



# Unite for a Greener AXA

## Survey Results Pack



## Introduction

In March/April 2025, Unite in AXA ran its first-ever Green campaign, Unite for a Greener AXA.

The goal was to give all workers a chance to share what's important to them when it comes to sustainability.

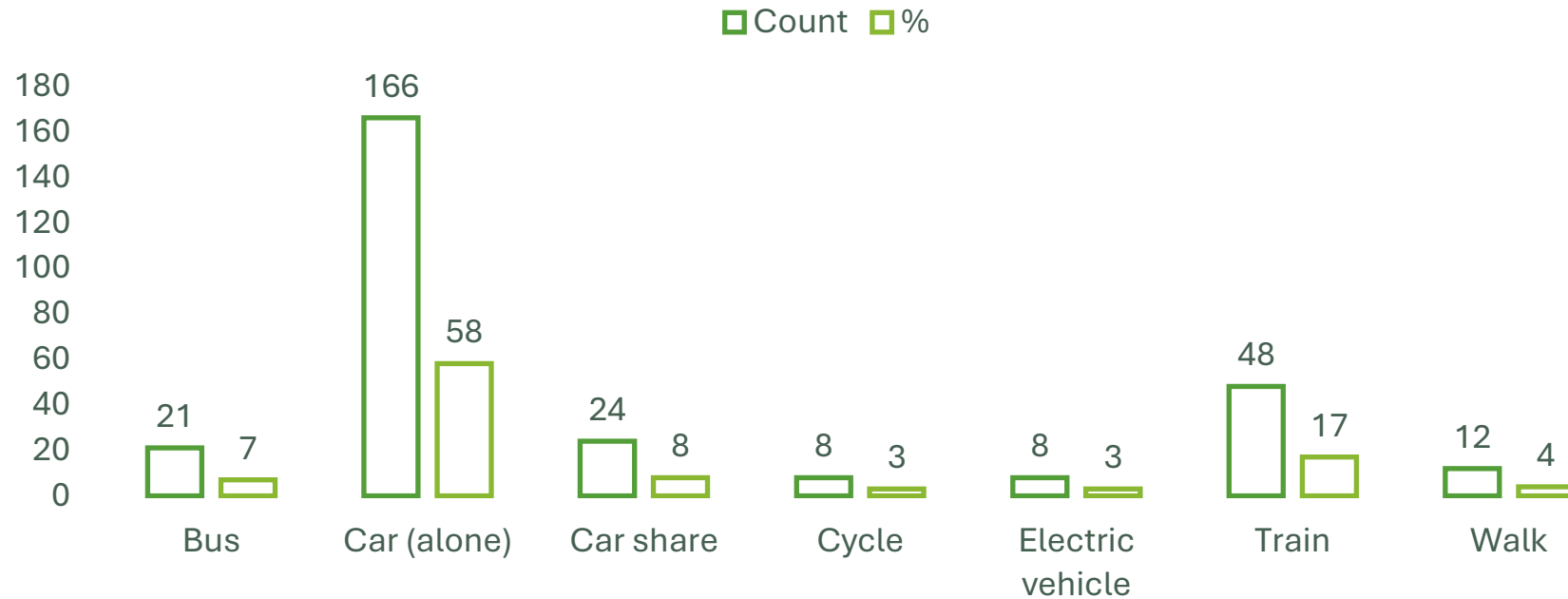
The campaign was rolled out locally to sites with Unite in AXA representation and sent via email to all members.

In total, 285 workers completed the survey. We want to use the results to help AXA UK focus on what matters.



## Commuting

For most respondents, the main way of commuting to work is by car on their own (58%), followed by train (17%).



## Commuting

For respondents whose main way of commuting to work is by car on their own, their alternative options for getting to the office - if they absolutely had to - would be:

- Public transport (bus, train, tram): 52%
- Active travel (cycle, walk): 13%
- No alternative: 35%

92% of these respondents say they could be encouraged to switch to a more sustainable option, with the following being the most popular incentives:

- Support with cost of public transport tickets: 30%
- Rewards for choosing a more sustainable way of commuting: 27%
- Car sharing initiatives: 26%
- Incentives for using electric vehicles: 19%



## Sustainability awareness

Awareness of AXA sustainability initiatives varies, giving opportunities for education.

