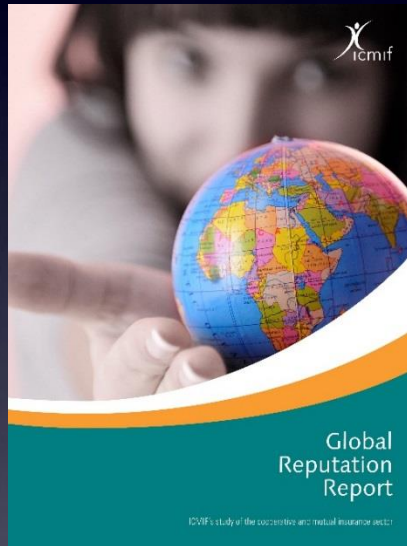


The global reputation report 2016



Liz Green
Senior Vice President, ICMIF
October 2016

In 2012 ICMIF commissioned the world's first reputation study for our sector...



- ✓ **A one year global digital reputation study (Nov 2011-2012)**
- ✓ **Behaviour and sentiment**
- ✓ **16 languages tracked**

ICMIF's 2015-2018 strategy focuses on **increasing the sector's visibility**

- ✓ **Raising the visibility of the sector**
- ✓ **Establishing a louder voice in global conversations**
- ✓ **Strengthening the sector's association with strong financial performance**
- ✓ **Increasing references made by external audiences about cooperative and mutual values**
- ✓ **Increasing positive sentiment towards the sector**
- ✓ **Building a greater profile with national government/policymakers**
- ✓ **Identify, promote and mobilise sector leaders to lead global conversations**

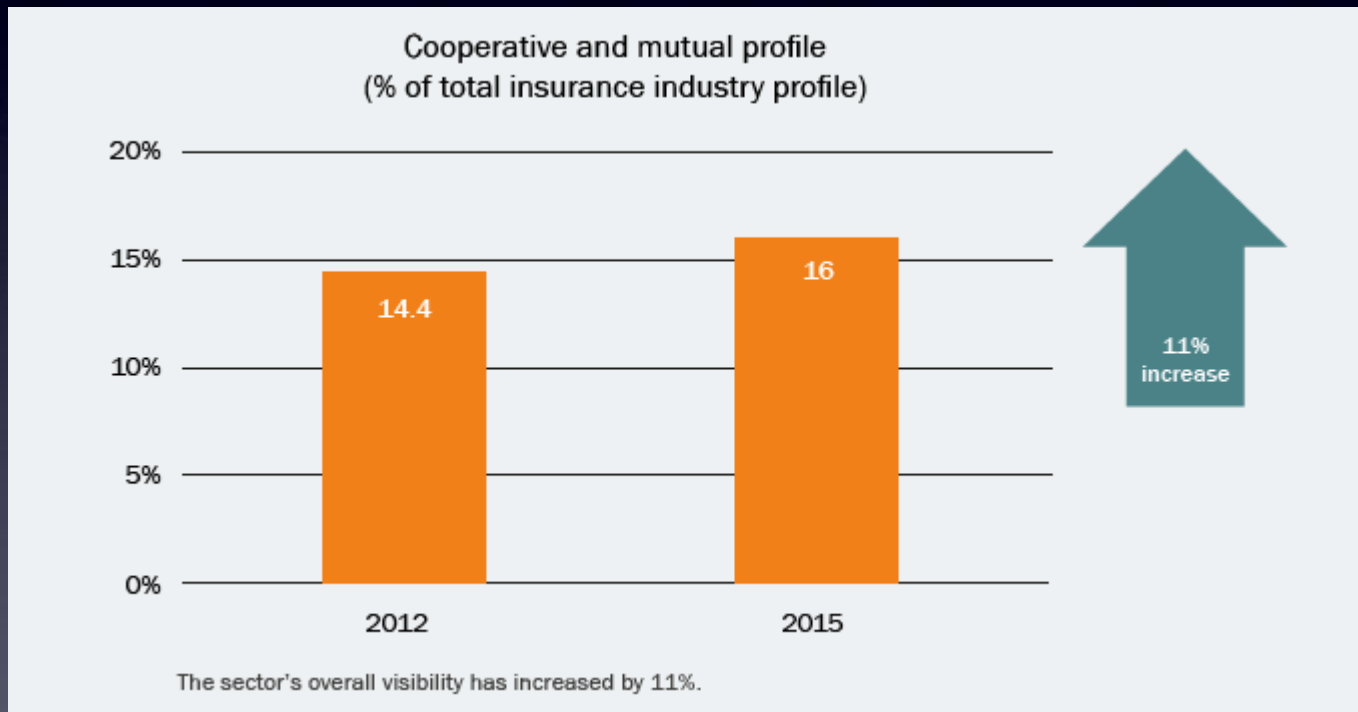
The global reputation report 2016



✓ *Measures the progress ICMIF has made since implementing the 2015-2018 strategy*

