



**AWE** NUCLEAR SECURITY  
TECHNOLOGIES

## Spotlight: Bringing retirement planning to life

AWE ran a standout retirement campaign for Pensions Week to demystify pensions and boost employee engagement with the plan. Aligned with the “Pay Your Pension Some Attention” strapline, the initiative aimed to build confidence and drive action around retirement planning.

The week featured webinars, onsite events, nudges, and daily “Do, Read, Attend or Watch” prompts. A highlight was the “In Conversation With...” panel, where employees at different life stages shared personal stories, making retirement planning more relatable and sparking deeper reflection.

**Accessibility and inclusion were central:** resources were online and on-demand, and employees could book in-person sessions with independent financial advisors. Pre- and post-campaign surveys measured sentiment and behavior change.

### THE RESULTS

75%

survey respondents reported increased pension confidence

50%

increase in AON beneficiary changes  
(Q4: 258 vs. Q3: 168)

2,270+

webinar attendees

209%

increase in employees increasing their pension contributions in the month immediately after their Pensions Week

70%

acted as a result of the campaign, most commonly registering for online access to their pension portal and discussing pensions with family or colleagues

By combining storytelling, targeted nudges, and accessible education, AWE transformed pensions from a distant concept into a practical priority, proving that meaningful engagement can drive real behavior change.

