



**THE EFMA-ACCENTURE
INNOVATION IN
INSURANCE AWARDS
2020**

MAKING THE EXCEPTIONAL VISIBLE

CREATE A WINNING INNOVATION IN INSURANCE AWARDS SUBMISSION

Since 2016, the Efma-Accenture Innovation in Insurance Awards have showcased innovation in the industry. We're celebrating the world's best new ideas and practices that are transforming insurance.

WINNING INNOVATIONS ARE



AWARDS CATEGORIES FOR 2020



GLOBAL INNOVATOR

The most innovative insurer. To qualify for the Global Innovator category, you need to submit at least three innovations in the other six categories.



CONNECTED INSURANCE & ECOSYSTEMS

Innovative practices that give rise to new business models and scalable end-to-end value propositions that capitalize on the power of partnerships, platforms and the Internet of Things.



CORE INSURANCE TRANSFORMATION

Significant enhancement of the underwriting, claims or other processes, leveraging advanced technology.



CUSTOMER EXPERIENCE

Innovations that significantly enhance the way companies engage with customers.



PRODUCT & SERVICE INNOVATION

Innovations that significantly enhance, extend or replace the traditional offer.



WORKFORCE TRANSFORMATION

Innovations that successfully bring together people, culture, leadership, organization and technology.



INSURTECH

The creation and/or application of innovative technology that substantially enhances the customer experience and/or develops new sources of value for insurers.

WHO CAN ENTER?

If you have implemented an innovative concept, then we want to learn more about it. From startups to multinational companies, show us how you're transforming with the latest technologies.

It's free to submit an innovation!

WHAT CAN YOU ENTER?

Past winners have ranged from a self-service insurance portal to AI-driven sales activities. If you have anything technology-forward, disruptive, or transformative, then submit!

To learn more about previous winners, visit

efma.com/innovationininsurance

WHY ENTER?

Position your company as an innovator

Get recognition from the industry **Network** with other industry innovators

Promote your innovations

See what your peers are doing

7 TIPS FOR A WINNING SUBMISSION

- 1 Present a problem you needed to solve**, show how you used technology or an innovative idea to solve that problem, and highlight the results.
- 2 Directly address each judging criterion**: originality, impact and universality.
- 3 Proofread and edit** your submission.
- 4 Use visuals** to help make your presentation more engaging.
- 5 Don't be afraid to talk about your setbacks or challenges** and how you overcame them throughout ideation and then implementation.
- 6 Keep your audience in mind**: how can your innovation change the industry as a whole and impact your clients?
- 7 Be specific**, especially in your results. Use statistics and numbers to show growth or change.

JOIN A GROWING NETWORK OF INNOVATORS

77% INCREASE IN SUBMISSIONS SINCE 2016

2016

224 innovations from
148 institutions in
37 countries

2019

395 innovations from
287 institutions in
54 countries

PAST "GLOBAL INNOVATOR" AND "NORTH AMERICAN INNOVATOR OF THE YEAR" AWARD WINNERS



in France
2016



in Japan
2018



in U.S.A.
2018



in Italy
2017



in Switzerland
2019



in U.S.A.
2019

SUBMIT YOUR ENTRY BY APRIL 10, 2020

Voting occurs in **May 2020**

Global Awards Ceremony on **June 4, 2020**

North American Awards Ceremony in **November 2020**

TO LEARN MORE, VISIT

efma.com/innovationininsurance