Sustainability initiative	Count	%	
Cycle2Work	256	90	} 😊
Recycling in the office (including food waste composting)	221	78	
No single use paper cups in the office	211	74	
Energy efficiencies in the offices e.g. lighting/heating	121	42	} 😐
Climate and Sustainability Academy training	92	32	
Annual IT climate impact measurement and reporting	76	27	
Enhanced green spaces e.g. bees and vegetable garden in Tunbridge Wells	44	15	} 😞
Net zero targets for own operations	42	15	
Role-based training	29	10	



## Sustainability awareness

**30%**

Do not feel confident about recycling practices in AXA offices

**44%**

Not aware of the impact of using Artificial Intelligence (AI) tools

**52%**

Interested in receiving information on how to be more sustainable at work

**45%**

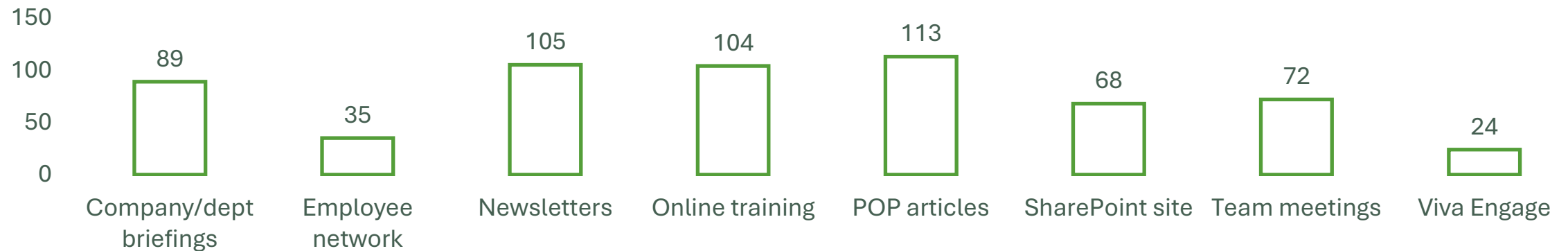
Interested in learning how to incorporate sustainability into role





## Sustainability awareness

For the 52% of respondents who would be interested in receiving information on how they could be more sustainable at work, the most popular channels are POP articles, newsletters, and online training.



## How can AXA help colleagues become more sustainable at work



Respondents were asked if they would like to have access to a service for sustainable disposal of personal IT kit including smartphones and printers – 88% said they are interested

**We also asked for any other suggestions for how AXA can help colleagues become more sustainable at work. The most popular topics were:**



Cease unnecessary travel: The required increase to time in the office could create a larger carbon footprint from commuting, especially due to limited and expensive public transport options








Increase awareness: Better communication on environmental facts and internal initiatives, including a dedicated SharePoint site promoted via POP, a Town Hall and freebies, plus comms for new starters







## How can AXA help colleagues become more sustainable at work

-  Educate to inspire: Grow visibility of AXA's carbon impact, e.g. via dashboards, and share methodology to encourage individual workers to act for collective progress
-  Incentivise sustainable practices: Reward activities such as car-sharing, cycling to work, using public transport, investing in electric and hybrid vehicles, installing solar panels, heat pumps, etc. at home
-  Optimise office sustainability: Procure recyclable paper towels, adjust heating/cooling, reduce light use, upgrade toilet flushing, remove plastic bottles, ensure recycling waste is separated at point of collection
-  Improve waste disposal: Recycling bins are misused for food waste and non-recyclable packaging, indicating a need for better labelling and education on waste separation
-  Implement tangible solutions: Make sustainability more 'real', e.g. run buses for common routes, expand beekeeping to more sites, install solar panels, offer sustainable food in canteens, remove free parking



## How can AXA help colleagues become more sustainable at work

-  Encourage EV use: Offer a subsidy scheme and remove/reduce fees for electric vehicle charging at offices, which have deterred workers from using EVs
-  Promote digital sustainability: Evaluate the environmental impact of IT practices, including email use/storage, document management, artificial intelligence usage, and improve education in this space

### Respondents also took the chance to express the importance of AXA ‘practising what they preach’

Be consistent: Focus on strategic initiatives that support AXA’s commitment to sustainability, rather than those that undermine such as move to majority of time in office, investment in artificial intelligence

