

## **It takes Aviva – Manifesto film**

We all want a better future. We can imagine it. Even see it.  
But knowing what steps we need to get there?  
That's not easy.

It's understanding how much to put away for a rainy day.  
And for the sunny ones too.  
How to build a better world for your children.  
As well as for everyone else.  
What it takes to look after your pride and joy.  
And to fix things when they go wrong.

What does it actually take?

It takes understanding - and breadth of expertise.  
It takes commitment - to stand up for what you believe in.  
It takes care - making the time to solve problems for each other.  
It takes community – because our strength comes from our connections.  
And it takes confidence – to believe that the best is yet to come.

It takes a partner to map the path to a brighter future.  
And help you start putting one foot in front of the other.

A partner to our customers.  
A team with our colleagues.  
A sustainable investor in our society.  
It takes a company like no other.  
It takes Aviva.