

# M&S Home Insurance Helps Householders Reduce Their Environmental Impact



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M&S is the first home insurance provider in the UK to offer policyholder claimants two unique features to help reduce their impact on the environment.

[M&S Home Insurance](#) is now offering the features to new customers at no added cost and will be making them available to existing customers on policy renewal from 1st February.

While lost or damaged possessions are usually replaced with equivalent new items M&S Home Insurance claimants for fridge freezers, refrigerators, washing machines, tumble dryers or dishwashers, will be offered an environmentally-friendly A rated energy-efficient replacement, saving up to 140kg of CO2 each year\*.

Additionally, insured properties requiring a rebuild will be reconstructed in line with the Code for Sustainable Homes (CSH) 4, using sustainable materials where possible, emitting at least 44% less CO2 than building regulations stipulate\*\*.

David Wells, M&S Head of Insurance, said: "These new policy features, which we believe are firsts in the UK insurance market\*\*\*, mean that the M&S Home Insurance policy is one of the most environmentally friendly products of its kind."

Nick Kidd, of AXA Insurance, said: "It is becoming increasingly common for companies to launch 'green' products on the basis of carbon offsetting facilities which our research suggests is not valued by customers.

"The M&S product goes significantly further by providing tangible environmental benefits which will help customers to save energy, save money and ultimately, to help save the planet. According to the Energy Saving Trust, the average home will emit around 5 tonnes of CO2 a year, so these new product features can have a real impact.

"At AXA we're committed to reducing our negative environmental impact and are really pleased to work with M&S Money on this innovative product."

Mat Colmer, Head of Housing and Supply Chain for the Energy Saving Trust, said: "Rebuilding houses to Code for Sustainable Homes level 4 is a demanding target covering a range of environmental criteria, so it's encouraging that M&S Money is taking its role in making the UK's housing stock more sustainable seriously.

"It's important that companies take the lead with ambitious and positive products and packages when it comes to reducing the UK's carbon emissions, while clearly explaining the benefits of these low-carbon measures to their customers."

Notes to Editors  
All figures, unless otherwise stated, are from YouGov Plc. Online survey sample size - 2012 adults undertaken 14th-16th December 2009. Figures weighted and representative of all GB adults (aged 18+).

\* Energy efficiency depends upon actual appliance. Saving assumes current appliance is 'D' rated.  
\*\* The CSH sets minimum standards for energy and water consumption and uses a six star rating system to communicate the overall sustainability performance of new homes.  
\*\*\* According to survey by eBenchmarkers

**About [M&S](#) [Money](#)**  
M&S Money (the trading name of Marks & Spencer Financial Services) was founded in 1985 as the financial services division of Marks and Spencer Group plc. The company is now a top ten credit card provider and the second largest travel money retailer in the UK. M&S Money

also offers a range of insurance cover, including home insurance, [pet insurance](#) and [car insurance](#) as well as loans, savings and investment products.

In November 2004, Marks & Spencer sold M&S Money to HSBC. The Group serves customers worldwide from around 9,500 offices in 86 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa. With assets of US\$2,527 billion at 31 December 2008, HSBC is one of the world's largest banking and financial services organisations. HSBC is marketed worldwide as 'the world's local bank'. M&S Money has an executive committee comprising an equal number of representatives from HSBC and Marks & Spencer.

M&S home insurance policies are underwritten by AXA Insurance UK plc. Terms, conditions, exclusions and limitations apply.

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