Bolster corporate responsibility: Stronger action on company green policies and investments, especially concerning divestment from fossil fuels, plus clearer accountability and communication on impact



## Recommendations

Unite in AXA recommends the company takes the following action as priority:

1. Implement practical solutions to enable workers to switch from commuting alone by car to a more sustainable method, including via a car sharing initiative, AXA-organised services, subsidised public transport fares, rewards for active travel, electric vehicle incentives
2. Launch a service for sustainable disposal of personal IT kit including smartphones and printers, ideally working with an organisation that uses a circular electronics for social good model
3. Create a dedicated SharePoint site for sustainability (to contain general info, details of AXA's commitments, advice on being more sustainable at work, and education on impact of IT and AI) and promote via comms plan





# Unite for a Greener AXA

## Appendix



## Questions

1. What is your main way of commuting to work?
2. Imagine there's a day when you absolutely must be in the office and your usual means of transport isn't available. What alternative would you use?
3. If you mainly commute on your own by car, what would help you switch to a more sustainable option, e.g. car sharing, public transport, cycling?
4. Are you aware of existing sustainability initiatives at AXA?
5. How confident do you feel about recycling practices in the office?
6. Would you like to have access to a service for sustainable disposal of personal IT kit including smartphones and printers?
7. How aware are you of the environmental impact of using Artificial Intelligence (AI) tools such as AXA Secure GPT?
8. Would you be interested in receiving information on how you could be more sustainable at work?  
If Yes or Maybe selected: 8a. How would you like to receive this information?
9. Would you be interested in learning how to incorporate sustainability into your role specifically?
10. What other suggestions do you have for AXA to help colleagues become more sustainable at work?



## How can AXA help colleagues become more sustainable at work

### Comments (1/15)

The recycle bins in the kitchen area (4th floor) are not being used for plastic/cardboard/paper but are being used as food waste along with wrappers that are not currently recyclable. The green recycle bin in the Direct area are also being used for food waste etc. We no longer have general waste bins around in Direct. [Glasgow]

It is maybe better to reposition the green and general waste bins with a notice which clearly marks what bin is used for what waste. [Glasgow]

Keeping our desk area warmer, by keeping the door closed in colder and winter months. Heating is on but not kept warm due to doors always open. Cold where we site, due to doors both sides of us. Waste of heating that area. [Tunbridge Wells]

Recycling is binned in separate bins but then put in the big bins and not separate when collected [Birmingham]

The paper towels aren't recyclable?! Is there an alternative we can look into [Bolton]





## Comments (2/15)

A SharePoint site would be good with a pop article and townhall on the fact it's there would be great. Also worth thinking about telling new starters, we can profile them on SharePoint with a button so good awareness.

The other point I must raise is the that we are being told to come in three days a week this is an extra day of car travel, I would love to get the train to work but at £63 a day I can't afford it three days a week.

Reduce unnecessary travel - 2-3 days in the office to spend all day on Teams calls is not exactly environmentally friendly as its a 1-2 hour round trip in a car (due to historic office relocation) 1-2 days makes more sense.

After COVID we hired all over the country as no need to be in same office so now roles are spread where the employees are meaning were not even spending collaborative time with our colleagues, making travel to an office required less and increasing travel increasing carbon footprint. Example of how 2/3 AXA initiatives work against each other

Better use of the air condition could be better for environment, car sharing incentives [Birmingham]



## Comments (3/15)

Transport constitutes a large portion of the environmental impact we have, surely an increase to the time spent in office is counterproductive to sustainability goals, modal shift to get people out of cars into public transport is great, but eliminating journeys will always be the greener option (especially while train services near some offices remain diesel powered)

More WFH! Less commuting!

Show how the company calculates the carbon impact of their actions

Provide short bus from Horwich as most local buses don't go to work. Allow working from home where possible to remove unnecessary travel

Maintaining the 40% attendance to the office would help in my circumstances due to commute and difficulty in using other transport to get to the office

Car share could be organised/encouraged on POP and newsletters



## Comments (4/15)

Reduce the amount of unnecessary emails

AXA are asking people to return to the office more frequently, this is causing quite a bit of additional CO2, but AXA doesn't include this CO2 in any of its calculations. Why?