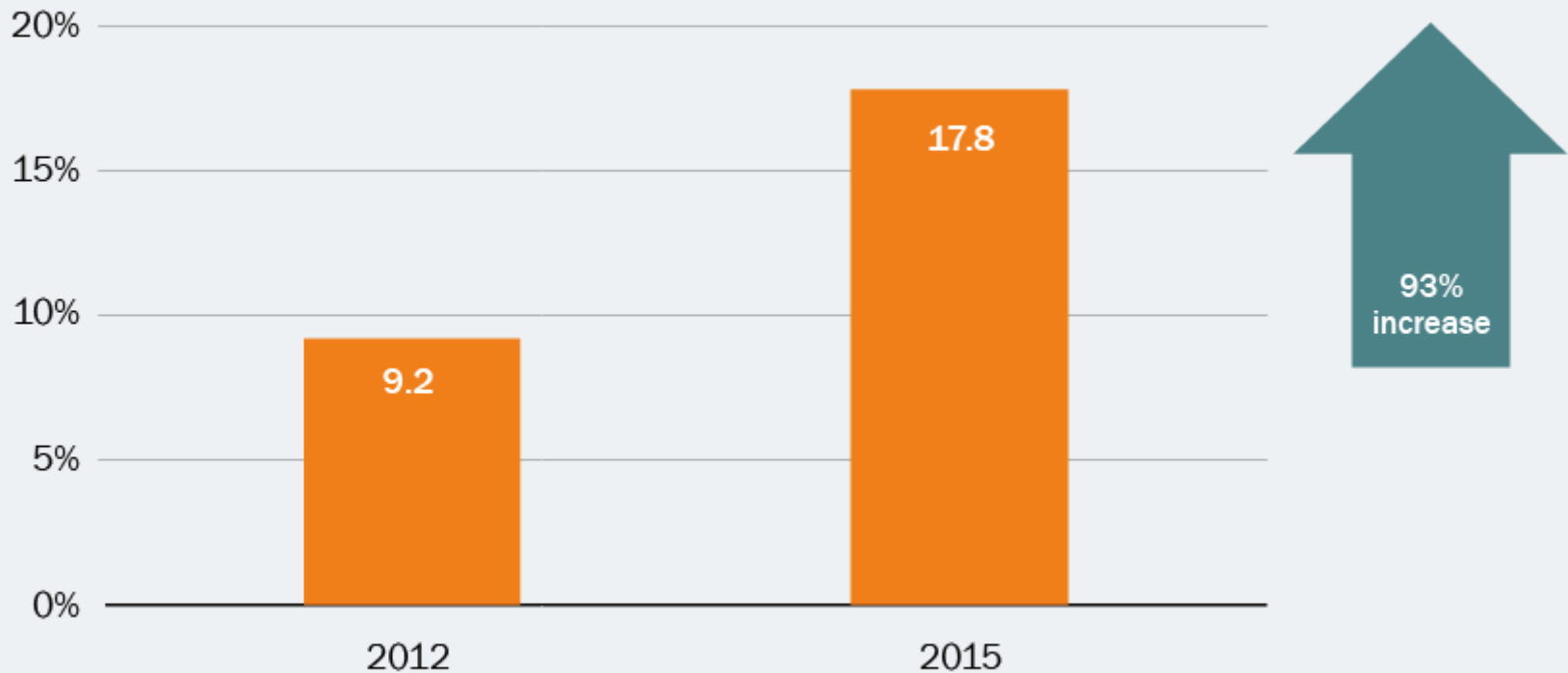
✓ *Reflects on why reputation categories might have moved*

Priority one: Increasing the overall *visibility* of the *global cooperative and mutual insurance sector*



Priority two: Increasing the sector's share of insurance conversation

Cooperative and mutual sector share of voice
(% of high profile content and conversation)



The sector has seen a 93% increase in its share of high-profile, global content and conversation.

