

Action Toolkit for Students:
**Insurance Companies
Can't Hire Good Talent
if They Keep Wrecking
the Climate**

Developed by **Future Coalition** and **Insure Our Future**





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Background

What does insurance have to do with climate change?

You can't drive a car or buy a house without insurance. Likewise, without insurance, energy companies cannot build or operate polluting and destructive fossil fuel projects like the Trans Mountain tar sands pipeline, coal-fired power plants, Arctic drilling, or gas export facilities and pipelines.

Insurance companies enable the fossil fuel industry in two key ways:

1. They provide insurance coverage to build and operate fossil fuel infrastructure.
2. Insurance companies invest their funds into other companies in order to make more money - including hundreds of billions of dollars into coal, oil, and gas companies worldwide.

Check out this [two-minute video](#) from the team at [Rainforest Action Network](#) that breaks down the connections between the insurance industry and the climate crisis!

Insurance is critical to the fossil fuel industry and to the climate. If coal, oil, and gas companies can't find insurance or afford insurance, they won't be able to build new projects or continue operating dirty infrastructure that drives the climate crisis, harms local communities, and violates Indigenous rights.

The problem is that even though many insurers worldwide are backing away from fossil fuels, **US based insurance companies aren't cleaning up their act.** Big global companies based in the US like [Liberty Mutual](#), [The Hartford](#), [Travelers](#), [Chubb](#), and [AIG](#) continue to insure new coal mines, oil drilling and pipelines, and gas projects worldwide. And they continue to invest billions of dollars into polluting industries.

Students and Recruitment Disruption

Students have targeted the recruitment efforts of fossil fuel companies and their financial backers on college campuses for several years. Financial institutions like banks and investment firms, and now, insurance companies, have become publicly associated with the corporations driving climate change. Our aim is to make that ongoing financial relationship a liability for insurers. Disrupting insurers' recruitment efforts is one strategy among many that campaigners and the broader climate finance movement are deploying to drive home the message that insurance companies, especially the climate laggards in the United States, can no longer continue business as usual.



Want advice or have questions?

- For activists in Connecticut, please contact Angel Serrano at Connecticut Citizen Action Group at angel.serranoccag@gmail.com or via phone at 860-849-7049

- For activists nationwide, contact coach Sof Petros at [sofpetros@futurecoalition.org](mailto:sopfetros@futurecoalition.org) or schedule a conversation with her [here](#) to learn more and get your questions answered!

Case study: The Trans Mountain Pipeline

The [Trans Mountain oil pipeline system](#) is a massive tar sands oil pipeline going from Alberta, Canada, through Burnaby, B.C. The Canadian government is currently constructing a twin, or second, pipeline, and land is being torn apart for this expansion. Oil tankers servicing the pipeline impact the entire Salish Sea and wind their way along the West Coast of the United States, to Washington and California for refining. The project and its proposed expansion is a global climate catastrophe, violates Indigenous rights, and harms the entire coastline.

The good news is that we've figured out one strategic lever that can stop this project:

Insurance coverage. Without enough insurance, construction of the Trans Mountain Expansion would halt in its tracks. In other words, if we can stop the flow of insurance money, then we can stop the flow of oil. Campaign pressure is already working: [fifteen insurers](#) have ruled out insuring the pipeline or its expansion (as of 8/4/21).

Some of the insurance companies still involved include Liberty Mutual, AIG, Chubb, and Lloyd's of London, among others. [See this article](#) for more information.

How can prospective insurance employees have an impact?

The insurance industry is hiring - and they need to recruit new, young employees. The US insurance industry is facing a recruitment challenge as its workforce, which tends to be older, ages into retirement. A [2020 study](#) estimated that 50% of the insurance workforce will retire by 2028! And the industry is struggling to appeal to the two youngest working generations, Millennials and Gen Z. These two generations care more and will be the most affected by the climate crisis, and have higher expectations about their employers making a positive impact in the world than do older generations.

“Generation Z is “the only generation to reference social concerns within employee comments,” [Peakon's analysis](#) found. “Raised in a time when the effects of climate change are making weekly headlines, it shows that they care deeply about the world around them.”

The companies financing and enabling the destruction of our planet need to know that young people won't work for them if they don't clean up their act. Insurers' lack of action on climate change will cost them talented workers.

If we can stop the flow of insurance money, then we can stop the flow of oil.



That's where YOU come in.

