

TOMORROW BEGINS TODAY

Charting the right course when every reference is shifting.

Climate, environmental and societal changes are all resonating more strongly than ever today, as we become increasingly aware of the challenges we all face, and as Covid-19 continues to reshuffle and redefine our private and working lives.

Nevertheless, we should not allow the recent economic turbulence triggered by the pandemic to mask the even more profound structural changes that have been at work for many decades, which are now shaping our near-term future and materialising new imperatives for insurance professionals like Groupama.

New aspirations, new commitments, new fears, new paradoxes... all these factors are transforming our relationship with the world at large, our relationships with others, and our relationships with the brands and institutions we interact with on a daily basis. The key issues here are protecting our environment, resisting the increasingly serious fractures in our society, and – perhaps most importantly – the quest for meaning that is driving us to question our business models and redefine the concept of growth in ways that address environmental and societal issues more actively. So it is the responsibility of everyone as individuals, and all of us as communities, to create a future in which new technological, ecological and human realities are combined for the benefit of all.

The idea that tomorrow begins today is more true now than at any time in our past, so in this trend book we examine three major structural needs that illustrate all the reasons why we can look forward to this new tomorrow with confidence and optimism.

THE NEED TO (re)discover peace of mind as we look to the future

IN A WORLD OF TURMOIL, OUR MISSION AS INSURER IS MORE ESSENTIAL THAN EVER, TO PREVENT, INSURE AND REASSURE.

We all have a role to play in building our shared future

Every day, we have more information as we measure the reality of our impact, not only on the environment, of course, but also our economic and societal impacts. The choices we make as consumers implicitly validate one model or its alternative and one or other way of organising work.

This new reality is accompanied by new responsibilities for all of us. But it also gives us the opportunity to be part of the solution, beginning today. We must all deliver on our responsibilities as part of a wider community, because the solutions we seek are essentially to be found in collective action. The recent importance of everyone adopting and applying personal protective measures is an excellent example.



WITH THE TECHNOLOGICAL DEVELOPMENTS AVAILABLE TO US, PREVENTION IS NOW PLAYING AN ESSENTIAL ROLE IN LIMITING THE IMPACT OF RISKS.

Over and above the dramatic changes directly driven by the current health crisis, our protection needs are changing on an even wider stage. For example, climate-related risks are now part of our shared landscape to the point where 77% of the French population say that combatting global warming¹ is central to their concerns.

These risks are inevitably accompanied by a new need to understand how to be properly insured against – and reassured about – the possibility of drought, flooding or any other climate event with the potential to cause damage to people and/or property.

Since 70% of the French population now believe that digital technology offers ways of making their daily lives easier², it is fair to say that digital is now integral to all our lives. Our personal data have never been so widely distributed and shared, and our dependence on tech tools shows no sign of slowing. These are all emerging risks against which we must also protect ourselves by implementing strategies that will allow personal life, family life and company life to resume as normal, even after a digital disaster.

The original purpose of insurance is to enable everyone, from private individuals to companies, to face uncertainty with peace of mind. It is therefore responsibility of the insurance industry to invent the most effective ways of making our destinies more resistant to new potential problems. At Groupama, that is precisely our core mission.

It is by working together that we find the resources we need to approach our shared future with real peace of mind. In this context, the mutualist ethos appears more relevant than ever, since it holds out the prospect of responding to our new personal and collective challenges in ways that are simultaneously effective and socially supportive.

as a community. The consequences we faced highlight very effectively the diversity of the impacts against which we must now learn to protect ourselves: companies at a standstill, economic downturns, healthcare systems under extreme pressure, and the rapid increase in the vulnerability of certain groups in society.

Working together to address new threats

In taking the entire world by surprise, the pandemic-driven crisis has had a profound impact on our relationship with security, and at the unprecedented cost of transforming our lifestyles and the way we live

The world now contains **More than 30 billion** connected objects

Source: Statistique Enjeux et Perspectives 2020

¹ Source: ADEME / Opinion Way
² Source: Baromètre de la confiance des Français dans le numérique - ACSEL 2021

THE NEED TO respond to our insatiable appetite for connectivity in an increasingly digital world

The ways in which we 'connect' with one another have changed profoundly as a result of digital technology and the effects of the COVID-19 pandemic

Initially holding out unlimited promises of new meeting spaces and fulfilling connections between everyone, digital technology has since demonstrated very clearly its paradoxical ability to isolate people, feed individualism and facilitate various forms of social withdrawal. But, as with any step change in the way we do things, there is inevitably a learning curve before new ways become domesticated and mature. As humans, we learn and adapt. The salutary need to monitor screen time, the impact of digital on young people, and the risks around addiction and loss of contact with reality are increasingly being recognised and acted upon. There can be little doubt

+5 POINTS

That's the increase in confidence expressed by the French population in digital technology across almost all its applications

Source: Baromètre de la confiance des Français dans le numérique - ACSEL 2021

WITH 70% OF THE WORLD'S POPULATION NOW CONNECTED, WE SHOULD NOT ALLOW THE PERVASIVE PRESENCE OF DIGITAL TECHNOLOGY TO OVSERHADOW THE NEED FOR PHYSICAL PRESENCE AND FACE-TO-FACE INTERACTION.

that we are now seeing the dawn of an era during which we will once again have full control of the tools at our disposal, and therefore the ability to extract the very best from them and use them in ways that benefit everyone. This trend is therefore one in which our communities have a central role to play.