ICMIF's activity 2012-14

Communications channels

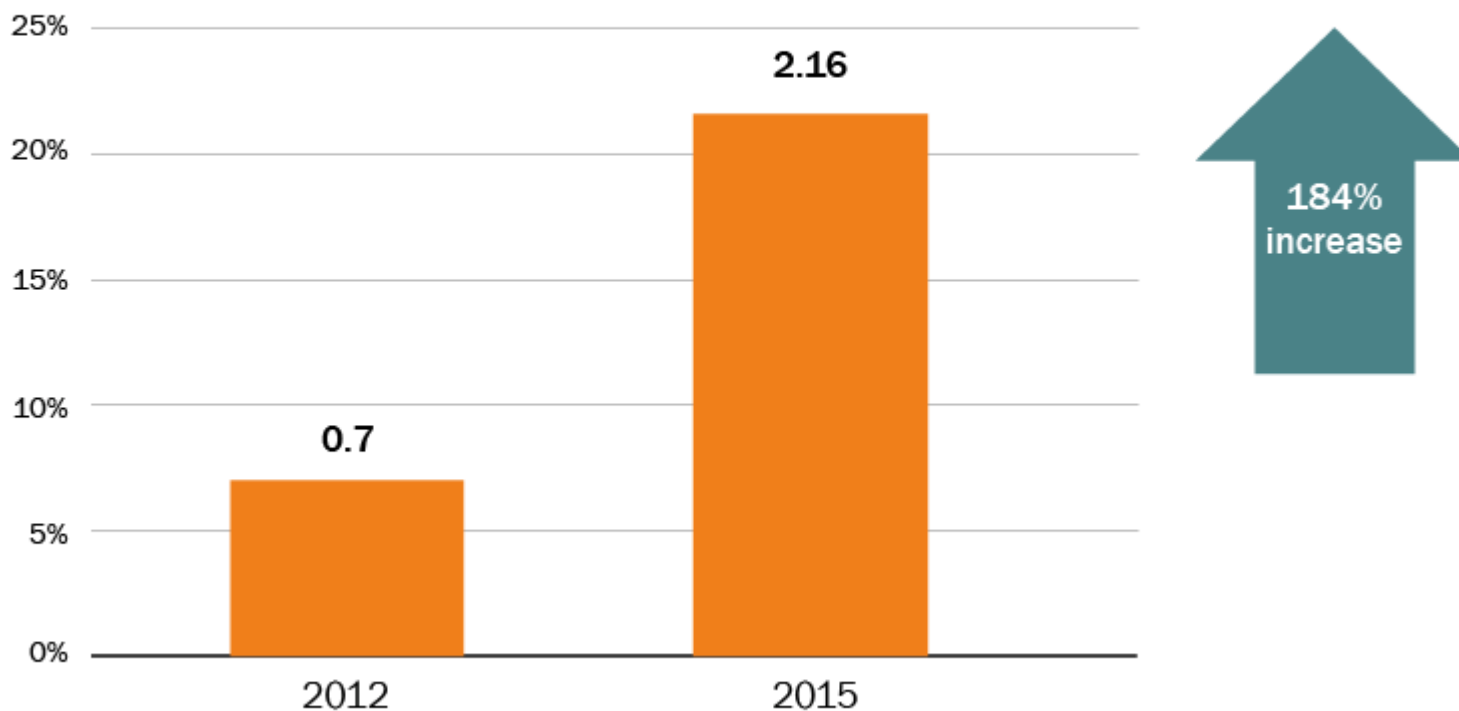
- **Increased volume of press releases**
- **Increased volume of features**
- **Increased Twitter and LinkedIn activity**

Engagement with global forums

- **United Nations**
- **World Bank**
- **B20 Working Groups**
- **Insurance Development Forum**

Priority three: Being recognized and understood for our **cooperative and mutual difference**

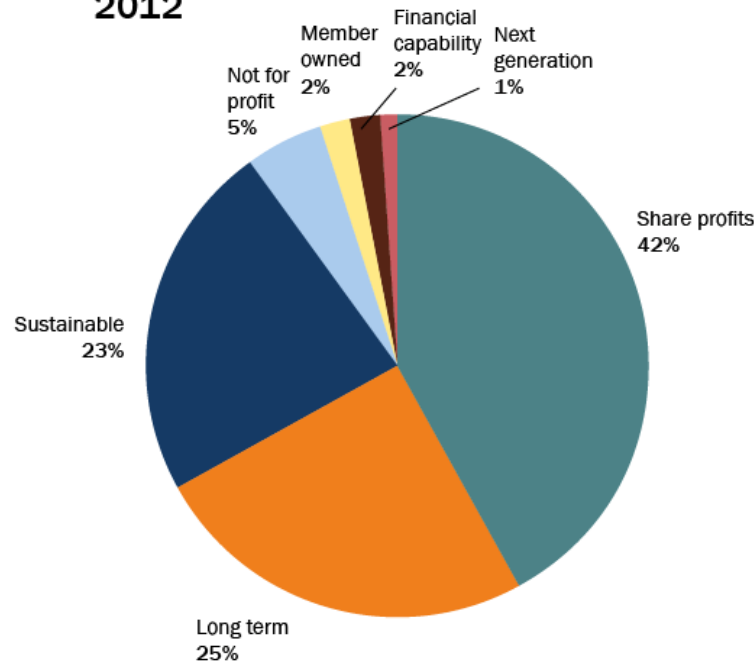
References to cooperative and mutual values



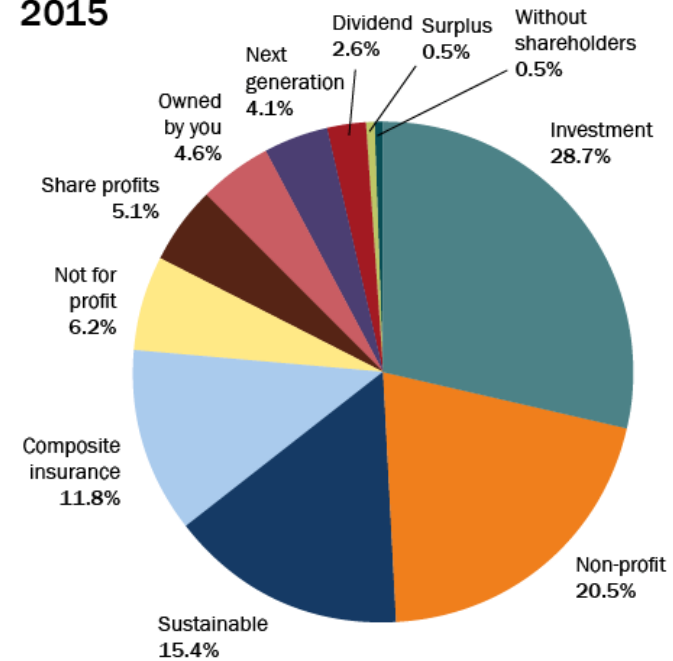
Priority three: Being recognized and understood for our *cooperative and mutual difference*

