



Achmea

# Sustainable value for customers, employees, our company and society

10 juli | Marjanne Mulder | The Netherlands

# Achmea at a glance

Founded  
in **1811**

More than **13** million  
customers in  
the Netherlands  
and abroad

**166**  
billion in  
invested assets

**15,636**  
colleagues  
(expressed in FTEs)

**34-hour**  
workweek  
(and never a dull  
moment)

**AA-rating (ESG)**  
and (it goes without  
saying) hefty  
ambitions on  
sustainability

**7**  
different  
countries... and  
counting



## International

Achmea also operates in Greece, Turkey, Slovakia, Germany and Australia. In these countries, we offer non-life and health insurance through strong international brands with extensive knowledge of local markets and communities. And with Agro insurance, we help customers in some 8 more countries. We use our knowledge and digital expertise from the Netherlands to grow internationally in existing and new markets.



# 'Sustainable living. Together' the Achmea way

Watch our film


'Sustainable Living. Together' the Achmea way: Working together to ensure that people's lives can go on, even when the going gets tough. It means coming up with solutions to ever new challenges together. And it means seeing opportunities where others no longer see them.


**IN 54 SECONDS**  
**NOËLLE'S** WORLD WILL  
COME TO A STANDSTILL





SUSTAINABLE LIVING, TOGETHER  
THE ACHMEA WAY

achmea 



# Achmea stands for Sustainable Living Together.

An inclusive society where everyone participates and lives enjoyably and healthily with and alongside each other. In a way that can last. **We focus on sustainable value for people today and for generations to come.** This suits a company like Achmea, which has been anchored in society for more than two hundred years and is today 'present' in most living rooms in the Netherlands with more than 10 million customers.

SUSTAINABLE LIVING

TOGETHER achmea

achmea



# Together, we solve major social issues.

Together with our customers, Vereniging Achmea, Rabobank and other strategic partners, we work on solutions to social challenges in the domains in which Achmea is active: **health, living and working, mobility and income for today and tomorrow**. In doing so, we create sustainable value for our customers, employees, the company and society.

achmea 

# With our four strong brands...

...we are bringing health care closer, lead the way in realising smart mobility, create the conditions for carefree living and working, and ensure income for today and tomorrow.

**This is our mission for the coming years.**

HEALTH  
CLOSER

CAREFREE  
LIVING &  
WORKING

SMART  
MOBILITY

INCOME  
FOR NOW.  
SOON AND  
LATER

achmea 

HEALTH  
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# Bringing healthcare closer

From a broad perspective on health we encourage and help our customers to live and work more healthily. When people need care, we make sure they receive it in their familiar surroundings as much as possible. Digitisation can offer support in this regard.



HEALTH  
CLOSER

CAREFREE  
LIVING &  
WORKING

SMART  
MOBILITY

INCOME  
FOR NOW.  
SOON AND  
LATER

# Carefree living & working

A healthy, happy, sustainable living or working environment is something everyone wants. Together with partners, we will develop new lifelong housing styles in the coming years. We also offer smart solutions that help make homes or business premises safer, more pleasant and more sustainable.



# Smart mobility

In the enormous mobility transition from ownership to use and from fossil to green, with our services, we offer consumers and businesses greater convenience, reliability, personalised service and speed.

Using data and new technology.

HEALTH  
CLOSER

CAREFREE  
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HEALTH  
CLOSER

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MOBILITY

INCOME FOR  
NOW. SOON  
AND LATER

# Income for today and tomorrow

With insight, oversight and comprehensible products, as a coach we help people make prudent financial decisions throughout their lives so that they have the financial resources to overcome setbacks, not just now but in the future as well.

