world
Environment to 100
Environmental policy
Environment at the workplace
Damage and insurance
Environment at home
Summary

Customers and Products

Through If's product pricing incentives are provided for all insurance customers to make environmental consumer decisions. This includes a high premium for bigger engines, bigger cars and high mileage. Today there are also tailor-made insurance products for electric cars in two Nordic operating countries. Within Industrial we have developed a specific environmental responsible insurance. Other environmental products that are currently being developed include:

- Insurance for beachfront property that are more likely to be effected by storms and floods
- Flood risk product and services, this will be examined during 2010

There is an environmental and customer benefit to decreased paper consumption and decreased business travel. Customer relations and related documents are increasingly electronic in the form of E-customers and E-invoice. Insurance letters and other customer information are also best distributed electronically. Our goal is to increase the proportion of electronic payments from customers. With E-invoice the customer can pay their invoice through the internet. The target is to increase the proportion from E-invoice to 11% from 4-5% and increase automatic online payment to 30% from the current 20%.

An important initiative to support this internally was to supply all our employee's with If Log-in so that they can be ambassadors of the initiative and better understand customers and support them with using If Log-in. This was initiated in 2009.

Customers are encouraged to use the internet for reporting claims. The development of this from 2008 to 2009 is positive. The following are examples of implemented automated claims:

- Car insurance claims online in Norway (implemented 2008), this has now been expanded to Sweden and also includes all types of insurance claims
- E-invoicing for car repairs implemented in Finland during 2008
- Car insurance claims in Finland, the country's first fully automated car insurance claim process.
- Pet insurance in Norway, whole process of veterinary visit automated and electronic.

Claims reported on internet have also had a positive response rate, see growth rates in the chart and table below:

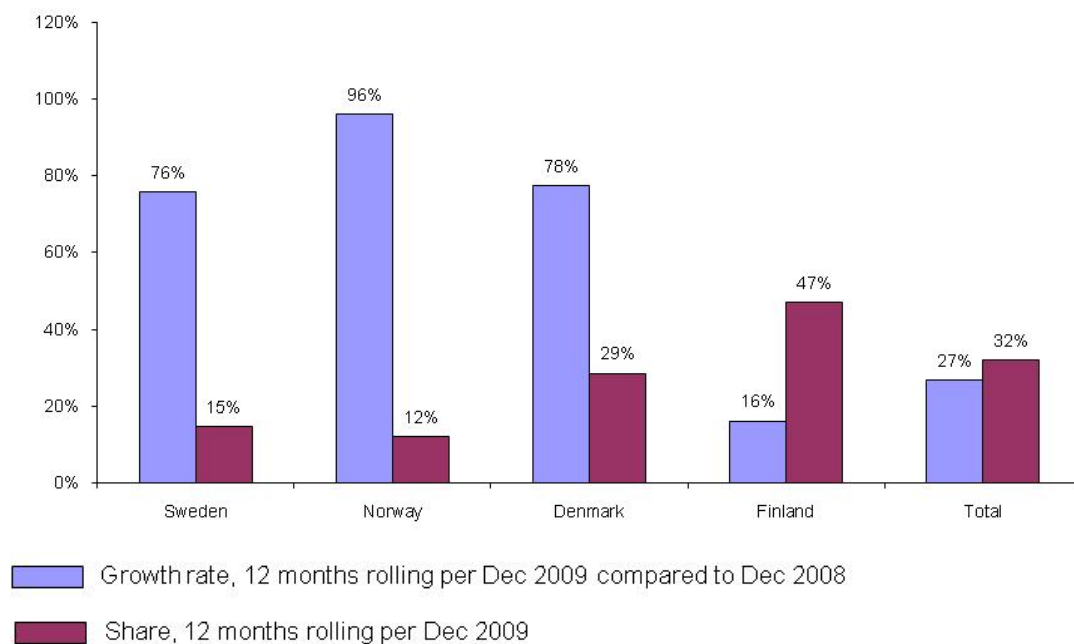


Figure: Claims reported on internet

Suppliers

During 2009 If gathered their suppliers within claims (car and property) in four locations across Sweden to examine updated contracts and environmental clauses. These clauses aim to set expectations on the supplier to work with If to decrease environmental impact resulting from their operations. This includes minimizing waste, transport and energy use. At all supplier meetings environmental issues will be included on the agenda.

Through certified workshops travel connected with inspections can be minimized. They are an important part of our industry collaboration. This minimizes the number of insurance inspectors and encourages long-term partnership. If's certification concept has controlled carshop (KSV) as a base after which other important aspects have been added, such as economics, customer relations etc. Workshops currently handle the majority of administration and follow-up that was previously managed by If.

Supplier case story: Elanders

Elanders is If's supplier for printed materials that are distributed to our customers, including policy letters and invoices. In conjunction with Elanders, we have made a number of environmental improvements such as minimized number of pages and only environmental labeled materials (the Nordic Swan). We have also changed to digital printing which means less quantity in printed batches and thus unnecessary printed paper is easier prevented. Marcus Sandell at Elanders; "We appreciate If as a demanding customer and the improvements we make together. The next step may be CO2 neutral printed material."