Themes associated with the cooperative and mutual sector

2012



2015



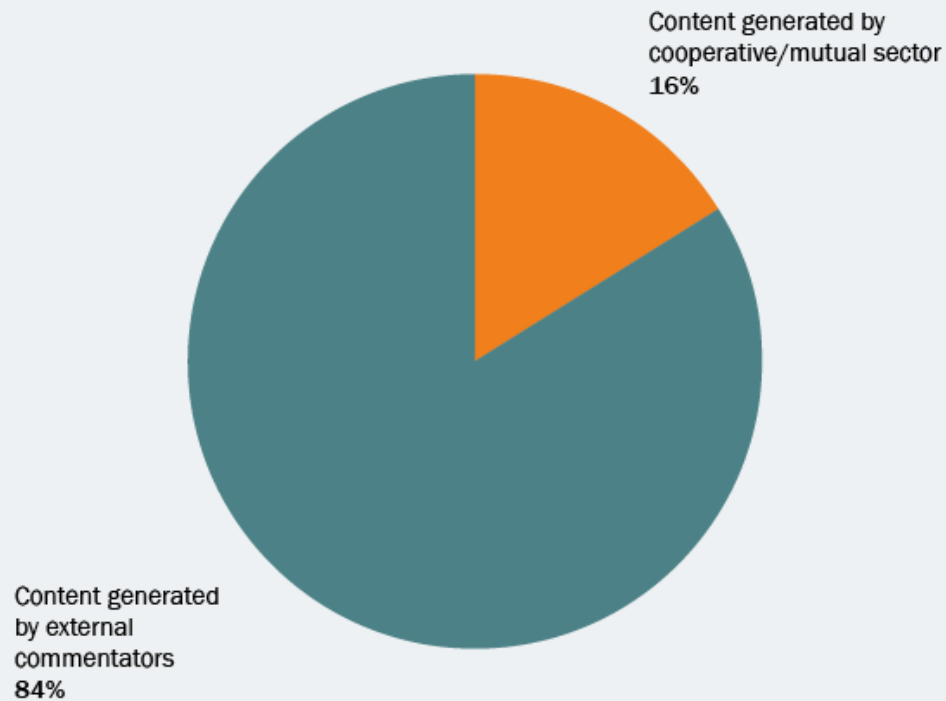
ICMIF's activity 2012-14

Increased associations with 'investment' & 'sustainability' suggests ICMIF's involvement with the following is having a positive impact on the sector's reputation:

- Development and launch of **UNEP-FI Principles for Sustainable Insurance**
- Shaun Tarbuck speaking on behalf of the sector at the **UN Summit 2014 regarding Climate Smart Investments**
- The appointment of Shaun Tarbuck to the **Board of the Green Bonds Standard**

