

Press Release

Brussels, 16 March 2021

Insurance Social Partners sign Joint Declaration on artificial intelligence

Artificial intelligence (AI) technologies have the potential to enhance human abilities and offer opportunities to improve work processes. This is the thrust of a new [Joint Declaration](#) signed today (16th March) by the European Social Partners in the insurance sector comprising AMICE, Insurance Europe and BIPAR for employers, and UNI-Europa, the European trade union federation, representing employees.

The Joint Declaration sets out the benefits for employers and employees of deploying AI appropriately. Responsible deployment of AI, stress the signatories, has positive impacts in several areas, including improving employee working conditions, increasing customer satisfaction and enhancing the efficiency of internal company processes.

AMICE Secretary General Sarah Goddard stresses how the technology should be seen as a complement and support to human activity and work. *“Artificial intelligence has the potential to make workplace processes and actions significantly more effective, particularly now many insurance employees have transitioned to use digital technologies to work outside their habitual place of work. The technology can be a useful support to enhance and improve human activity in the insurance sector.”*

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Notes to editors

About AMICE (Association of Mutual Insurers and Insurance Cooperatives in Europe)

The Association of Mutual Insurers and Insurance Cooperatives in Europe aisbl ([AMICE](#)) is the voice of the mutual and cooperative insurance sector in Europe. The Brussels-based association advocates for appropriate and fair treatment of all mutual and cooperative insurers in a European Single Market. It also encourages the creation and development of innovative solutions for the benefit of European citizens and society.

Mutual and cooperative insurance follows the principles of solidarity and sustainability, and is characterised by customer-membership and a democratic governance. The mutual business model, with its focus on using surpluses for the benefit of its members, is the natural way to provide insurance.

More than half of all insurance undertakings in the EU are mutual and cooperative insurers which account for a market share of more than 32%. They provide cover for more than 420 million members/policyholders and employ nearly 440,000 people.

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