Contact

We would appreciate your feedback on this report, for this and more information about Ifs environmental management please contact Kenth Edström, Environment Director.

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Environment table – 2008

2008	Consumption					Climate impact (tonne CO2 eqv)					
	Denmark	Finland	Norway	Sweden	Total	Denmark	Finland	Norway	Sweden	Total	
Direct energy use by source											
Petrol (m3)	52	74	36	77	238	117	168	82	174	541	
Diesel (m3)	25	32	18	85	159	63	79	44	213	400	
Biogas (m3)				93500	93500				2	2	
Etanol E85 (m3)				84	84				36	36	
Total	77	106	54	93745	93981	180	247	126	425	979	
tonne CO2ekv Scope 1											979

Indirect energy consumption by source											
Electricity (MWh)	1151	5319	3365	3597	13432	630	894	17	126	1666	
District heating (MWh)	385	4939	1926	4063	11313	50	1087	160	375	1671	
District cooling (MWh)	0	840	0	1990	2830	0	17	0	46	63	
Total	1536	11098	5291	9650	27575	680	1997	177	547	3400	
tonne CO2ekv Scope 2											3400

Indirect energy use from business travel											
Air (km)	3266358	13791288	13428360	14880074	45366080	1000	4221	4110	4555	13886	
Train (km)				1094000	1094000				0,004	0,004	
Total taxi (km)	2000	15000	15000	12000	44000	0	3	3	2	8	
Petrol	1000	7500	7500	1200	17200	0,20	2	2	0,24	3	
Diesel	1000	7500	7500	8400	24400	0,19	1	1	2	5	
Etanol				2400	2400				0,14	0,14	
Total personal car (km)	50000	3710000	3940000	3430000	11130000	10	707	751	654	2121	
Petrol	30000	2226000	2364000	2058000	6678000	6	445	473	412	1336	
Diesel	17500	1298500	1379000	1200500	3895500	3	251	266	232	752	
Etanol	2500	185500	197000	171500	556500	0,15	11	12	10	33	
Total business travel						1009,70	4931	4864	5210	16015	

Paper consumption											
copy paper (tonne)	11	67	60	37	175	3	20	18	11	53	
printed paper (tonne)	43	407	241	320	1011						
Total	11	67	60	37	175	3	20	18	11	53	
(tonne) CO2ekv Scope 3						1013	4951	4882	5221	16067	16067

Water	Denmark	Finland	Norway	Sweden	Total
Water consumption (m3)	2700	11236	7816	23897	45649

Waste (tonne)	Denmark*	Finland	Norway	Sweden	Total
Disposal					
Domestic waste	24,5	12	78	98	212,5
Recycled and/or reused					
Paper and cardboard	21,5	123	94	86	324,5
Waste IT products		0,25			0,3
Domestic waste (bio)	1,7	10	22	6,8	40,5
Metal, glass	0,20	26	1,3	0,81	28,3
Shared waste sections					
Waste IT products		7,5			7,5
Paper and cardboard		12,5			12,5

* waste Denmark is calculated as 25% of waste Sweden

Environment table – 2009

2009	Consumption					Climate impact (tonne CO2 eqv)					
	Denmark	Finland	Norway	Sweden	Total	Denmark	Finland	Norway	Sweden	Total	
Direct energy use by source											
Petrol (m3)	50	68	4	52	174	114	154	9	117	395	
Diesel (m3)	18	27	45	89	179	45	68	113	223	449	
Biogas (m3)				4 800	4800				0	0	
Etanol E85 (m3)				10	10				4	4	
Total	68	95	49	4950	5163	160	222	122	344	848	
tonne CO2ekv Scope 1											848

Indirect energy consumption by source											
Electricity (MWh)	1186	5009	4226	3197	13618	649	842	21	115	1626	
District heating (MWh)	385	5343	1340	4035	11103	50	1175	111	338	1674	
District cooling (MWh)		542		5803	6345		11		135	145	
Total	1571	10894	5566	13035	31066	699	2028	132	587	3446	
tonne CO2ekv Scope 2											3446

Indirect energy use from business travel											
Air (km)	2613302	11033031	10742688	11904059	36293080	800	3377	3288	3644	11109	
Train (km)				1094000	1094000				0,0044	0,0044	
Total taxi (km)	1700	12000	11400	9600	34700	0	2	2	1	6	
Petrol	850	6000	5700	960	13510	0,17	1	1	0,19	3	
Diesel	850	6000	5700	6720	19270	0,16	1	1	1	4	
Etanol				1920	1920				0,12	0,12	
Total personal car (km)	40000	2910000	3150000	3980000	10080000	8	555	600	758	1921	
Petrol	24000	1746000	1890000	2388000	6048000	4,80	349	378	478	1210	
Diesel	14000	1018500	1102500	1393000	3528000	2,70	197	213	269	681	
Etanol	2000	145500	157500	199000	504000	0,12	8,73	9,45	12	30	
Total business travel						807,87	3933,88	3890,63	4404	13036	