Priority four: External audiences are **reflecting our values**

References to cooperative and mutual values

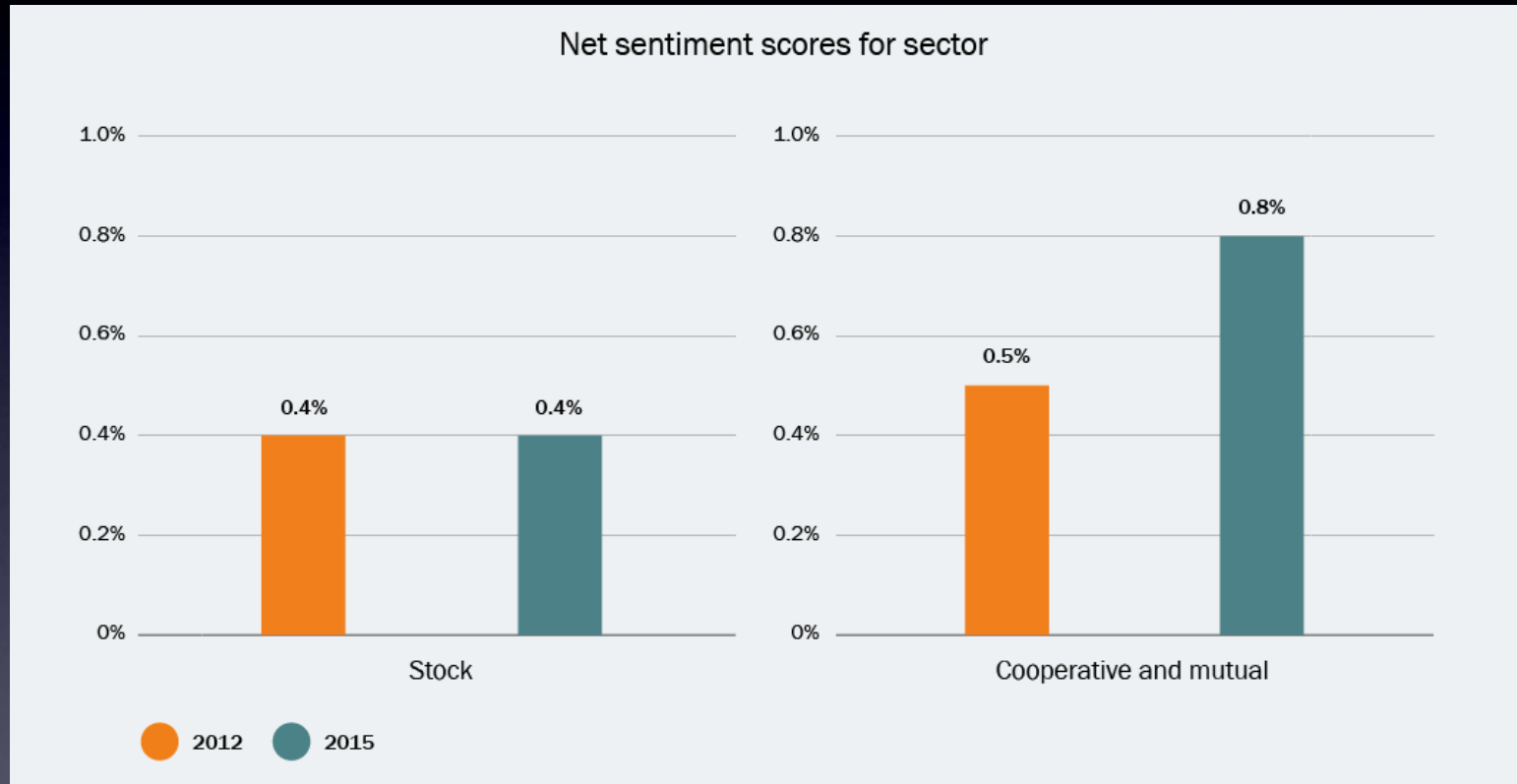


ICMIF's activity 2012-14

Increased understanding of the sector's values is likely to have been driven by the publishing and promotion of the following publications:

- *Values-based online marketing (2014)*
- *Mutual and cooperative values sell (2014)*
- *Protecting Lives and Livelihoods - the ICMIF Manifesto (2015)*
- *A practical guide to understanding mutual insurance – a guide for supervisors and regulators (2015)*