**achmea** 

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# One brand, 4 perspectives














# Brand building blocks

Each brand is build on 7 blocks



				
<b>Wie ben je?</b> Wie: Karakter	<b>De Regisseur</b> (met rode rand)	<b>De Regisseur</b> (met rode rand)	<b>De Hartelijke</b> (met rode rand)	<b>De Leider</b> (met gele rand)
<b>Wat beteken je voor klanten?</b> Wat: Belofte	<b>Veerkrachtig leven</b> door beïnvloedbare veiligheid	<b>Gezonder leven</b> door te doen wat bij jou past	<b>Lekker leven</b> door oplossingen die gemak bieden	<b>Zin in het leven</b> door nieuw perspectief
<b>Hoe doe je het?</b> Hoe: Waarden	Inlevend, Inspirerend, Inventief	Verbinden, Durven, Waarmaken	Persoonlijk, Oplossingsgericht, Positief	Bevlogen, Eigentijds, Ambitueus, Trots, Slagvaardig
<b>Wie wil je primair aanspreken?</b> Mentaliteitsfit	<b>De moderne mens</b> Kosmopolieten & Opwaarts mobilen	<b>De gemaksmens</b> Moderne Burgerij & Gemaksgeoriënteerden	<b>De gemaksmens</b> Moderne Burgerij & Gemaksgeoriënteerden	<b>De vooruitstrevende mens</b> Kosmopolieten & Post moderne Hedonisten
<b>Waar sta je voor?</b> Merk essentie	Voorkomen is beter dan verzekeren	Onder constructie (Gezondheid op jouw manier)	Voor alles is een oplossing	Duurzaam Samen Leven
<b>Waar wil je beroemd om zijn?</b> Ambitie	<ul style="list-style-type: none"> <li>• Slimme en veilige mobiliteit</li> </ul>	<ul style="list-style-type: none"> <li>• Totaalplaatje van je gezondheid</li> </ul>	<ul style="list-style-type: none"> <li>• Onbezorgd wonen en werken</li> </ul>	<ul style="list-style-type: none"> <li>• Nieuw perspectief op maatschappelijke vraagstukken</li> </ul>
<b>Welke 'Merk'-waardige thema's behoren jou toe?</b> Aanvullende thema's (secundair)	<ul style="list-style-type: none"> <li>• Veilig wonen</li> <li>• Veilig ondernemen</li> </ul>	<ul style="list-style-type: none"> <li>• Gezonder leven</li> <li>• Digitale mogelijkheden voor iedereen</li> <li>• Gezonde inzetbaarheid</li> </ul>	<ul style="list-style-type: none"> <li>• Onbezorgd vermogensopbouw</li> <li>• ....</li> </ul>	<ul style="list-style-type: none"> <li>• Aantrekkelijk werkgeverschap</li> <li>• Alle ouderen gezond en passend thuis</li> <li>• Duurzaam vermogensbeheer</li> <li>• Financiële redzaamheid of Duurzame inzetbaarheid</li> </ul>
<b>Communicatie vertaling van merkessentie</b>	Glashelder	Alles telt mee	Even Apeldoorn bellen	Samen Leven volgens Achmea

Nog invullen/afmaken

					
<b>Wie ben je?</b> Hoe: Karakter	<b>De Hartelijke</b> (met rode rand)	<b>De Verzorger</b> (met blauwe rand)	<b>De Beschermers</b> (met oranje rand)	<b>De Levenslustige</b> (met paarse rand)	<b>De Avonturier</b> (met blauwe rand)
<b>Wat betekenen je voor klanten?</b> Wat: <b>Belofte</b>	<b>Lekker ondernemen</b> door oplossingen die gemak bieden in partnership	<b>Vitaal leven</b> door gemeenschapszin	<b>Waardevol leven</b> door geborgenheid	<b>Vrij leven</b> door je eigen keuzes te maken	<b>Vooruitstrevend leven</b> door het samen slimmer te doen
<b>Hoe doe je het?</b> Hoe: Waarden	Toegankelijk, Persoonlijk, Bevlogen	Samen, Dichtbij, Lef	Beschermend, Verbindend, Warm	Vrij, Proactief, Vindingrijk, Direct	Slim, Modern, Open
					
<b>Wie wil je primair aanspreken?</b> Mentaliteitsfit	<b>De bezittende mens</b> Nieuw conservatieven & Moderne burgerij	<b>De beschermende mens</b> Traditionele burgerij & Nieuwe conservatieven	<b>De beschermende mens</b> Traditionele burgerij & Nieuwe conservatieven	<b>De ambitieuze mens</b> Opwaartsmobielen	<b>De vooruitstrevende mens</b> Kosmopolieten & Post moderne Hedonisten
<b>Waar sta je voor?</b> Merk essentie	Duurzaam succes van het intermediair	Samen gezond & vitaal	Ieder leven is geliefd en verdient bescherming	Jij kiest	We all benefit
<b>Waar wil je beroemd om zijn?</b> Ambitie	<ul style="list-style-type: none"> <li>De waarde van Persoonlijk advies</li> </ul>	<ul style="list-style-type: none"> <li>Samen vitaal leven</li> </ul>	<ul style="list-style-type: none"> <li>Christelijke zorg</li> </ul>	<ul style="list-style-type: none"> <li>Verzekeren zoals jij dat wil</li> </ul>	<ul style="list-style-type: none"> <li>Modern verzekeren</li> </ul>
<b>Welke 'Merk'-waardige thema's behoren jou toe?</b>					
<b>Pay-off</b> Afsluiting in communicatie					

