

# BTA corporate social Innovation strategy

2023–2025

**We will put our customers at the core of everything we do, in order to become an industry trendsetters, grow faster than the market while maintaining profitability**



# BTA Values



## **ACCESSIBILITY**

We are accessible via any channel throughout the Baltic States 24/7, furnishing simple and fast customer service.



## **HUMANITY**

We speak a simple – human language. BTA's products are tailor-made – individual attitude and solutions.



## **CREDIBILITY**

Credibility is driven by the field experience and the ability to change. Sustained by VIG, BTA is a reliable partner in responsible decision-making.





# Strategy DRIVERS



## INNOVATIONS

We are developing innovative and creative solutions that have a long-term and scalable impact on society and our business by combining our knowledge of insurance market trends and our business assets.



## PEOPLE

We are solving recognisable problems in society with our CSI initiatives by establishing partnerships with government, Non-Governmental Organizations, customers and/or our partners in accordance to our focus areas: health, social development and art.



## SUSTAINABILITY

Sustainability is one of BTA's strategic drivers, which is important cornerstone of the company's development. We are a paperless company, we have received "Green Office", ISO 9001 and ISO 14001 certificates, and carry out other sustainability initiatives and activities.

**TO CREATE SUSTAINABLE  
CORPORATE SOCIAL  
INNOVATION (CSI) INITIATIVES  
that contribute to the society  
and, over the long-term, to our  
business as well.**

We are supporting up to three CSI initiatives for private and corporate clients throughout the Baltics in one of these focus areas: health, social development and art.

## INITIATIVES in focus areas



### HEALTH

Initiate CSI activities for private customers (potential and existing) and/or our employees in the areas of physical and/or mental health. In focus for physical health initiatives: promotion of helmet wearing to children on bicycles; in focus for mental health initiatives: our employee engagement through mental health promotion activities.



### SOCIAL DEVELOPMENT

Fully implement the paperless office concept. Afterwards, educate and challenge the leading employers of the region (our corporate customers and partners) to go paperless in their offices.



### ART

Fund and support the Baltic art scene. In order to continue the activities regarding the BTA ART collection: support artists from the Baltics to stay at international Artist Residencies to promote artistic development and international collaborations, or support artists from VIG Group's countries to come to Baltic Art Residencies and become a patron for development of art residencies or institutions and attract more international artists to the Baltic art scene.

**Responsibility** **made** **simple**



VIENNA INSURANCE GROUP