



**More than a campaign, the initiative heralds a culture shift: the belief sustainability is not a department, but a shared responsibility.**



**Matthew Reilly, Chief Operations Officer,  
APAC, Zurich Insurance Group**

Zurich Insurance Asia Pacific's #APACMovesTogether initiative was built on a simple but ambitious belief – that sustainability is a powerful enabler of business excellence that enhances employee experience, strengthens customer trust, and drives long-term value.

What began as a regional sustainability campaign evolved into a transformational movement that reshaped how the company engages its people, serves its customers and contributes to communities across the region.

At its core, #APACMovesTogether embeds sustainability into every decision, every team and every community it serves. The movement has mobilised over 9,000 employees across nine countries through an annual calendar of events and spotlight months – people month (April), customer month (June), and climate month (September). Each activation is aligned with Zurich's three sustainability pillars: people, customer, and planet, which has been translated into tangible action through volunteering, community partnerships, and business initiatives.

Unlike traditional ESG programs, the initiative was designed as an interdisciplinary priority, supported by a sustainability transformation network spanning every country and department. Ownership sits with everyone – ensuring sustainability is embedded into leadership conversations, operational decisions and business strategy.

"We created a rhythm of engagement that was both scalable and deeply personal. Employees didn't just participate, they led. Leaders didn't just endorse, they championed," said Matthew Reilly, chief operations officer in APAC for Zurich Insurance Group.

The impact has been measurable. In the Zurich Experience Survey, APAC achieved an 82% sustainability index – the highest across all regions and 9% above the global average – reinforcing the idea that when people feel connected to purpose, performance follows.

The initiative has delivered concrete environmental outcomes. Regionally, Zurich has planted over 14,450 trees through forest and conservation initiatives in Japan, Australia, Malaysia, Indonesia, and India – efforts which have helped to absorb an estimated 2,311 tonnes of CO<sub>2</sub>. In Indonesia, employees engaged in mangrove restoration by planting 1,500 trees; in India, teams planted over 6,600 saplings in a former port area in Mumbai; while Japan's multi-site forest partnerships continue to expand.

Beyond environmental action, #APACMovesTogether has also strengthened Zurich's social contribution. The company has partnered with city governments, NGOs, and local communities to support climate adaptation, promote green mobility, and address the needs of vulnerable groups, complemented by targeted community investment through the Z Zurich Foundation. "What matters most to us is that sustainability shows up in real actions, not just ambition. #APACMovesTogether has helped our people turn purpose into measurable impact across markets, while embedding ESG more deeply into how we think, lead, and operate as a business," added Reilly.

More than a campaign, #APACMovesTogether represents a culture shift. It reinforces the belief that sustainability is a shared commitment across the organisation. Through the program, Zurich has built a scalable, inclusive model for ESG leadership – positioning sustainability as both a social imperative and a core business enabler.