As a higher education student, you are in a unique position to help pressure insurance companies to be climate leaders. Insurers rely on recruiting new employees from colleges and universities every year, and hold power at these institutions — funding courses, departments, internships, and holding positions as trustees and administrators. Organizers, activists, and future insurance professionals on university campuses across the country can show insurers that, as they seek to recruit and retain employees, they will have to take the serious action on climate change that this generation expects from them or it will become a hiring liability. In this toolkit, you'll see the term 'Recruitment Pipeline Disruption' – The umbrella term for a range of tactics that seek to disrupt the insurance industry's recruitment efforts by drawing attention to their inaction on climate change, as a way to push companies to take action to help transition to a just and clean future.

As one of our youth organizing support coaches puts it, *"The young people of today are tomorrow's workers - and we don't want to work for exploitative industries that harm people and the planet! Insurance companies and their recruiters invest significant resources and energy on college campuses to cultivate a positive reputation on campus and goodwill with students to recruit and retain them as employers, all while minimizing or hiding their role in enabling climate chaos. As the very audience that these companies are trying to recruit, young people on campus have a unique power to influence these companies and demonstrate that their malfeasance is costing them talent and positive public perception."*



You Can Make A Real Impact

WHO YOU ARE:

A student concerned about climate change who IS planning to enter the insurance industry as a worker

If you are planning to join or are just entering the insurance industry, can you take action without jeopardizing your career? Absolutely. Through simple and safe actions, you can help demonstrate that the future workforce expects more from insurance companies on climate change.

There are already some good examples of young professionals speaking out as the future of the workforce, both in and out of the insurance industry. [Here are three.](#)

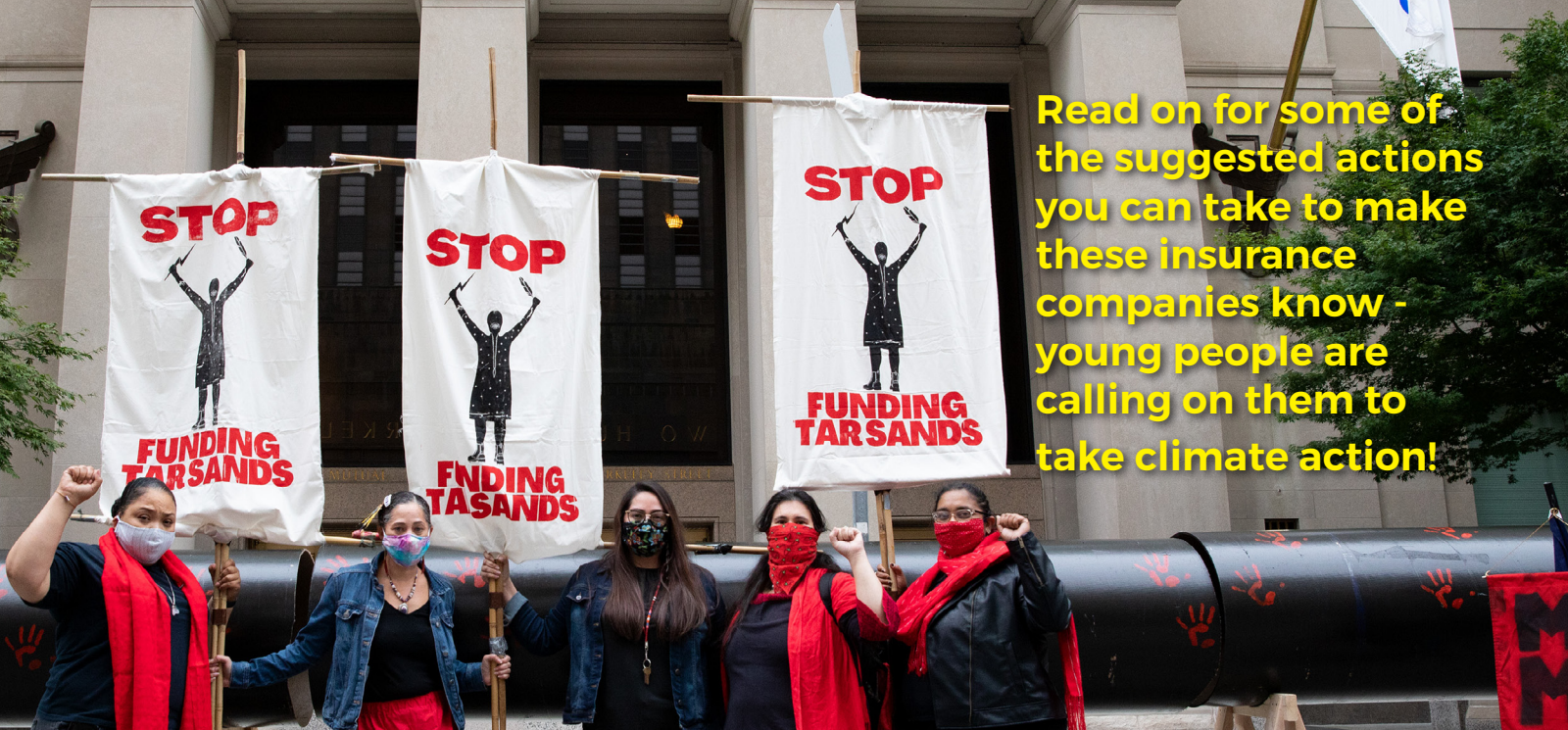
WHO YOU ARE:

