



AMICE seminar "Corporate Social Responsibility"  
Paris, 23-24 October 2008  
**Corporate Social Responsibility**  
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**How to embed CSR strategy throughout  
the organisation**

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**MAIF's Approach to  
Corporate Social  
Responsibility**

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# What does CSR mean at MAIF ?

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## ■ Range of CSR activity

- The company's commitment to society
- Governance
- Internal social policy
- Environment
- Member relations
- Supplier and service provider relations

## ■ An ultimate aim

**Contributing  
to sustainable  
development**



# How can we achieve this?



la différence  
MAIF

Une force  
mutualiste

Accompagner  
les sociétaires  
au quotidien

le groupe  
MAIF

**MAIF**

Combining  
ethics with  
economy



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- An approach in line with the company's values
- Our company leaders' commitment
- An approach connected to all activities within the company
- Resources, direction, results
- Working together with the stakeholders

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# MAIF's Commitment

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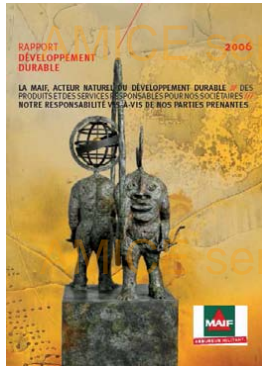


- The Chairman's personal commitment
- Strategic decisions taken by the Chief Executive
- An entity directly assigned to the Chairman
- Working together across the board

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# Continuous Assessment of our CSR Approach



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« Sustainable Development »  
Report  
Feedback

Stakeholder Expectations

Top Management Decisions



1 Stakeholder Perceptions

2 Social Ratings Facts

vigeo





# Positive effects on our policies



Assurance gratuite du raccordement des panneaux solaires au réseau EDF



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- Elements of Risk Prevention built into our products
- Intergenerational Solidarity
- Solidarity towards vulnerable people
- Supporting associational activities
- Satisfying our members



Amnesty international et la Fédération nationale de la Protection civile sont devenues sociétaires MAIF en 2007.

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# Positive effects on our business practices

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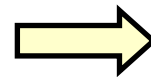
- An ecologically responsible approach



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- Strategic aim in 2007: reducing paper and energy consumption by 3%

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# Positive effects on our in-house players

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- A dedicated Intranet site, an in-house players' charter



Solairé en mission de congés solidaires.

- Active solidarity





# Positive effects on our in-house social policy

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- Commitment to diversity: Handicap policy, youth and sandwich course contracts, support for the older employees
- Promoting equal opportunities for employment



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- Preventing psychosocial risks

ressources HUMAINES

Les dernières infos

ARCHIVES

EN BREF

Informations générales  
Informations Sociales  
Emploi-mobilité-carrière  
Vie du salarié  
Outils pratiques

Bilan de l'année 2007 du site RH :  
Voici le bilan des rubriques et outils mis en ligne ; une occasion aussi de vous remercier pour être de plus en plus nombreux à consulter nos rubriques !  
(Le 24.01.08) -  
En savoir +

Nouvelles annonces A.M.I. :  
Voici la liste réactualisée des locations que nous propose le GROUPE IMMOBILIER A.M.I. de NIORT (Tel : 05.49.24.47.47) - (Le 04.01.08) -  
En savoir +

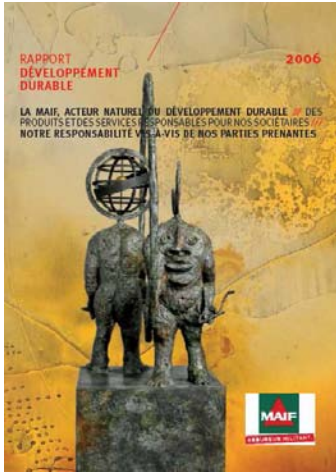
Calendrier social :  
Le calendrier social regroupe les dates des réunions avec les Instances Représentatives du Personnel (CE, DP, CHSCT...). Nous vous proposons les dernières mises à jour... - (Le 03.01.08) -  
En savoir +

ESPACE FORMATION

UNIVERSITÉ GROUPE MAIF



# Positive effects on dialogue with our stakeholders



Sustainable Development Report

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L'assemblée générale annuelle, un moment d'écoute et d'échanges.

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Social ratings

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Democratic governance



Dynamic mutualist life

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Mercredi 18 juin 2008 à 18 h  
Université Paul Valéry - Espace Du Guesclin - Champs de Mars - Béziers





# Integrating CSR into MAIF strategy across the board

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CSR and MAIF strategy :

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*"MAIF's social commitment will be reinforced through socially responsible business practice"*

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**Thank you for listening**

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