Better promotion and encouragement of cycling to work

Not making us come in a certain number of days a week purely to keep a desk warm.

More awareness round the office

By not increasing office attendance when a role can be performed just as well (if not better) from home.

Increasing office days seems to go against being greener as does the use of AI

Let people only work one day a week in the office to save on petrol and other commuting costs to environment



## Comments (5/15)

It might be a good idea to get time allocated within team/department meetings to highlight the campaign/progress or have table/stand at site entrances.

Also perhaps hand out something to employees to promote (e.g. reusable cups/bottles with the AXA logo, bookmarks that grow into plants when planted etc.). Other campaigns have had these (MAD cups, pen holders etc) and everyone seems to like freebies.

Either make the EV charging free or lower the rate to 7p/kwh

Maybe hook up with a charity that looks to reallocate IT kit to people who couldn't normally afford it so that we hook up the green agenda with corporate and social responsibility and support social mobility across the UK and Ireland

Bring back free EV charging

Stop employees having to come to the office when they can do their jobs remotely.



## Comments (6/15)

I believe that a Car Share Scheme at the Morecambe site would be the best way forward.

Better recycling, for a few weeks in Bolton on 1st floor the recycling bin and general waste bin had the wrong lids on; I didn't know which bin to use & looking at the contents, neither did a lot of other people!

I think there are some easy wins around our IT digital footprint. For example, what is the environmental impact of sending an email, vs a Teams message vs a Teams call? Also, do we need to save the various versions of a document in SharePoint, or can we rely on the embedded version control and history available? Is there an environmental impact? Finally, education on the formatting of our documents. E.g. in Excel, only format the cells you need, not the whole line to its infinity. In our PowerPoint decks, the branded slides look great but add to the size. I have just had a go at removing 3 branded title slides from a deck of 17 information heavy slides. This has removed 25% of the original size.

Subsidies for electric and hybrid company vehicles. Free charging it was a while ago now they charge





## Comments (7/15)

Not for individuals, but AXA should do more as a business to meet their green targets now rather than promising it for the future. The environmental cost of using AI for example - how is this being offset, if it is at all? I do not see any real changes being made by AXA other than suggestions like walk or cycle to work, recycle where possible, etc. which all push the onus back onto the employees. AXA has the resources to make a significant positive change in terms of its environmental impact if it really wants to. Its promises sound hollow at the moment.

Take the TW idea with bees etc and roll out at all other sites who have the outdoor space to do it. If it's all buried in a computer on POP etc it's not always real to people. If they see something and can be involved physically locally this has a bigger impact than just reading about things.

Allow working from home, reduce travel the highest carbon cost

I think having dark screen mode would help or have some of the presentations we use on dark mode also.

Could we have solar panels installed.





## Comments (8/15)

Why are the paper towels not recyclable? [Morecambe]

AXA has a huge investment arm, right? How much of that is putting money into fossil fuels etc. Providing info and updates on that would really show whether AXA is actually putting its money where its mouth is...

Make it clearer which bins are for recycling, and which are not. there needs to be stickers on the top of the worktops to show which is which when there are holes i the worktop for the bins. [Location not provided]

The flushes on the toilets are too weak. Often to get the same result I will need to flush multiple times due to the weakness of the water. Surely a more powerful flush that can be used just the once will help to save water. [Location not provided]

If it was more sustainable to be in the office or at home, it should be for the staff to decide. If not, it does question if AXA are serious with sustainable as a company policy.

Incentive EVs. By introducing a charge to the employee this is just a cost saving exercise by AXA.



## Comments (9/15)

I love the idea of the personal recycling for old devices as, like I'm sure many do, I have a lot of old mobiles/laptops etc

I think the decision to start charging for EV charging is not the right way forward despite what other companies do. I agree some charge but not 32p, this is wrong as we can get night charge at home for 7p so nobody is going to use them. Morecambe have been without a charger for 6months which again is a joke, what's the point in spending over £10,000 for something that will not be used.

Environmental facts. Take quotes and figures from the IPCC reports for general awareness.

Keep charging points free, have more charging points

Have a car share SharePoint, locations of people and what days they are in the office to arrange car sharing.  
Prizes for people who get involved.

