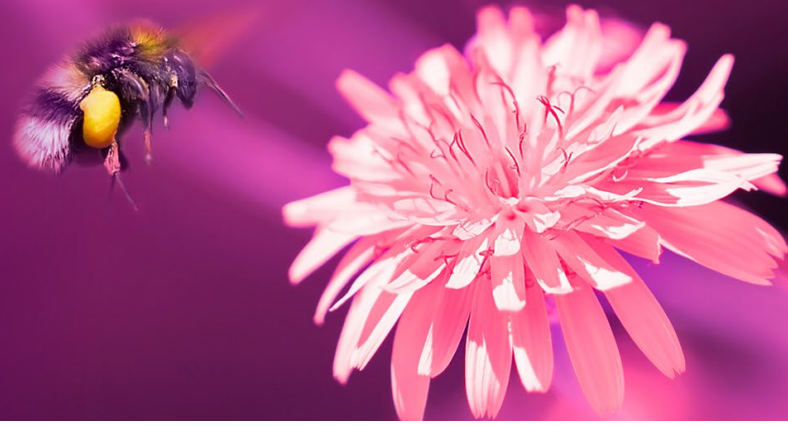


Your ESG Score Matters

Beazley wants to help



What is an ESG score?

An organization's Environmental, Social and Governance (ESG) score is a measurement of their sustainability and societal impact. In 2015, the United Nations established the 17 Sustainable Development Goals (SDGs) as a framework to help organizations set and measure their ESG goals.

Why does your ESG matter?

Organizations of all sizes are challenged – no, expected – to contribute to sustainability. Investors, customers, and other stakeholders are holding companies accountable for affecting positive change locally and globally. “Climatization” is playing out in every corner of society.

Where do bees fit in?

Environmentally-conscious citizens are mostly aware of the plight of pollinators and want to do something about it. Bees are responsible for the fertilization of many flowering plants, including 75% of food crops. As biologists know from the last 15 years of scrutiny, bees are dying at an unprecedented rate due to disease, pesticides, loss of habitat, and climate change. As a result, more and more organizations are embracing the idea of bringing honeybee hives to their properties as part of a broader sustainability program (bees prove to generate a lot of buzz among stakeholders.) But it's important to tie such an effort to strategic objectives to ensure it adds empirical value.

What about greenwashing?

To be effective, a sustainability team must avoid “greenwashing” or exaggerating the environmental benefit of a given effort, which can lead to an eco-friendly reputation being undermined. Fortunately, there is one surprisingly efficient way to make an outsized impact on bee health and the environment at large.

A network of data-yielding beehives

Professional beekeepers using scientific methods to control for variables ensure that data on hive health can be collected at scale and normalized for analysis. Incidentally, such a networked beekeeping approach directly supports 10 of the 17 SDGs put forth by the UN (see chart below).

	#2. Zero hunger
	#3. Good health and well-being
	#6. Clean water and sanitation
	#9. Industry innovation and infrastructure
	#11. Sustainable cities and communities
	#12. Responsible consumption and production
	#13. Climate actions
	#14. Life below water
	#15. Life on land
	#17. Partnership for the goals

Be the Change



The Beazley bee initiative

Beazley has partnered with Best Bees to offer professional beekeeping services that allow clients to make an impact. Corporations can contribute to the United Nations's Sustainable Development Goals in ways they may not even realize. Their scientific beekeeping service deploys state-of-the-art hive management techniques and pools standardized data across a wide network of colonies for broader research objectives. With the world's first and largest beehive management system, a proprietary system dubbed Bzzz, the health of each beehive in the network is recorded and ready for research. Bzzz tracks population, queen health, honey sums, diseases, and mite levels back a full decade. This data has been used in collaborations with NASA DEVELOP, Google Earth, MIT, and other partners.



The "Beazley Bees" package

Together Beazley and The Best Bees Company are offering a discounted "Beazley Bee" package to our broker partners and their clients to house a beehive on their site to help give back to their local ecosystem. Not only is this a benefit to their community but having a beehive onsite also contributes to your facilities LEED rating with the USGBC.



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Being proactive

"For more than 12 years now, Beazley and their insureds have partnered to ensure that unforeseeable events that may damage our environment are insured against. The next step for us is to add proactive measures to contribute towards ensuring a sustainable planet."

Jayne Cunningham, Head of Beazley Environmental

Interested in a hive for you or your client?

The **Beazley Bee Package** includes the following:

- An initial site assessment by The Best Bees Company
- 2-year commitment and monthly maintenance at \$19,000
- 2 x beehives with installation
- 100% of the honey produced by your hive
- 1 x honey tasting event per year
- Promotional material to help you tell your hive story to the community
- Local event support with materials and guided tours/ demonstrations
- 72 x 6 oz of co-branded honey per year

If you are interested please email: beethechange@beazley.com or visit www.beazley.com/beethechange to learn more.

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Insurance. Just different.