A student concerned about climate change but NOT planning to enter the insurance industry as a worker

Anyone concerned about climate change – whether you intend to pursue a career in insurance or not – can help show the insurance industry that it needs to stop enabling the companies causing climate change or it will risk losing out on talented workers. If you are a student or young professional, you and your peers are the target audience for the insurance industry.

If you are planning to join or are just entering the insurance industry, can you take action without jeopardizing your career? Absolutely.





Read on for some of the suggested actions you can take to make these insurance companies know - young people are calling on them to take climate action!

Getting started

Now that you've got the basics on this issue and why your efforts matter, you're ready to learn about the companies we're targeting and how to contact them. [Click here.](#)

Some Suggested Tactics

- Ask company representatives tough questions about their company's climate policies
- Hand out campaign materials at recruitment or company-sponsored events
- Hold a demonstration inside or outside a career event calling attention to the insurer's negative climate impacts
- Send a sign-on letter from your fellow students or job-seekers to the companies
- Write an opinion essay (aka an op-ed) to your campus or local paper
- Flood the company with emails from your fellow students after a recruitment event
- Submit job applications to the company that highlight the need for it to improve its climate action

[Click here](#) for detailed guidance and tips for each of the tactics on the left, along with a list of some other creative action ideas.

Contact Sof Petros, sofpetros@futurecoalition.org, for additional support and to bounce around ideas for different tactics and actions. She's here to help!

Resources

Here are some resources to give you more information and to support you getting started in efforts on your campus:

- [A scorecard by Insure Our Future comparing 30 global insurance companies and their record on climate change](#)
- [University Career Event Planning template](#)
- [Full page printable flyers](#)

Read on for more resources, including:

- Insurance company social media accounts
- Insurance executives contact information for letters and other communication
- A sample letter to insurance executives
- A sample op-ed to submit to your campus or local paper

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Insurance executive contacts and social media accounts

Name	Name, Title and Email	Social Media Accounts / Handles
	<p>Peter Zaffino, CEO peter.zaffino@aig.com</p> <p>Karen Ling, Chief Human Resources Officer Karen.Ling@aig.com</p>	<p>IG: @AIGinsurance (not active) Twitter: @AIGinsurance Facebook: @AIGinsurance</p>
	<p>Evan Greenberg, CEO evan.greenberg@chubb.com</p> <p>Christopher DiDomizio, Senior Vice President Talent Acquisition christopher.didomizio@chubb.com</p>	<p>IG: @chubbglobal, @chubbNA Twitter: @Chubb, @ChubbCareers, @ChubbNA Facebook: @ChubbGlobal</p>
	<p>David Long, CEO david.long@libertymutual.com</p> <p>Melanie M. Foley, Chief Talent and Enterprise Services Officer melanie.foley@libertymutual.com</p>	<p>IG: @libertymutual, @workatliberty Twitter: @LibertyMutual, @WorkatLiberty, @AskLiberty Facebook: @libertymutual</p>
	<p>Christopher Swift, CEO christopher.swift@thehartford.com</p> <p>Lori Rodden, Chief Human Resources Officer lori.rodde@thehartford.com</p>	<p>IG: @thehartford Twitter: @TheHartford Facebook: @TheHartford</p>
	<p>Alan Schnitzer, CEO aschnitzer@travelers.com</p> <p>Diane D. Bengston, Executive Vice President and Chief Human Resources Officer dbengston@travelers.com</p>	<p>IG: @travelersinsurance, @travelerscareers Twitter: @Travelers, @TRV_Careers Facebook: @Travelers</p>

Here's an example of how you can use social media to communicate your activities on campus and reach key insurance companies.



Sample Letter to Insurance Company Executives

To: [Name, Title, Company]

Dear [Mr./Ms./Mx., NAME],

We, the undersigned, are students and job seekers interested in working in the insurance industry. We are also deeply concerned about the greatest systemic global risk, climate change. We write to urge [INSURANCE COMPANY] to immediately begin to limit the company's underwriting and investments in fossil fuels, the key drivers of the climate crisis.