Goods transportation											
Truck									6	6	

Paper consumption											
copy paper (tonne)	10	60	54	33	157	3	18	16	10	47	
printed material (tonne)	39	368	217	289	913						
Total	10	60	54	33	157	3	18	16	10	47	

(tonne) CO2ekv Scope 3						810,87	3951,88	3906,83	4419	13089	13089
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Water	Denmark	Finland	Norway	Sweden	Total
Water consumption (m3)	2700	16333	7680	13368	40081

Waste (tonne)	Denmark*	Finland	Norway	Sweden	Total
Disposal					
Domestic waste	24,625	12	32,5	98,5	168
Recycled and/or reused					
Paper and cardboard	12,75	97	87	51	248
Waste IT products	0	0,7	0,09		1
Domestic waste (bio)				6,8	7
Metal, glass		23	0,165	0,8	24

* waste Denmark is calculated as 25% of waste Sweden

GRI Index

If has applied the principles of the Global Reporting Initiative (GRI) to its reporting framework (profile and environment). More information on the GRI, the full set of indicators and the various application levels can be found at www.globalreporting.org

GRI Reference	Indicator	Page reference in report. Other references are in italics or as links
General		
Strategy and Analysis		
1.1	CEO and Chairman Statement	p 2
Organizational Profile		
2.1	Name of the organization	P 3
2.2	Primary brands, products and services	P 3
2.3	Operational structure of the organization	P 3 and 8
2.4	Location of organization's headquarters	P 3
2.5	Number of countries where the organization operates	P 3
2.6	Nature of ownership and legal form	P 3
2.7	Markets served	P 3
2.8	Scale of the organization	P 3
2.9	Significant changes in size, structure or ownership	No major differences have occurred during 2008 and 2009 regarding size, structure or owning profile.
2.10	Awards received in 2008	No environmental awards have been received
Report Parameters		
3.1	Reporting period	1/1 2008 – 31/12 2009, see p 4
3.2	Date of most recent report	This is the first report, see p 4
3.3	Reporting cycle	Annually, see p 4

3.4	Contact points for questions regarding the report or its content	Kenth Edstrom, Communications Manager, see p 22
3.5	Process for defining report content	Environmental material issues for If is identified as its impact and related activities in order to minimize impact (se process scheme p. 13).
3.6	Boundary of the report	This report includes Ifs activities in Denmark, Finland, Norway and Sweden. It does not include activities in the Baltic countries and Russia, see p 3 and 4
3.7	Limitations on the scope or boundary of the report	This reports covers only environmental indicators, see p 4
3.8	Basis for reporting on joint ventures, subsidiaries	P 3
3.9	Data measurement techniques and the bases of calculations	CO2 calculations are based on the Green House Gas protocol, see p 4.
3.10	Explanation of the effect of any restatements of information provided in earlier reports	This is the first report
3.11	Significant changes from previous reporting period in scope, boundary or measurement	This is the first report
3.12	GRI Index	See this table
Governance, Commitments, and Engagement		
4.1	Governance structure of the organization	See p 8 and Sampos Annual Report
4.2	Non-executive status of Chairman	Sampos Annual Report
4.3	Status of Board members: independence and executive / non-executive	Sampos Annual Report
4.4	Mechanisms for shareholders to provide recommendations to the Board	Sampos Annual Report
4.14	List of stakeholder groups engaged by the organization	P 5 and p 10 -11

4.15	Basis for selection of stakeholders	P 5 and p 10-11
Environmental Indicators		
Materials		
EN1	Materials used by weight or volume	(indicator partially reported) Paper is the only raw material relevant to If as it represents 98% of all products and services, P 18
Energy		
EN3	Direct energy consumption by primary energy source	See p 14- 16 and environmental data table on p 23-24
EN4	Indirect energy consumption by primary energy source	See p 14-16 and environmental data table on p 23-24
EN5	Energy saved due to conservation and efficiency improvements	(indicator partially reported) P 14-16
EN6	Initiatives to provide energy-efficient or renewable energy based products	(indicator partially reported) Quantified reduction in KWh missing P 14-16
EN7	Initiatives to reduce indirect energy consumption and reductions achieved	P 14-16
Water		
EN8	Total water withdrawal by source	See p 19 and environmental data table on p 23-24
Emissions, Effluents and Waste		
EN16	Total direct and indirect greenhouse gas emissions by weight	See p 14-18 and environmental data table on p 23-24
EN17	Other relevant indirect greenhouse emissions by weight	See p 14-18 and environmental data table on p 25-26
EN 18	Initiatives to reduce greenhouse gas emissions and reductions achieved	(indicator partially reported) measurement of achieved reduction from EN16 and EN17. P 14-18
EN22	Total weight of waste by type and disposal method	(indicator partially reported) The table does not give a completed picture of waste management. P 18 and 23-24

EN 29	Significant environmental impact of transporting products and other goods and materials used for the organization's operations, and transporting members of the workforce	(indicator partially reported) Does not take into account all transport, only business travel. P 15-16
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