

# The Principles for Sustainable Insurance Initiative

## Communications pack for new members

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### 1. Background

Your company is now a member of the Principles for Sustainable Insurance (PSI) Initiative, a global framework for the insurance industry to address environmental, social and governance (ESG) risks and opportunities. Launched in 2012 by the UN Environment Programme Finance Initiative (UNEP FI), this global initiative strengthens the industry's contribution as risk managers, insurers, and investors to building resilient, inclusive, and sustainable communities and economies on a healthy planet.

To help you officially announce your company's decision to join the PSI Initiative, you will find below some social media assets as well as some useful communications information.

### 2. Suggested posts for signatories

#### ***LinkedIn/Facebook***

We are proud to become a member of the UNEP Principles for #SustainableInsurance Initiative, and we commit to help build more resilient, inclusive, and sustainable communities and economies. By applying the global framework to our business activities, we will be able to better address environmental, social and governance (ESG) risks and opportunities. [unepfi.org/psi](https://unepfi.org/psi)

We are excited to announce that [company name] has signed the UNEP Principles for #SustainableInsurance, the largest global collaborative framework helping the insurance industry to align business strategy with society's goals as set out in the UN Sustainable Development goals (#SDGs) and the Climate #ParisAgreement. [unepfi.org/psi](https://unepfi.org/psi)

#### ***Twitter***

We are proud to join the Principles for #SustainableInsurance Initiative, a global framework helping the insurance industry address #ESG risks and opportunities and to contribute to building more resilient, inclusive, and sustainable communities and economies. [unepfi.org/psi](https://unepfi.org/psi)

We are excited to announce that [company name] has signed the Principles for #SustainableInsurance, the largest collaborative framework helping the insurance industry to

align their business with global society's goals such as the #SDGs and the #ParisAgreement. [unepfi.org/psi](https://www.unepfi.org/psi)

### **3. Suggested posts for supporting institutions**

#### ***LinkedIn/Facebook***

We are proud to become a supporting institution for the UNEP Principles for #SustainableInsurance Initiative, a global framework helping the insurance industry address environmental, social and governance (ESG) risks and opportunities. We are looking forward to helping (re)insurers contribute to building more resilient, inclusive, and sustainable communities and economies. [unepfi.org/psi](https://www.unepfi.org/psi)

We are excited to announce that [company name] is now a supporter of the UNEP Principles for #SustainableInsurance, the largest global collaborative framework helping the insurance industry to align business strategy with society's goals as set in the UN Sustainable Development goals (#SDGs) and the Climate #ParisAgreement. [unepfi.org/psi](https://www.unepfi.org/psi)

#### ***Twitter***

We are proud to become supporters of the Principles for #SustainableInsurance Initiative, the global framework helping the insurance industry address #ESG risks and opportunities and contribute to building more inclusive and sustainable communities and economies. [unepfi.org/psi](https://www.unepfi.org/psi)

We are excited to announce that [company name] is now a supporter of the Principles for #SustainableInsurance, the largest collaborative framework that helps the insurance industry align their business with the #SDGs and the #ParisAgreement. [unepfi.org/psi](https://www.unepfi.org/psi)