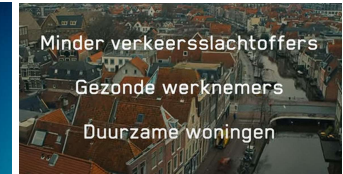
## Living together according to Achmea

Develop a distinctive and leading campaign that:

- Achmea positions itself as an organization that makes an impact,
- brings Sustainable Living Together to life in a way that fits the positioning,
- is the starting point for a long-term labor market communication concept.

## Campaign structure

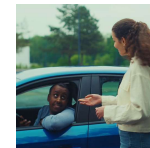
Touch	Opvallende oproep om te doen en niet alleen te praten
Tell	Voorbeelden van waar Achmea voor gaat
Sell	Oproep om bij Achmea te komen werken



Ga ergens voor

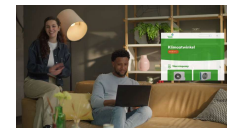


Levensloopbestendig wonen



Ga voor minder verkeersslachtoffers

Rij coach van Interpolis

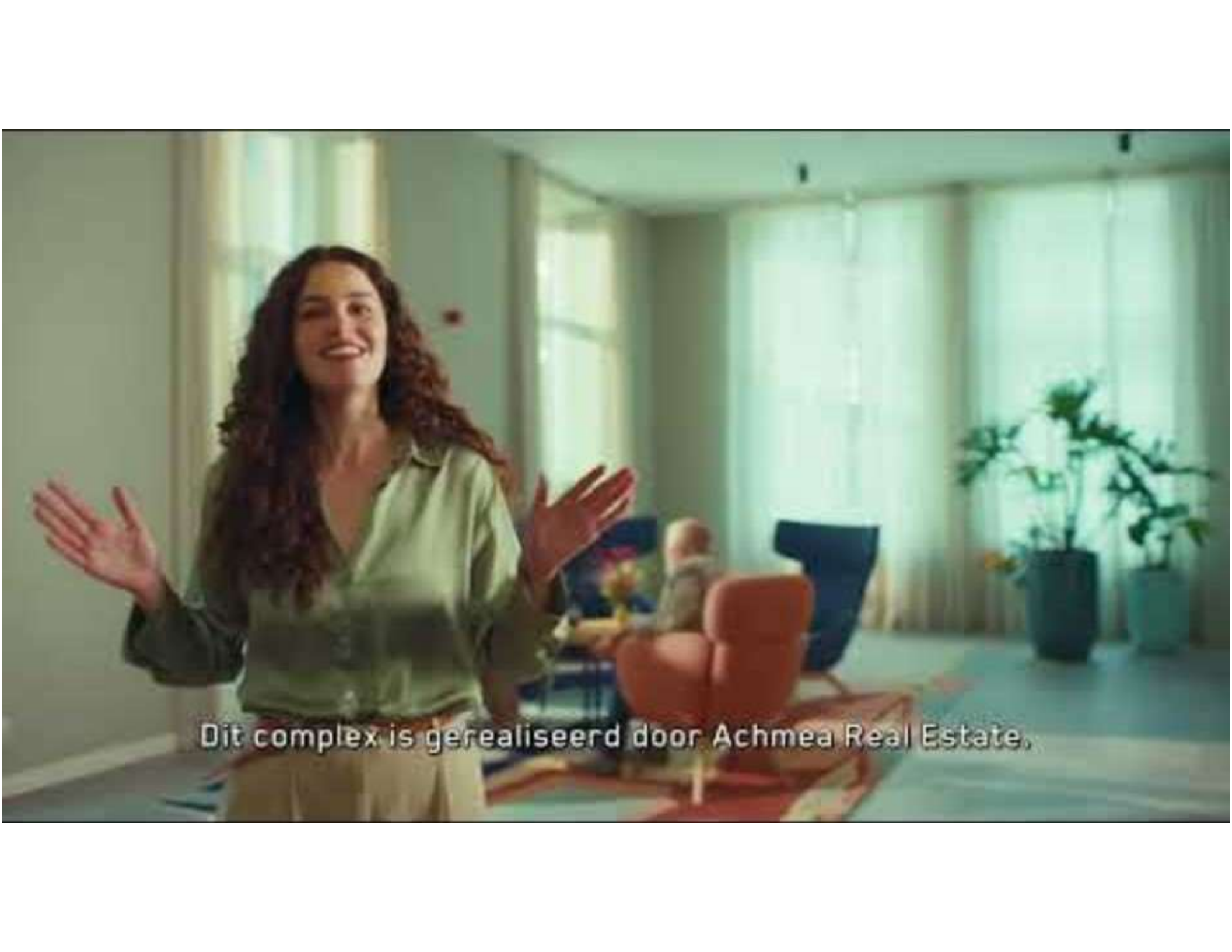


Ga voor duurzame oplossingen

Klimaat winkel Centraal Beheer

Korte versie tell met call to action





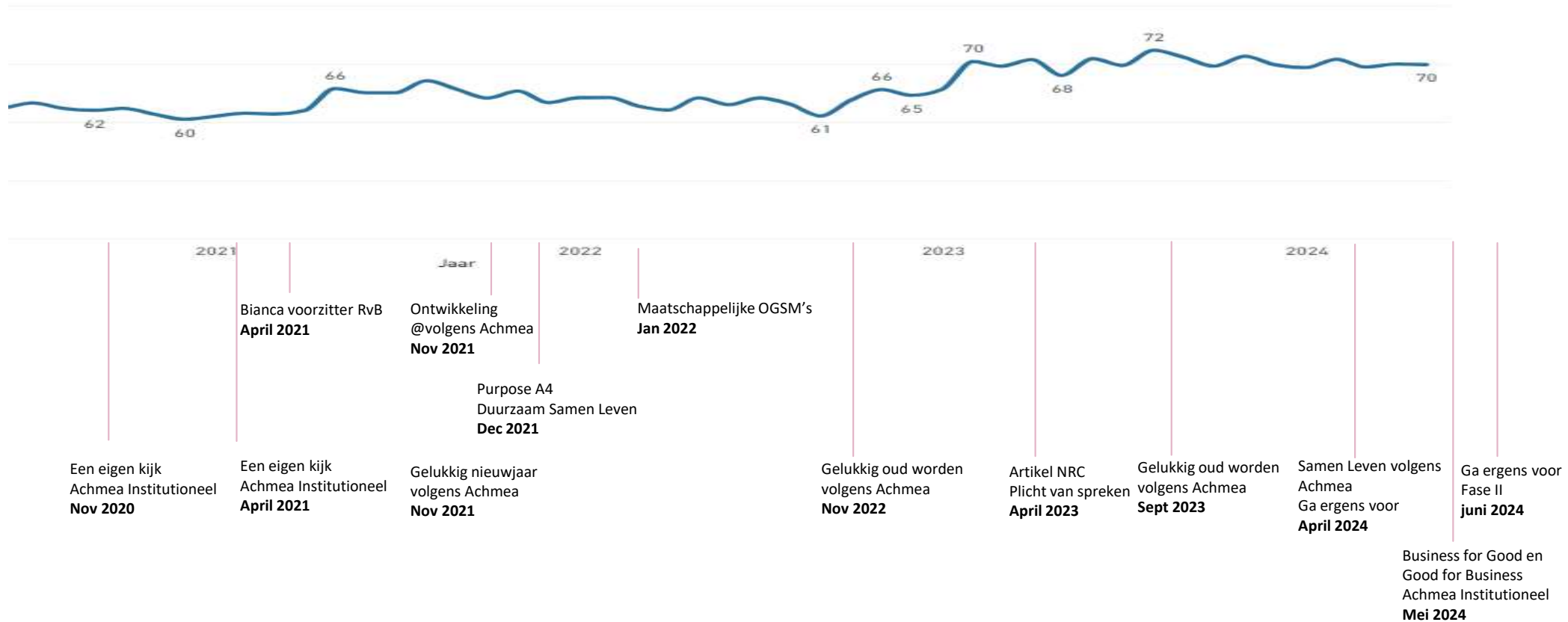
Dit complex is gerealiseerd door Achmea Real Estate.





