

Insurance employers & employees tackle demographic change

Conference & booklet address work/life balance, qualifications, health & safety

Brussels, 14 June 2012: Ways for the European insurance sector to address the challenges it faces as its workforce gets older are being aired today in Brussels at a conference organised by Insurance Europe.

The conference forms part of a project promoting work/life balance in the insurance sector, qualifications and lifelong learning, and health and safety at work. The project has been funded by the European Commission and carried out in cooperation with the other employer and employee organisations that make up the EU Insurance Sectoral Social Dialogue Committee (ISSDC, see background below).

A booklet published today by the ISSDC showcases a selection of initiatives that European insurance companies have introduced to attract and retain talent. The initiatives were chosen for their innovation, their originality and their effectiveness in increasing the attractiveness of the insurance sector and the employability of individuals already working in it.

"With its ageing and declining population, Europe faces an unprecedented demographic challenge. This affects insurers not only as product providers but also as employers," said Sebastian Hopfner, chairman of the ISSDC and chairman of Insurance Europe's social affairs and education committee.

"We hope that the examples in the booklet will inspire other companies and social partners to find successful ways to address demographic change in the insurance sector. We have no doubt that more good practices will emerge as a result."

Initiatives highlighted in the booklet range from an e-learning scheme popular with the over 50s by the Slovak Insurance Association to a project by Allianz to detect, reduce and avoid work-related stress.

Speaking at today's conference, William Vidonja, head of Insurance Europe's single market and social affairs department, said: "Insurers, either on their own initiative or together with the other social partners, have set up an impressive number of innovative and effective tools to address demographic changes, demonstrating that insurance is a dynamic and attractive sector in which to work."

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Link: [Combatting the demographic challenge in the insurance sector](#)

Background

The Insurance Sectoral Social Dialogue Committee (ISSDC) is a unique forum at European level, supported by the European Commission, in which insurance employer and employee representatives can discuss topics of common interest. Its members are Insurance Europe, the Association of Mutual Insurers and Insurance Cooperatives in Europe (AMICE), the European Federation of Insurance Intermediaries (BIPAR) and UNI Europe, a European trade union federation.

In 2010 the ISSDC issued a joint statement on demographic issues that led to the project "Addressing the demographic challenge in the European insurance sector: a collection and dissemination of good practice". The European Commission backs the initiative, which supports its decade-long growth plan, the Europe 2020



Strategy, and contributes to the achievement of the aims of the EC's 2012 European Year for Active Ageing and Solidarity between Generations.

Notes for editors

1. For further information please contact Janina Clark, head of communications & PR (tel: +32 2 894 30 70, clark@insuranceeurope.eu).
2. Copies of all Insurance Europe press releases are available on the Insurance Europe website (www.insuranceeurope.eu).
3. Insurance Europe is the European insurance and reinsurance federation. Through its 34 member bodies — the national insurance associations — Insurance Europe represents all types of insurance and reinsurance undertakings, eg pan-European companies, monoliners, mutuals and SMEs. Insurance Europe, which is based in Brussels, represents undertakings that account for around 95% of total European premium income. Insurance makes a major contribution to Europe's economic growth and development. European insurers generate premium income of almost €1 100bn, employ nearly one million people and invest around €7 700bn in the economy.