Priority five: *Creating positive sentiment towards our sector*

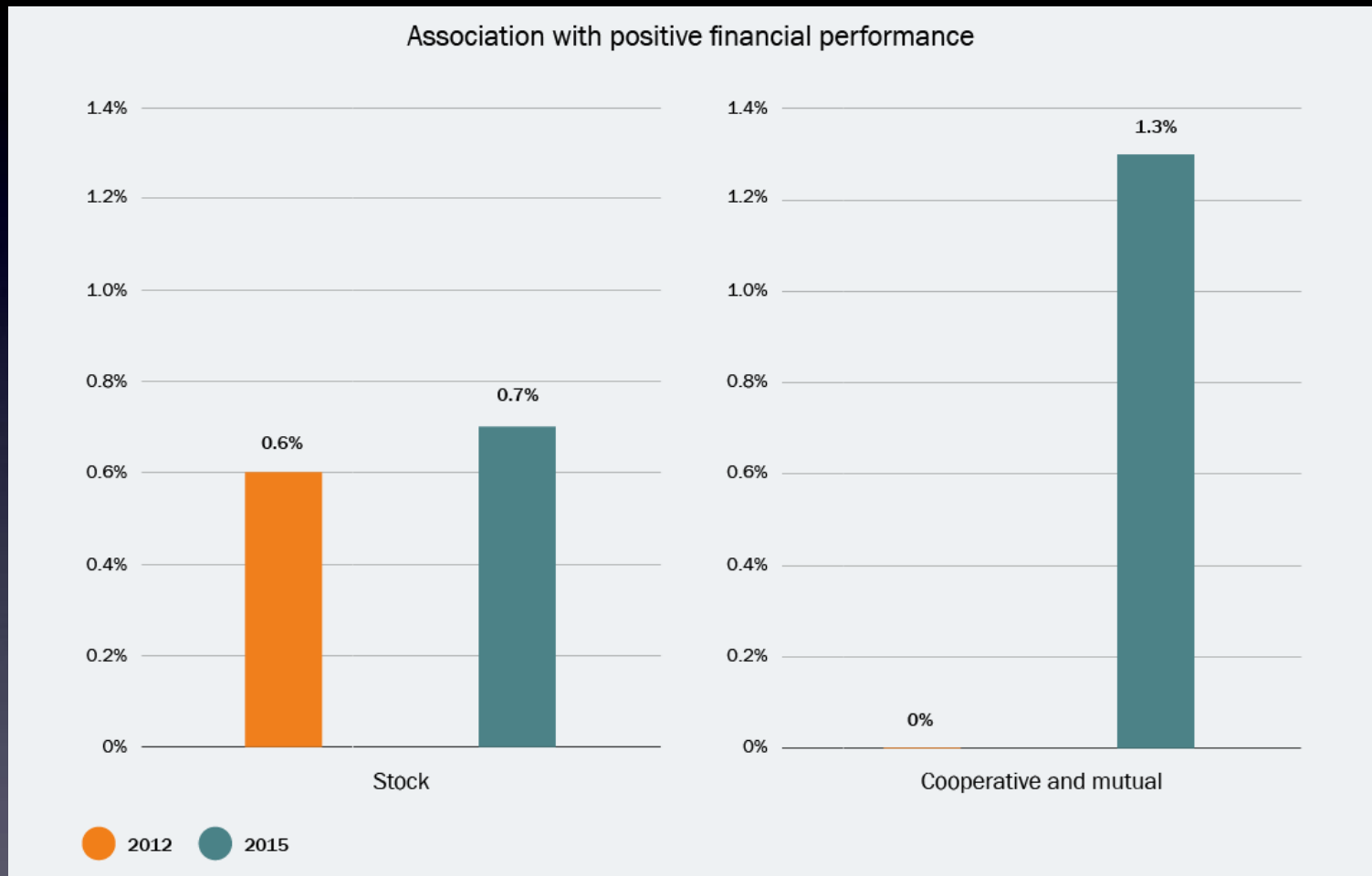


ICMIF's activity 2012-14

Increased Net Sentiment Score for the sector can be attributed, in part to the increased volume of stories being shared relating to initiatives including:

- **ICMIF's 5-5-5 Microinsurance Strategy**
- **Swiss Re's sigma report: A comeback for mutual insurance**
- **The Cambridge Institute for Sustainability Leadership: Rethinking insurance for sustainable development**

Priority six: Communicating the **sector's financial strength**



*Priority seven: The most visible cooperative and mutual insurers are those that are **performing most positively in financial terms***

Financial performance of most visible ICMIF members

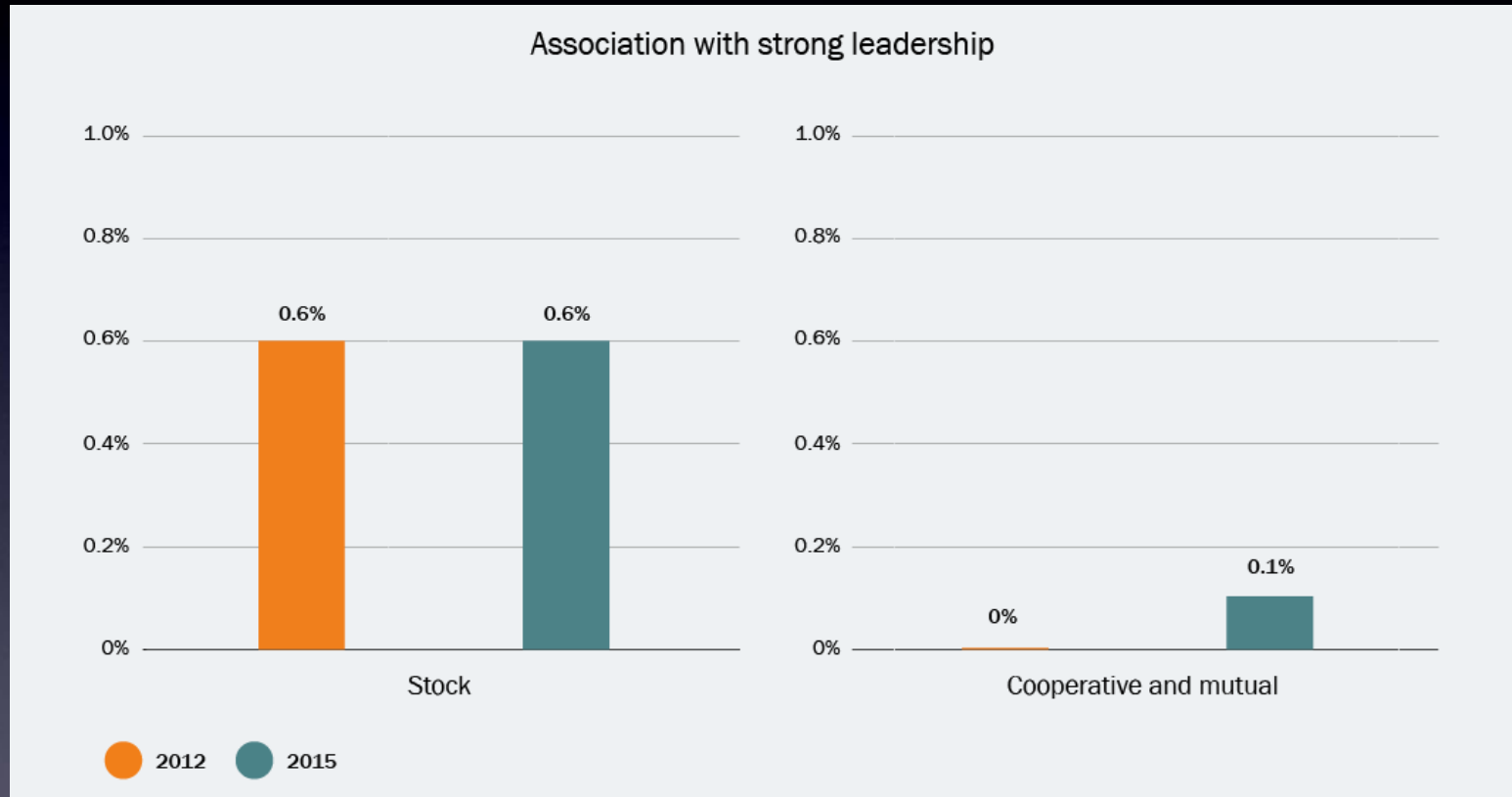
	Premium growth rate
Performance of most visible members 2015	145.5%
Performance of most visible members 2012	72.2%