The recent health crisis and its fallout have introduced new obstacles to seamless personal relationships. Teleworking, the need for social distancing, and the importance of shielding the most vulnerable in society are all different facets of the same reality that has led to the disintegration of many social relationships. But once again, digital technology has made it possible to discover and invent a number of compensatory new ways of doing things that allow us to function until life returns to 'normal'. The lockdown saw 41% of the French workforce working from home, compared with just 17% before the pandemic³.

The inexorable rise of digital technology and the risk of increasingly virtual interaction have paradoxically generated an increased need for direct and local relationships. This rediscovery by consumers has also presented an opportunity for service providers. So now, 16.3% of farms in France sell direct to the public⁴.

In the near future, a new 'phygital' world will successfully combine the physical and digital worlds without either being detrimental to the other. Over the longer term, this trend is a way forward that will allow us to benefit from the best of both worlds in which 24/7 services coexist with face-to-face contact to keep local interpersonal relationships alive; a virtuous combination that is likely to add value as digital technology helps us rediscover the true value of people. All the months of social distancing have provided the opportunity to refocus digital technology on its initial promise of being a powerful force for bringing people together. Sharing in the daily life of a loved one on the other side of the world is already a way of life for some, and will be the norm going forward. Getting together for a meeting is now just a click away, removing all barriers of distance and language. Today, 70% of Internet users access the online world from a mobile phone⁵. Digital technology has also shown its ability to focus collective energies and catalyse shared strengths in ways that give voice and visibility to important causes. Digital technology has enabled some people to break through the barrier of isolation to find the help and support they vitally need. The prevention and anticipation strategies made possible by connected objects are already having a positive impact on our health and our industries. And looking further to the future, the gradual smoothing of frictions, better risk anticipation and - perhaps most importantly - the ability to respond increasingly quickly will make it possible to minimise potential risks and their consequences very substantially.

³ Source: Odoxa
⁴ Source: Conseil Économique, Social et Environnemental
⁵ Source: Médiamétrie et Médiamétrie//NetRatings - Audience Internet Global - France - Septembre 2020

THE NEED TO find a partner in each brand or institution that we choose

Trust and alignment

In recent years, consumers have become increasingly well informed and therefore aware of corporate social and environmental responsibility issues, and have therefore become much more demanding of the companies they deal with. Little by little, these requirements have expanded and diversified, creating a certain level of consistency in terms of shared values and common culture. Society now expects to see a perceptible commitment by companies to the issues it finds important. Socially-aware consumers now track the slightest mismatch or contradiction between what companies say and what they do. These consumers are increasingly agreed on their opposition to programmed obsolescence and food waste, at the same time as focusing their attention more intensively on the need to save water and energy.

In the future, they will demand brands that are totally beyond criticism in terms of employment, societal and environmental issues. And since brands are now publicly scrutinised and rated by everyone, only those that really are beyond criticism will be accepted as such. A community focused on values, commitment and involvement in all our futures: the absolute standards we now seek and value will be what we demand of all businesses going forward.

62%

of French consumers say they now consider the values of a brand before buying its products or using its services

Source: Baromètre Forrester CX Index de l'expérience client

Accessibility, simplicity and local presence

Our relationship with brands and institutions has changed profoundly. In the age of chat, empathy and 'customer-focused vision', the expectations consumers have of brands are not very different from those they would have of a partner. Businesses are now expected to go beyond alignment to provide a perceptibly real level of empathy and goodwill. Availability, adaptability, attentiveness and reliability are what everyone wants. At the same time as consumer power has increased considerably, and for the better, so the nature of consumer demands and expectations has changed. Today, we look beyond simply the 'performance' of products and services we are offered, and expect businesses to pay attention and listen to us as part of a new trust-based relationship that will allow us to build a new way of 'living together'; this trend will only intensify in future.

The current situation is inexorably leading our companies to get back to basics, and return people and their environment to the centre of their focus through increasing reliance on collectivity, communities and collaborative ways of working. This new perspective reveals the extent to which the principal and practical implementation of the mutualist model is simultaneously relevant, appropriate and permanently sustainable. In a mutualist system, everyone is a stakeholder, every policyholder is an insurer, everyone has a voice, and every voice counts. It is with this mindset that Groupama intends to **be there to enable as many people as possible to build their lives with confidence.**

