

There's a powerful way your pension could help the planet

It's not something that a lot of people are aware of but one of the best ways you could help the planet is with your pension or investment. Irish Life does right by your clients money, by investing less in companies that harm the planet and more in those trying to help it, while always aiming to deliver the best possible return. Our new advertising campaign will show the people of Ireland how they can do right by their money - for their future, their family's future & the planet.



Our new campaign supports new business & top ups

Once people make the connection that they can influence the way their pension can help the planet they become much more interested and invested. People will act if they find out their pension is not being managed responsibly.



Over **HALF (53%)**

of people said they would speak to a financial broker or advisor to switch their pension to one managed in a responsible way.



With **1 in 5**

claiming they would switch pension provider if they did not offer funds that are managed responsibly.

Ultimately pensions become more relevant to people when they realise the power they have with



over **8 in 10 (84%)** with a pension saying they would pay on average **€48 extra a month** into their pension if they knew their pension was responsibly managed.



You'll see our New Responsible Pensions Campaign on TV, radio, outdoor, online and social.

Source: Red C 2022

See irishlife.ie for pension funds that have a responsible approach.
Irish Life Assurance plc (trading as "Irish Life") is regulated by the Central Bank of Ireland.