

Our Resilience Barometer

Measurement is a critical component to the success of any strategy. Our performance target—“three out of four stakeholders recognize us as leaders in building resilient communities”—centres on understanding the experience of the very people we aim to support. Our unique Resilience Barometer monitors progress toward our target by testing levels of awareness of our approach to social impact amongst our stakeholders and their assessment of our leadership.¹

In 2021, we set our performance target and since then we’ve tracked and measured stakeholder feedback across four specific dimensions of our ability to support resilient communities:



Helping communities adapt to climate change.



Reducing greenhouse gas (GHG) emissions.



Creating opportunity for families living in poverty.



Contributing to community well-being through generosity.

¹ The Resilience Barometer is a measurement tool used internally by Intact, which was developed in partnership with market research agency Ipsos.



We engaged six stakeholder groups across our regions that are critical to our success and asked for their feedback on how they perceive our performance in achieving our social impact objectives:

- Customers
- Employees
- Brokers
- Investors
- Governments
- NGOs and industry associations

In 2022, we released the results from our first survey in Canada, and in 2023 we expanded the Barometer’s geographic representation to include U.S., the U.K. and E.U. stakeholders.

Results

57%

of stakeholders in Canada recognize us as leaders in building resilient communities, up from 54% in 2022.

53%

of stakeholders globally recognize us as leaders in building resilient communities, the first time we have measured a global score.

89%

of stakeholders believe Intact has the responsibility to help communities become more resilient.