

# Commission I - Promotion

Chair: Pablo Mongelos (ES)

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The principles of solidarity and sustainability, customer-membership as well as democratic governance are key characteristics of the business model of mutual and cooperative insurers. At a time when the governance of financial institutions has come under scrutiny, AMICE continues to **focus the spotlight on the specificities and advantages of mutual and cooperative insurance undertakings** as a true alternative to the shareholder-oriented model.

With the aim of **increasing the visibility and outreach** of AMICE and of the mutual & cooperative brand, the association set up a Promotion Commission in line with its first strategic goal. The Commission is not a fixed group, but a work stream consisting of the following three working groups.

## Promoting Mutual & Cooperative Values working group

Chair: to be nominated

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The Promoting working group aims to shape the value message of mutual and cooperative insurance undertakings in Europe. The message will be developed through discussions and research on the mutual and cooperative brand, its values and other aspects of common interest in raising awareness of mutuality. The principles of solidarity, sustainability, democratic governance, customer-membership will thus be among the communalities explored.

While this working group concentrates on its contents - the mutual and cooperative values - the message will then be delivered through and by the Communications group.

Engaging in this group will also help you improve your own brand awareness and offers a chance to influence the perception of mutuality in Europe.

## Communications working group

Chair: Julien Hayen (BE)

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With the aim of increasing the visibility and outreach of AMICE and of the mutual and cooperative brand, the Communications working group is responsible for developing and implementing AMICE's communications strategy – both internally to members and externally to the wider public. Within this context, the group is also responsible for drawing up the contents and programme of AMICE's biennial Congress. The group advises and channels the value messages produced by the Promoting WG (see below) and leads on regular and occasional AMICE publications (e.g. the European Mutual Manifesto, Facts & Figures). The working group has to ensure that value messages identified and developed by the Promoting WG, as well as all other publications, reach all stakeholders effectively. Beyond this, the Communications WG also has responsibilities under AMICE's other strategic goals: **Mission II – Advocacy** (advice on transporting advocacy messages effectively) and **Mission III – Assistance** (e.g. marketing seminars).

Engaging in this group will also allow you to organise and participate in an exchange of experience between marketing/communications experts from AMICE member organisations.

## Why should you engage in the Promotion Commission?

- Jointly **promote the mutual business model** in Europe in order to strengthen its recognition (in line with the recommendations expressed in the EC Study on Mutuals to increase knowledge and awareness of mutuals).
- Meet peers from other European mutual and cooperative insurance undertakings **to exchange views and experience** on issues of common interest.
- Explore new ideas and agree on joint actions to **increase the visibility and outreach of the mutual and cooperative brand**.

## All AMICE Commissions

AMICE's work with and for its membership is structured in three Commissions which are aligned with the three strategic goals:

- **Commission I** strives to **promote the mutual and cooperative business model and strengthen its brand**.
- **Commission II** strives to **create opportunities and address challenges** for mutual and cooperative insurers.
- **Commission III** strives to **enable AMICE members and in particular small and medium-sized insurance undertakings** to be successful.

All work streams and working groups (WGs) within these Commissions are open to all members of the association, and observers upon approval by the Board.