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## The Efma-Accenture Innovation in Insurance Awards **2022**

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 2022

1

Original

2

Impactful

3

Universal

Judging criteria



#### Global Innovator

The most innovative insurer. The winner is the organization whose corporate vision commits it successfully to continuous innovation and transformation, to the development and leadership of a broad ecosystem of partners extending beyond insurance, and to the exploitation of emerging technologies that improve the experience of its customers and the performance of its business.



#### Customer Experience

Innovations that significantly enhance the way companies engage with customers. These new approaches create value through, for example, seamless and personalized experiences across physical and/or digital channels, new customer management models, artificial-intelligence-driven advice, and innovative management of customer loyalty and satisfaction.



#### Product & Service Innovation

Innovations that significantly enhance, extend or replace the traditional offer, creating new profit pools by serving new customer segments or existing segments in new ways, and entering or creating new markets typically beyond the reach of insurance players.



#### Connected Ecosystems & Marketplaces

Innovative practices that give rise to new business models, scalable end-to-end value propositions that capitalize on the power of partnerships, platforms and the Internet of Things. Innovations, diversification opportunities and ecosystems may reach beyond the traditional boundaries of insurance, and may be submitted by incumbents, specialized players and other new competitors.



#### Insurtech

The creation and/or application of innovative technology that substantially enhances the customer experience and/or develops new sources of value for insurers. This category is reserved for insurance start-ups and spin-offs, and technology firms targeting the insurance industry. Innovations must be stage-one funded, have a market release proposition, and/or have completed a successful market proof of concept.



#### Re-imagining the Social, Sustainable & Responsible

Innovations that advance Insurance's social purpose and its commitment to being a good corporate citizen and a true ally of its customers.



#### Workforce Transformation

Innovations that successfully bring together people, culture, leadership, organization and technology, enabling the insurer to realize the full potential of the human and machine workplace.

## 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 innovations qualify?

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](https://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 (images, videos, ppt etc)** 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

**51%** increase in submissions since 2016









**2016**

**224** innovations from  
**148** institutions in  
**37** countries

**2021**

**460** innovations from  
**289** institutions in  
**55** countries

## Past "Global Innovator" and "North American Innovator of the Year" Award Winners

 <b>2021</b> in Italy	 <b>2019</b> in U.S.A.	 <b>2018</b> in Japan	 <b>2017</b> in Italy
 <b>2020</b> in South Africa	 <b>2019</b> in Switzerland	 <b>2018</b> in U.S.A.	 <b>2016</b> in France

**Submit your entry  
by April 8, 2022**

Voting occurs in **May 2022**  
Global Awards Ceremony on **June 15, 2022**

**To learn more, visit**  
[efma.com/innovationininsurance](https://efma.com/innovationininsurance)