We recognize the severe economic, social, and environmental consequences of allowing an average global temperature increase to surpass 1.5°C. We also recognize that the insurance industry contributes to climate change by underwriting and investing in fossil fuels. Insurers' decision to continue to enable fossil fuel expansion directly contradicts the actions needed to mitigate the climate crisis and to protect long term economic stability.

As the incoming workforce, we look forward to bringing our talents, creativity, and enthusiasm to the insurance field. While we are excited to contribute to the industry's success, we need to know that our professional energy and efforts are not contributing to the climate crisis. Our generation will bear the brunt of the economic and societal impacts of climate change and we want to work in an industry that is part of the solution.

We applaud the first steps that many of the world's largest insurance and reinsurance companies have taken to restrict underwriting and investments to parts of the fossil fuel sector. As we consider future employers, a company's policies on climate change, especially fossil fuel underwriting and investments, will be factors influencing our decisions.

We therefore urge [INSURANCE COMPANY] to restrict and ultimately phase out your own underwriting and investments in fossil fuels. We respectfully request a response to this letter.

Sincerely,

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Sample op-ed for your campus paper

Feel free to use this sample op-ed as a template for a submission to your campus paper. A tip: use this as a foundation but make sure it reflects your own voice! And double check the word limit requirements for your local paper.

The Insurance Industry is Contributing to the Climate Crisis and Recruiting You to Join

The effects of climate change are no longer a future problem. As temperatures rise, so does the frequency and severity of floods, wildfires, hurricanes, and heat waves across the United States and around the world. Here in [STATE] we've seen how [CLIMATE IMPACTS] affect our region.

Our generation has grown up understanding that fossil fuel companies are [largely to blame for the crisis](#). But what about the companies that enable the fossil fuel industry to keep on destroying the planet? What if some of the most significant enablers are the insurance companies that come to [UNIVERSITY NAME] to recruit our students?

The insurance industry contributes to climate change in two ways. First, insurance companies provide insurance coverage to build and operate oil pipelines, coal mines, fracking wells, etc. Without insurance, these harmful projects can't move forward. Twenty-six insurance companies have already ended or limited coverage for coal projects, but U.S. insurers continue to enable these projects around the world.

Second, insurance companies make their money by charging their customers premiums and then investing those premiums into other companies, including fossil fuel companies – on the order of hundreds of billions of dollars.

Insurance companies are well aware of their role here. Companies including Liberty Mutual, AIG, Travelers, and The Hartford have received multiple letters from [Indigenous tribes](#), [community groups](#), and [environmental and health advocates](#)--and even [businesses](#)--calling on them to stop insuring and to divest from fossil fuels. And with the recent [report](#) published by researchers at Harvard and colleges in the UK finding that nearly 9 million people died in 2018 from fossil fuel pollution, this is an urgent, life-or-death action that insurers need to take.

It's not even as if insurance companies need fossil fuels to succeed financially--in fact, the opposite is true. A recent report from French investment bank Societe Generale found that [exiting coal can improve insurance companies' stock prices](#). At the same time, the financial costs of climate change are mounting: climate-driven disasters cost the industry [\\$76 billion in 2020](#).

But insurance companies do need new talent, and they're recruiting from places like [UNIVERSITY NAME]. They can offer solid careers in the insurance industry. As the incoming workforce, we look forward to bringing our talents, creativity, and enthusiasm. But our generation, more than any other, wants to work for companies that are making positive contributions to society, not knowingly contributing to the world's greatest humanitarian and ecological crisis.

While we are excited to contribute to whatever work we do after college, we need to know that our professional energy and efforts are not contributing to the climate crisis. Our generation will bear the brunt of the economic and societal impacts of climate change and we want to work for companies that are part of the solution.

That's why I'm adding my voice to the many people around the world who are calling on insurance companies like Liberty Mutual, Travelers, AIG, and The Hartford: stop insuring climate chaos. I hope you'll join me. Our future depends on it.

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LIBERTY MUTUAL

LIBERTY INSURES
TOXIC PIPELINES



Insure Our Future is an initiative of environmental, Indigenous, and consumer groups that are advocating to the insurance industry for investments and underwriting to be directed away from industries causing climate change and towards solutions to environmental and economic sustainability.



With a focus on supporting BIPOC young people, queer young people, and young people on the frontlines, Future Coalition works collaboratively to provide youth-led groups with the resources, tools, and support they need to create transformative change in our communities and in this country.