



Admiral Group and PwC host sustainability event during Wales Week in London

25 Feb 2025



Net Zero
Industry Wales

SH
ASSOCIATES

pwc

Admiral

Week London - Welcome

Wales' Transition to Greener Economy

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On 25th February 2025, Admiral Group, Wales' only FTSE 100 company, hosted an event on Wales' transition to a greener economy in partnership with PwC. The event was organised as part of [Wales Week in London 2025](#), an annual event celebrating and promoting Welsh organisations and culture in the City. Admiral's event was supported by the Secretary of State for Wales, Rt Hon. Jo Stevens MP, who gave a keynote speech.

The Secretary of State for Wales acknowledged the shared responsibility in ensuring Wales reaches its net zero goals, and recognised Admiral's commitment to being a sustainable and resilient business and supporting customers and colleagues to make more sustainable choices.

Admiral Group's Chief Sustainability Officer, Michelle Leavesley, Ben Burggraaf, CEO of Net Zero Industry Wales, and Sophie Howe, the first Future Generations Commissioner, took part in a panel discussion moderated by Katie Rimell, PwC. The panel discussed how to involve customers and suppliers in the transition, how to attract talent into 'Green jobs' and the importance of balancing policy and practical delivery in sustainability.

Michelle Leavesley, Chief Sustainability Officer at Admiral Group, says, "Having published our [Net Zero Transition Plan](#) in December last year, we recognise our role in driving meaningful change and delivering a more sustainable future, but it needs business, government and people to work together. It felt right that our first ever Wales Week in London event focused on sustainability as it is such an important issue. We're proud of the fact that we've been able to create a space for people who share the same ambition and want to partner to create a more sustainable Wales. A huge thank you to everyone who joined us and, of course, the teams at Admiral and PwC that made the event possible."

Secretary of State for Wales, Rt Hon. Jo Stevens MP, said: "The UK Government's mission to make Britain a clean energy superpower provides huge opportunities for Wales. I am very pleased that as part of our Plan for Change the UK Government is investing in the expansion of this sector, meaning more growth and more money in people's pockets. Business and industry will play a key role in achieving our clean energy goals and companies like Admiral are leading the way on sustainability in Wales."

Stuart Couch, Market Senior Partner for PwC in Wales, said: "I'm really pleased to have partnered with Admiral to host a timely conversation on an issue that we have long recognised as a priority for the Welsh market – sustainability and energy transition. Over the last two years we have been bringing public sector and energy stakeholders together to identify areas for collaboration in Wales' transition to net zero; there is a clear opportunity to leverage Wales' significant natural resources in wind and tidal energy to attract investment and boost the industrial and manufacturing sectors."

About Admiral Group

Admiral Group plc is a FTSE100 global financial services company offering motor, household, travel and pet insurance as well as personal lending products. Established in 1993 in the UK, the Group now has offices in Canada, France, Gibraltar, India, Italy, Spain, and the US.

About PwC

At PwC, our purpose is to build trust in society and solve important problems. We're a network of firms in 149 countries with more than 370,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at www.pwc.com.