# Timeline leading Achmea campaigns since fall 2020

Reputatie: sentiment Achmea



# Working at Achmea is...

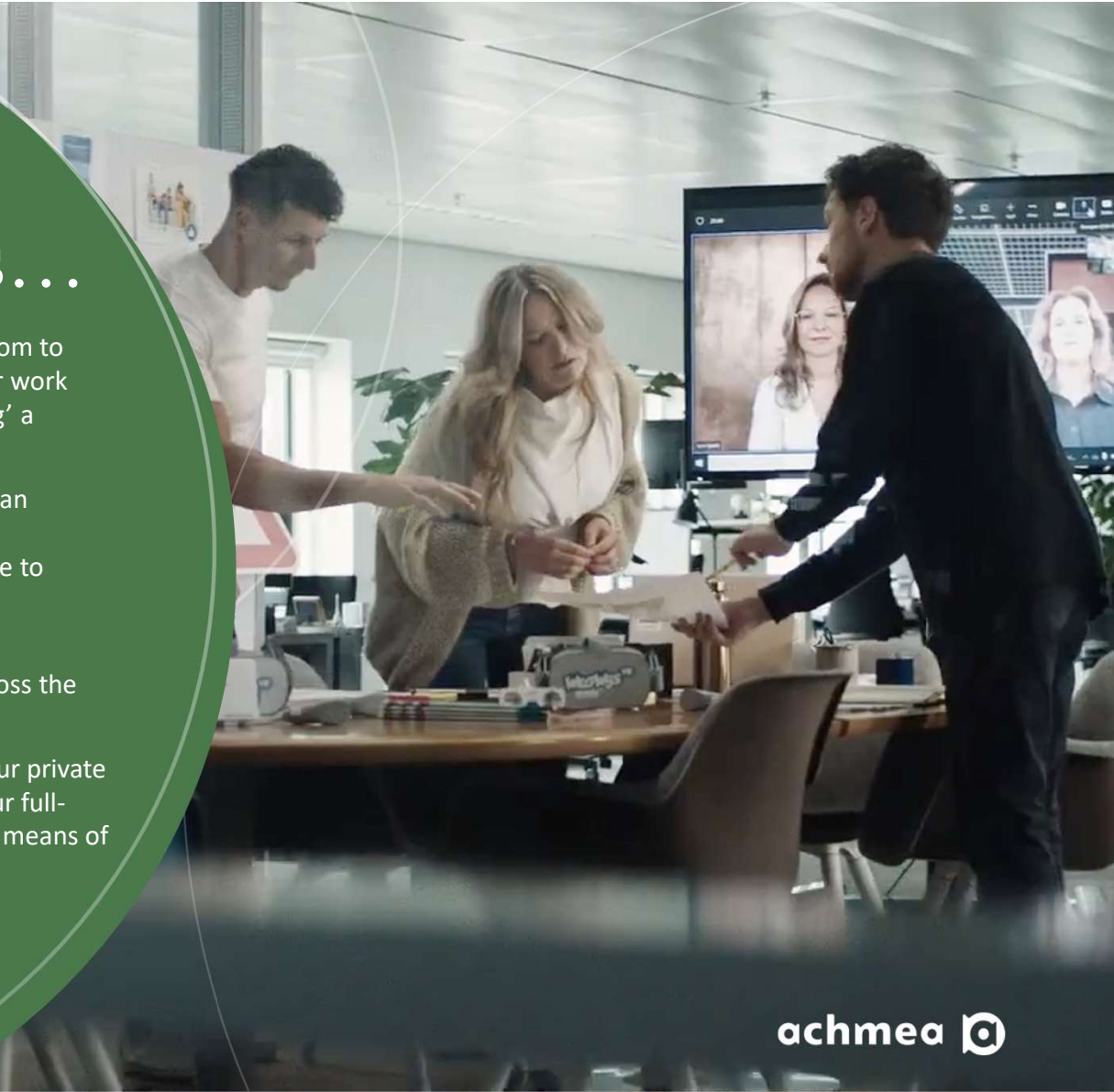
A full-time working week of 34 hours. So that there is more room to combine work and private life. To do those things besides your work that are important to you. Studying, caring for others, 'running' a family, playing sports or other things.

An unlimited training budget (all you can learn!). So that you can continue to grow. So you can seize opportunities that present themselves inside or outside Achmea. So that you can continue to enjoy working in the future.

Working together with colleagues from very different fields. In Amsterdam, Leeuwarden, Tilburg, Leiden, Apeldoorn. And across the border in various countries in Europe and Australia.

Being sustainable. In work and – we also encourage this – in our private lives. That is why we offer a climate budget of €2,500 for all our full-time employees. A great incentive to make your own home or means of transport more sustainable.

...and much more: check [werkenbijachmea.nl](https://werkenbijachmea.nl)





# Thank You

For questions, please contact:

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