



AMICE Strategy 2019-2023

Summary |

As AMICE enters its second decade, a new strategy has been formulated with the high level aims of representing, informing and supporting the European mutual/cooperative insurance market, specifically the members of AMICE, who are mutual/cooperative insurers operating in the EU/EFTA. This strategy is in force from 2019 until the end of 2023, a time which is undoubtedly going to see profound change, and therefore it needs to be versatile and responsive to embrace these challenges facing the AMICE membership.

The new strategy is modelled to reflect the requirements of our members, at the same time appealing to future members. It will ensure that the member is at the core of AMICE's activities and services, and continuously focus on ensuring that the mutual and cooperative insurance market in Europe is treated fairly and appropriately, is understood and valued, and has the knowledge and skills to thrive as a vibrant and valued model across Europe.



AMICE's Vision |

To build and grow the value and status of the mutual and cooperative insurance models in providing stability and security for European people, businesses and institutions, ensuring the long-term success of our members for the benefit of the wider community.



AMICE's Mission |

To advocate, promote and ensure the fair treatment of mutual and cooperative insurers in a changing European environment, and deliver services to the AMICE membership to promote knowledge and collaboration for their continuous advancement.



AMICE's Values |

Inclusive – embrace diversity of membership, bringing together insurers from different European countries, of different sizes, structures and directions, who are united under the banner of mutuality and cooperation.

Accountable – membership accountability to their member/policyholders; AMICE's accountability to its membership.

Sustainable and ethical – uphold high ethical standards for the benefit of AMICE members, member/policyholders and society in providing long-term security for our members and wider society.

Excellence – promote excellence and leadership in conducting our activities, providing service and delivering results.

AMICE's strategic priority areas are:

SP1:

Membership

Greater membership engagement and better understanding of their needs

SP2:

Reputation

Increased awareness of the sector, its value to society, AMICE profile

SP3:

Insight

Common vision of mutuality, external engagement, member interest and knowledge

SP4:

Infrastructure

Flexible and responsive framework, ongoing sustainability

The AMICE membership has a strong and valuable role to play in contributing to policyholder security in Europe, assisted by their unique model. This strategy supports that story line, and will enable AMICE to adapt flexibly and efficiently to our members' needs.