### **4. Hashtags**

Primary: #SustainableInsurance #SustainableFinance

Secondary: #ESG #SDGs

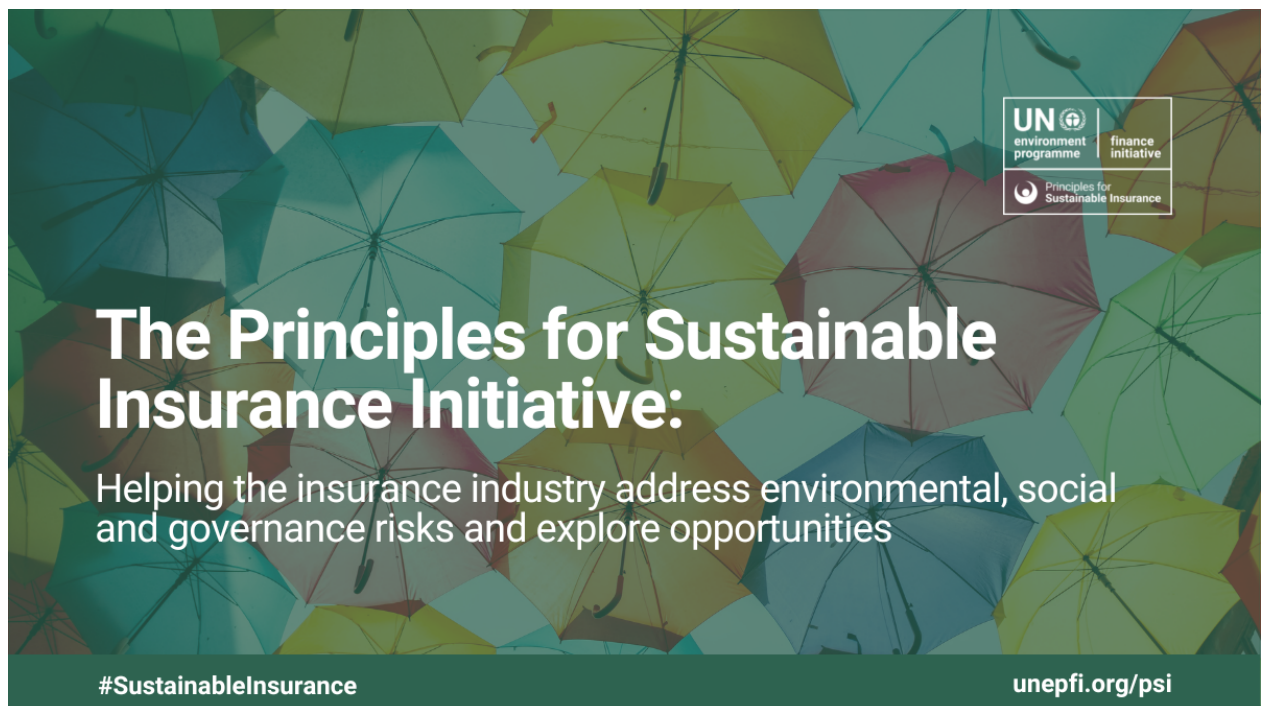
### **5. Social media handles**

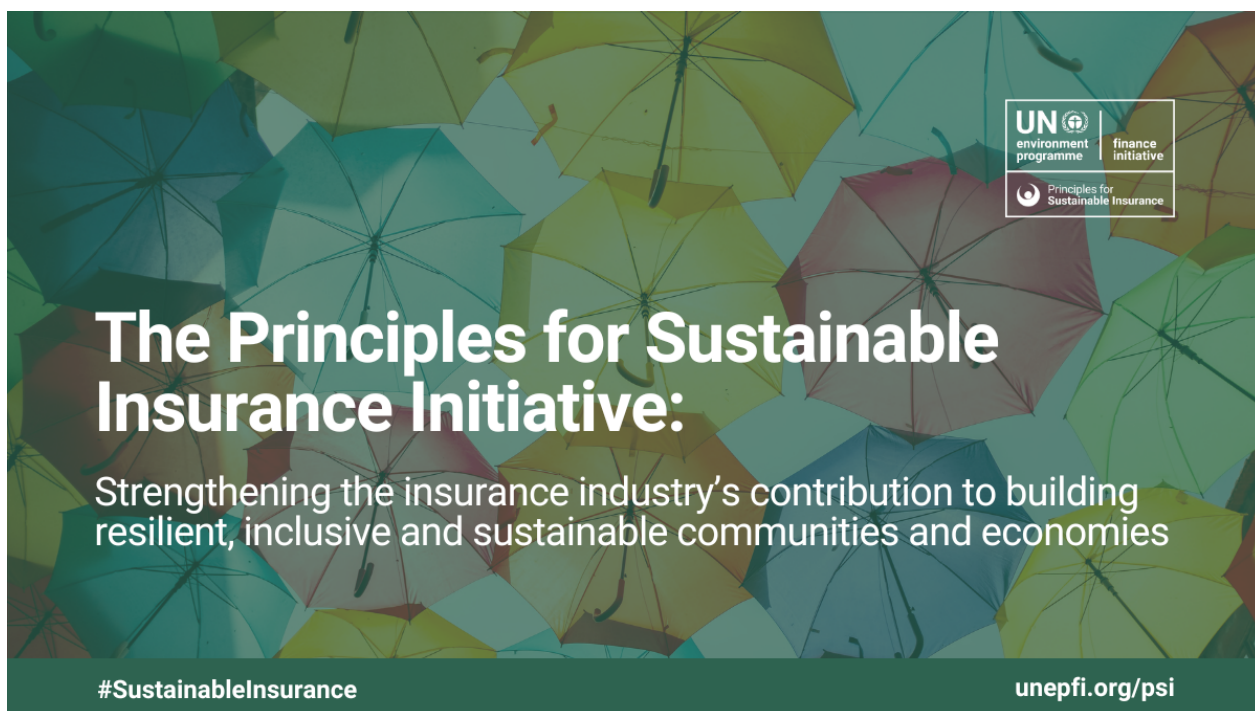
LinkedIn: @United Nations Environment Programme Finance Initiative (UNEP FI)

Twitter: @PSI\_Initiative @UNEP\_FI

Facebook: @UNEPFinanceInitiative

## 6. Social media cards





## 7. Logo

Members of the PSI Initiative can use the PSI logo in their corporate communications materials where appropriate, such as in annual and sustainability reports. We ask that members contact us before using the logo, providing details of how it will be used.

*Please note that the logo should not be used for promotion of any entity, product, or service (e.g., advertising or product literature or packaging) or used in any way that suggests endorsement of entities, products or services by UNEP FI or the PSI.*

Download the Principles for Sustainable Insurance logo in various formats [here](#), and the related logo guidelines [here](#).

## 8. Contacts

For communications-related questions, please contact [Jessika Berns](#).

For general questions about the PSI Initiative, please contact the [PSI Secretariat](#).

## 9. About the Principles for Sustainable Insurance Initiative

Endorsed by the UN Secretary-General and insurance industry CEOs, the Principles for Sustainable Insurance (PSI) Initiative serve as a global framework for the insurance industry to address environmental, social and governance (ESG) risks and opportunities—and a global initiative to strengthen the insurance industry’s contribution as risk managers, insurers, and investors to building resilient, inclusive, and sustainable communities and economies on a healthy planet.

Developed by the United Nations Environment Programme Finance Initiative (UNEP FI), the PSI Initiative was launched at the 2012 UN Conference on Sustainable Development (Rio+20) and has led to the largest initiative between the UN and the global insurance industry. As of August 2024, more than 270 organisations have joined the PSI, including insurers representing about one-third of world premium and USD 15 trillion in assets under management, and the most extensive global network of insurance and stakeholder organisations committed to addressing sustainability challenges. [Read more.](#)

## **10. About the UNEP Finance Initiative**

The United Nations Environment Programme Finance Initiative (UNEP FI) brings together a large network of banks, insurers and investors that catalyses action across the financial system to deliver more sustainable global economies. UNEP FI works with more than 500 banks, insurers, and investors—and over 100 supporting institutions—to help create a financial sector that serves people and planet while delivering positive impacts. We aim to inspire, inform, and enable financial institutions to improve people’s quality of life without compromising that of future generations. By leveraging the UN’s role, UNEP FI accelerates sustainable finance. [Read more.](#)