ICMIF's activity 2012-14

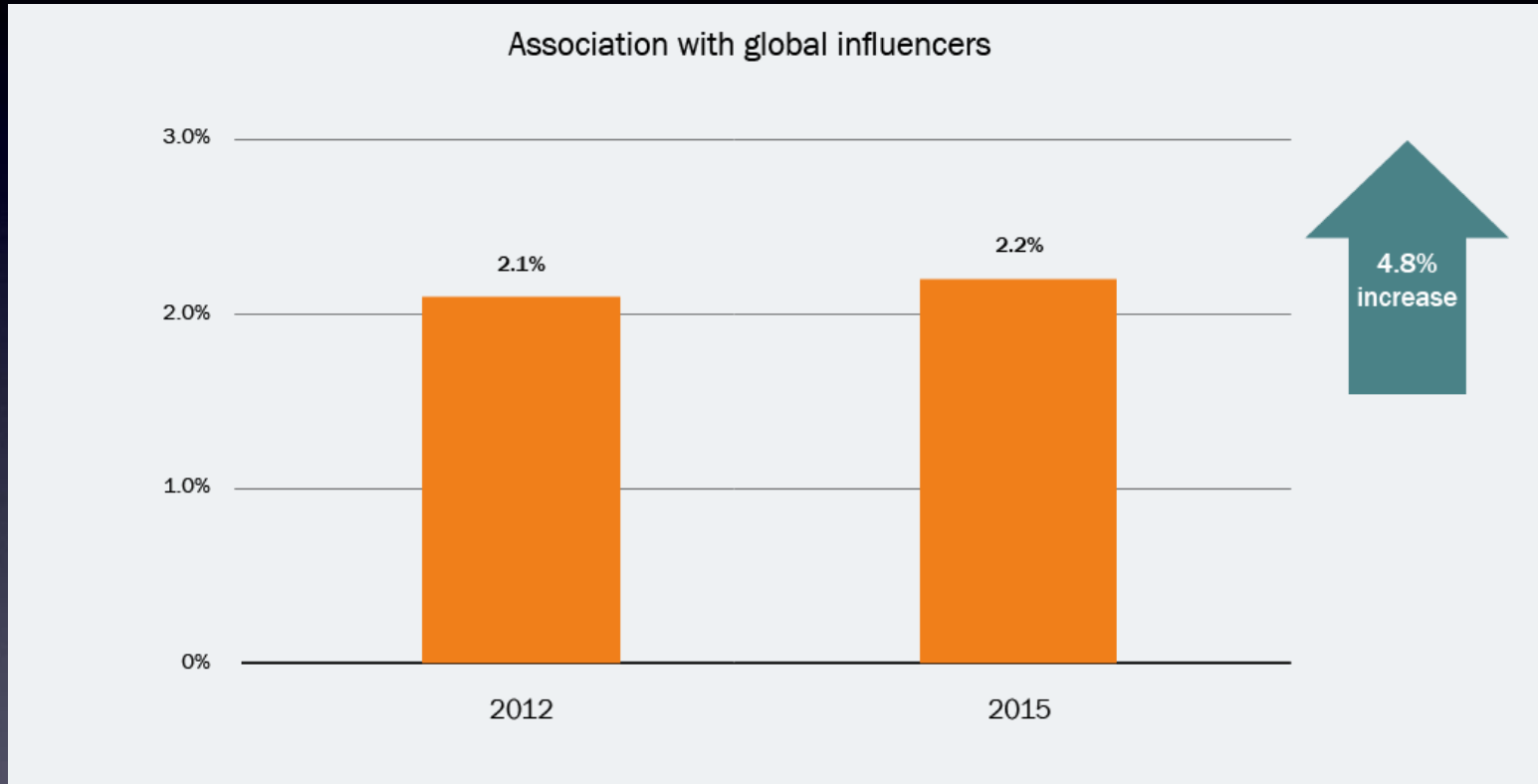
*The sector's financial performance has been researched and analysed by ICMIF's **Mutual Market Share Report** which is attracting increasing media attention:*

- **A correlation noted** between the fastest growing cooperative/mutual insurers and those with the highest visibility
- **Regularly communicating success metrics** – or *points of difference* - might offer members opportunities for increased visibility.
- ICMIF's **Communications Leaders Forum** will consider this point.