Electric car scheme via payslips before tax



## Comments (10/15)

AXA seem to be adding certain deterrents for switching to more sustainable practices. They recently announced that they will now charge a fee to charge your EV at work, despite not implementing this before. This now deters anyone potentially looking to switch to EV in the company. I drive EV and can no longer justify the cost of using it - at the rate AXA charge versus my home EV tariff, I can no longer justify charging at work. This increased cost on my home energy bill now means I am paying more long term to use an EV than if I'd stayed on a petrol vehicle. This is before any considerations that our smart working expectations are changing, and we will be in the office another day each week. This in of itself sets AXA back as the increased emissions from every single UK employee now commuting to work more frequently is likely huge. Very disappointing from AXA.

I feel that parking should be available to those who do not have access to public transport to encourage those with it to use it more.

Looking at our IT footprint and see how we can put in place more sustainable actions on our total estate



## Comments (11/15)

Travel with purpose only

Better education on the impact of not following the recycling waste initiatives, turning off plug sockets on desks - more accountability for our own actions

I don't have any suggestions. But i feel AXA should take this into consideration when requesting staff are now having to go in the office twice a week and the financial and environmental implications this is likely to cause.

Stop the increase in office days! Less office days, less carbon footprint!

A ban on selling plastic single-use bottles in the office - as the cafe that comes into the office each day still sells them. [Middlesbrough]

Proper use of the segregated recycling waste bins [Middlesbrough]

A new conversation around commuting that didn't prioritise those who drive.



## Comments (12/15)

Nudge towards a reduced reliance on private car transport - and less focus on the vocal minority that complain about parking costs and availability

Fewer days in the office

Not using AI as much as we now are, because it uses an insane amount of power. Not having an open plan office would make more sense, the sensor lights wouldn't keep turning on in areas where no one is sitting, the climate control would be better. Better advice on how to correctly dispose of waste and recycling as I see colleagues who don't even try, throwing food into the recycling bins and recycling into the waste bins. [Birmingham]

Reduce office attendance back to 40% instead of increasing. Benefit cars with availability of electric models

It would be useful to understand how we are hitting targets when people have to travel so much! My journey to the office and back is over 70 miles, plus travel to London and TW etc! Teams should be used more often





## Comments (13/15)

Not increasing to the extra days that are required to travel to the office. 2 days provides a good balance and limits the additional impact.

Fixing the temperature issues. Where I work it's so variable we sometimes have standalone heaters in the office but far more often have to use desk fans. The number of desk fans in use must have an impact. Fixing the temperature issues would eliminate this. We are told the problem is with our floor (5) and is not a problem in the rest of the building. [Birmingham]

AXA cannot really say it promotes a green environment, firstly requiring more people to attend the office is only adding to pollution, charging for EV charging points which used to be free is clearly going to prevent people from using their EVs to attend the office

Serious incentives





## Comments (14/15)

Move away from single occupancy cars as fast as possible. Even with EVs, it is not sustainable to transport several tons of steel to carry one person and a laptop.

Use the bike to work scheme, car share as much as possible, use public transport, walk.

It's great we have a cycle to work scheme but for all employees who commute long distance, where cycling is an option, it would be great to offer an EV scheme for employees.

Green energy use. Sustainable food in canteen. [Bolton]

I think if AXA Insurance supported the cost of train tickets i would be more inclined to use the train. When i worked at Coop Insurance they would provide an interest free loan to purchase the annual train ticket. I used to do this.

Remove subsidised (free) car parking



## Comments (15/15)

Of course, the burgeoning demand to commute to an office five days a week, even when it's unnecessary to do so for most employees, flies in the face of what global society is trying to achieve in terms of reducing environmental pollution... We should be encouraging staff to use the technology that's been around and domestically viable for last 55 years. As lovely a decade as the 1960s was in many ways, I've no desire to return to it! (Michael J Fox was trying to get "Back to the Future". AXA Group wants to go in the opposite direction: "Forward to the Past"!)

I think there is a lot of pressure on individuals to act sustainably, but AXA as a group need to accelerate their divestment from fossil fuels. We can all print less and recycle but if our company is funding fossil fuels then individual efforts pale in comparison to the environmental harm of this.

