

The Efma-Accenture
Innovation in Insurance
Awards 2021

Making the exceptional

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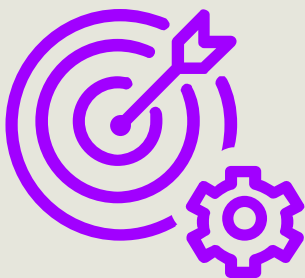
accenture 

The Efma-Accenture innovation in insurance awards were launched in 2016 to recognize and promote innovation in the industry.

The awards have become the world's premier celebration of the best new ideas and practices that are transforming the industry.

Objectives

- Spark industry innovation
- Recognize excellence
- Put the spotlight on the new and the disruptive
- Showcase how a changing world simultaneously challenges and creates opportunities for insurance organizations



Seven award Categories for 2021

The awards have changed over the years to accommodate new technology trends and diverse innovations:



Global innovator (Overall winner)



Connected insurance & ecosystems



Core insurance transformation



Customer experience



Product & service innovation



Workforce transformation



Insurtech

Who takes part?

From nimble startups to the world's leading multinational carriers. Pace-setting organizations using digital technology to transform their core businesses and pivot to new breakthrough business models.

Why take part?

- Promote innovation in insurance
- Achieve recognition from your colleagues and industry peers
- Position your organization as an innovator
- Meet other industry innovators at networking events
- Benchmark your innovations against other insurers
- Be inspired by the creativity and boldness of your peers

Milestones

2016

Innovation in Insurance Awards launched.
First global award ceremony held on 9 June in Milan.

2017

Global award ceremony held on 26 April in London.

2018

'Submission of the Month' competition launched, Insurtech category launched.
Global award ceremony held on 12 June in Paris.

2019

25% increase in submissions year-on-year
Global award ceremony held on 24 June in Amsterdam.

2020

First global virtual awards ceremony held on 17 June.



1518 Innovations

From **824** Institutions

In **70** Countries



**Global
innovator
winners**

 Discovery 2020	 ZURICH 2019	 GENERALI 2017
	 TOKIOMARINE GROUP 2018	 AXA 2016

**Submit your entry
by April 2, 2021**

Share your idea, and get the credit it deserves

To learn more, visit efma.com/innovationininsurance