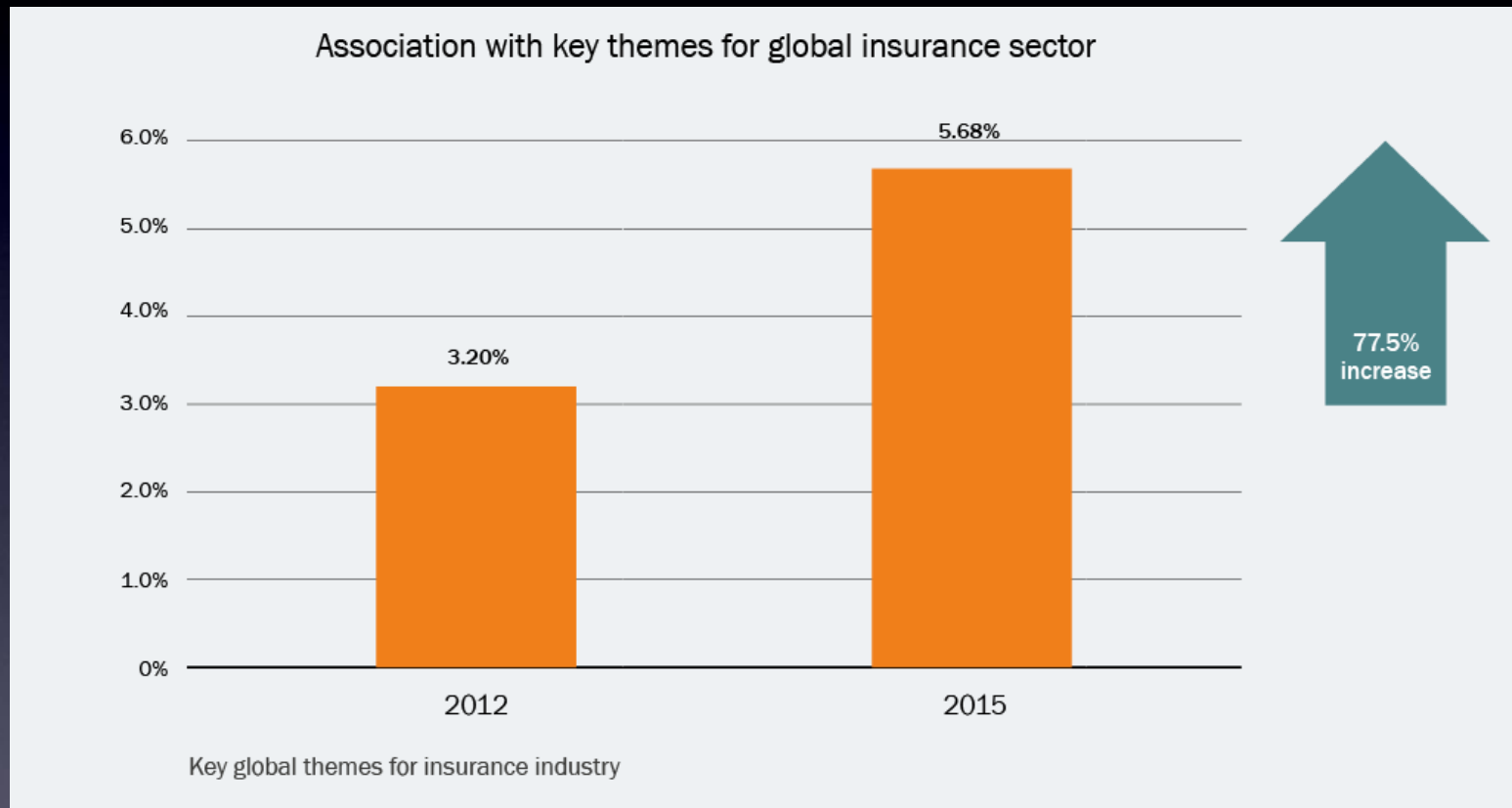
Priority eight: Being associated with **strong leadership** and leaders



Priority nine: Growing the sector's profile among key reputation influencers, globally



Priority ten: Being well *represented in conversations about key global topics for insurance*



ICMIF's activity 2012-14

The sector's association with **strong leadership is tightly linked with an increase in the profile** of its key influencers.

ICMIF's Leadership team and members of its Board are now involved in global level decision making and discussions including:

- **The B20** (make policy recommendations on behalf of the business world to the G20)
- The **United Nations** International Strategy for Disaster Reduction (UNISDR)
- **United Nations** Development Program (UNDP)

Concluding comments

The improvement in our sector's reputation over three years has been considerable much of which is attributed to the new ICMIF strategy, but there are still many more opportunities ahead:

- 1. Develop a more confident voice**
- 2. Showcase more performance-related success stories**
- 3. Broaden leaders' visibility**
- 4. Continue to build the sustainability messages**
- 5. Become more emotive – tell more stories to wider audiences**
- 6. Increase coordinated, collective communication**

*Thank you! It has been an
honour...*

Questions please