# Extinction Rebellion escalates pressure on insurance industry to cut fossil fuel ties at BIBA conference



Extinction Rebellion’s Insure Our Survival campaign has once again turned the spotlight on the insurance industry's pivotal role in exacerbating the climate crisis. For the third consecutive year, activists disrupted the British Insurance Brokers’ Association (BIBA) conference, the largest gathering of insurance brokers in Europe, demanding an end to the industry's support for fossil fuel projects. Despite its theme of “A New Era,” the event was overshadowed by vivid protests that underscored the urgent need for reform within the sector.

Central to the protests was the message articulated by Sarah Brown from XR Macclesfield, who drew attention to the insidious dependency of fossil fuel projects on insurance backing. "Any big fossil fuel projects, pipeline, coal mine, whatever it is, they all need insurance companies to back them," she explained. By swaying these companies to withdraw their support, activists believe that further fossil fuel projects could be effectively halted.

The day featured an engaging array of activities, including performances by a climate choir and street theatre, designed to captivate attendees and spark dialogue. One particularly striking element of the protest was a life-sized model of a Lamborghini, designed to appear as though it were submerged in floodwaters, which was then repurposed as a karaoke booth. This creative approach not only entertained but served to highlight the increasing severity of extreme weather events linked to climate change.

Conversations between activists and attendees demonstrated a spectrum of reactions. While some delegates expressed support for the movement, asserting that their companies were moving towards insuring cleaner energy projects, others displayed indifference, with one stating outright, “I’m not a moral guardian.” Nevertheless, activists managed to engage with over 100 conference delegates, igniting conversations about climate responsibility within the insurance sector.

Beyond this singular event, the Insure Our Survival campaign dovetails with a broader global push against the fossil fuel industry. In recent months, notable victories have included the announcement from Chubb that it would not support the contentious East African Crude Oil Pipeline (EACOP). Such developments indicate a shift within the industry, spurred by relentless activism. Martin Porter, a spokesperson for the coalition behind the protests, emphasised the precarious position of the insurance sector, which profits from fossil fuel projects while wrestling with the financial fallout of climate-related disasters.

This year’s proactivity from Extinction Rebellion followed a series of protests that targeted major insurers, including AIG and AXA, as part of a comprehensive strategy to reshape the landscape of corporate responsibility in the face of climate change. These protests, marked by direct actions such as blockades and symbolic displays, aim to compel insurance firms to re-evaluate their partnerships with high-risk fossil fuel projects and pivot towards renewable energy initiatives.

The campaigns spotlight the complex dynamics at play within the insurance industry, which, unlike the fossil fuel sector, does not deny the impact of climate science. As insurers grapple with climate-litigation risks and the increasing frequency of extreme weather events, their potential to become allies in the climate fight is significant. Activists have expressed hope that by engaging with industry players, they can catalyse a shift from complicity to activism within the sector, creating a paradigm where insurance companies champion sustainable projects instead of undermining them.

As Extinction Rebellion continues to mobilise, their focus on insurance companies speaks to a crucial battleground in the fight against climate change. The coalition plans further actions across various locations in the UK, urging insurance professionals to step up and make impactful decisions for the planet's future.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://extinctionrebellion.uk/2025/05/26/insure-our-survival-disrupts-insurance-brokers-conference-for-third-year/> - Please view link - unable to able to access data
2. <https://www.insurancebusinessmag.com/uk/news/environmental/extinction-rebellion-to-insurers-insure-our-survival-512353.aspx> - In October 2024, Extinction Rebellion's 'Insure Our Survival' campaign targeted major insurance firms, including AIG, AXA, and Marsh, with weeklong protests across the UK. Activists urged insurers to cease backing new oil, gas, and coal projects, highlighting the industry's role in facilitating climate change. Demonstrations featured placards, banners, and direct actions like blockades and advertising vans, aiming to pressure insurers into supporting renewable energy initiatives and withdrawing from fossil fuel ventures.
3. <https://www.insurancetimes.co.uk/news/extinction-rebellion-warns-insurers-of-ecocide-legal-action-and-continued-disruption-over-fossil-fuel-ties/1454151.article> - In January 2025, Extinction Rebellion warned insurance firms of potential 'ecocide' legal action and ongoing disruptions if they continued insuring fossil fuel projects. The group accused insurers of being complicit in environmental destruction and called for a rapid withdrawal from the oil, gas, and coal sectors. Activists emphasized the need for insurers to support renewable energy and adopt strategies to combat climate change, threatening intensified protests if demands were unmet.
4. <https://www.insurancebusinessmag.com/uk/news/environmental/insurance-conference-at-howdens-london-office-met-with-protests-522593.aspx> - In January 2025, Extinction Rebellion and student groups disrupted an insurance conference at Howden's London office. Protesters targeted firms like Swiss Re, Munich Re, and AXA, accusing them of supporting high-risk fossil fuel projects that undermine climate change mitigation efforts. Demonstrations included speeches, theatrical performances, and symbolic actions, such as displaying a model of a green sports car sinking into floodwaters, to highlight the consequences of fossil fuel investments.
5. <https://www.theinsurer.com/sustainable-insurance/news/xr-accuses-insurance-ceos-of-deadly-fossil-fuel-profiteering-2025-01-30/> - In January 2025, Extinction Rebellion accused insurance CEOs of 'deadly fossil fuel profiteering' due to their involvement in insuring new fossil fuel infrastructure. The group targeted firms like Swiss Re, Munich Re, and AXA, urging them to cease underwriting fossil fuel projects and support renewable energy initiatives. Activists emphasized the insurers' role in facilitating environmental harm and called for a rapid industry-wide strategy to combat climate change.
6. <https://www.cityam.com/howdens-insurance-conference-disrupted-by-climate-activists/> - In January 2025, Extinction Rebellion activists disrupted Howden's insurance conference in London, targeting firms such as Swiss Re, Munich Re, and AXA. Protesters accused these companies of supporting high-risk fossil fuel projects that hinder efforts to combat climate change. The demonstration included speeches, theatrical performances, and symbolic actions, like displaying a model of a green sports car sinking into floodwaters, to highlight the environmental consequences of fossil fuel investments.
7. <https://www.commondreams.org/news/xr-insurance-industry> - In July 2024, Extinction Rebellion launched the 'Insure Our Survival' campaign by disrupting the UK insurance industry's annual awards ceremony at the Royal Albert Hall. Activists held up images of climate crisis-driven flooding and performed symbolic actions to demand that insurers cease backing new oil, gas, and coal projects. The group emphasized the industry's role in facilitating environmental destruction and called for a rapid withdrawal from fossil fuel ventures to support renewable energy initiatives.