

Nomination: 8964

Olympic & Paralympic Games Paris 2024: Fostering Unity and Pride among 157,000 employees

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Allianz SE

[REDACTED]
[REDACTED]

Additional Contacts

I would also like to have others receive emails about the disposition of our entries.

Page: Entry Information

Entry Title

Olympic & Paralympic Games Paris 2024: Fostering Unity and Pride among 157,000 employees

Category

B01 - B67 Achievement > B12 - Achievement in Employee Engagement

Achievement Submission Format

Written Answers

a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required

With over 150,000 employees from 172 nationalities across more than 70 countries, Allianz Group is one of the world's most trusted insurance and asset management companies. Founded in 1890 in Munich, Germany, we serve over 128 million private and corporate customers today on almost every continent.

Offering a broad range of personal and corporate insurance and investment services, we achieved a total business volume of 179.8 billion euros and an operating profit of 16.0 billion euros for the group in 2024.

Since 2021, Allianz is proud to be the Worldwide Insurer of the Olympic and Paralympic Movements, built on the foundations of a long-term partnership with the Paralympic Movement. The Paris 2024 Games represented a unique opportunity for Allianz to unite and engage our employees across the globe, being an employer that offers benefits like no other: from exclusive insights and information to getting involved as volunteers, torch bearers and further opportunities to experience the Games.

Due to the pandemic in 2022, the Paris 2024 Games were the first full Games edition for Allianz.

b. Outline the team's or organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required

FOSTERING UNITY & PRIDE AMONG 157,000 EMPLOYEES

Driven by internal communications and engagement activities in over 60 markets, Allianz employees joined the "Road to Paris" and celebrated once in a lifetime experiences such as being a torch bearer or supporting athletes during the Olympic & Paralympic Games in Paris as a volunteer.

THE RESULTS

Success was defined by two KPIs and measured through our annual global Allianz Employee Engagement Survey among 157,000 employees worldwide:

- "Employee Partnership Awareness" rose from [REDACTED]
- "Employee Pride" [REDACTED] globally. Survey [REDACTED]

HOW WE CREATED THIS SUCCESS

Global campaigns and toolkits guided local markets on how to bring the Olympic & Paralympic partnership alive in the office and online – with ideas and creative assets for events and exclusive employee experiences.

- Engaging concepts and creative assets helped to "olympisize" offices (e.g. FanZone watching areas, athletes' recipes cooked at the canteen), create events (Sport try-outs, Panel Talks) and provide exclusive experiences (e.g. behind-the-scenes tours, win tickets, become volunteers, torch bearers, participate in mentoring programs with athletes).
- 60+ markets worldwide joined the "Road to Paris". In total, Allianz entities across all markets reported 250+ internal events and continuous Games-related communication, 38 markets organized at least three engagement events. Almost all markets (97%) used the global toolkits.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's or organization's past performance (up to 250 words). Required

OLYMPIC & PARALYMPIC PARTNERSHIP BROUGHT ALIVE

Allianz is one of 11 worldwide Partners of the Olympic and Paralympic Movements putting unique emphasis on people engagement in its strategy. We share our partner's belief: Building a better world through sports. This motivates us to unify our people around sports and anchor people engagement in our partnership strategy: People, Business, Brand.

FULLY INTEGRATED APPROACH

Understanding that engagement is a key success factor for Allianz, we connect the Olympic and Paralympic Partnership to our key levers in engagement like "health" or "inclusion". With this, we contribute to Allianz Group's strategy by driving its value accelerators "resilience" and "smart growth".

Likewise, alignment of all activities with our external "get ready" brand campaign for Paris 2024 was crucial for consistent communication to external – and – internal audiences.

This shows the unique integration of the "Road to Paris" into our organization: From marketing and communications to HR and strategy, on global but also on local levels.

TRUE ENGAGEMENT = OUTSTANDING RESULTS

Given a survey of 157,000 employees across 70+ countries, collaboration and activations paid off: While the Partnership had been activated internally since 2021, KPIs have never reached similar levels before. Moreover, the extraordinary performance of the Paris 2024 Games related activities, is also reflected in

- o our decision to extend the partnership with the International Olympic Committee [REDACTED]
- o Allianz' rank #17 in the global Great-Place-to-Work ranking
- o Allianz' position as the only insurance company among TOP50 of Universum's World's Most Attractive Employers.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

Have a look at our slide deck that showcases how we engaged 157,000 employees around the Olympic and Paralympic Games Paris 2024. Learn about our strategy, the implementation, and dive into the emotions behind the numbers.

You'll find:

- Strategic Approach – aligning employee engagement along the Road to Paris with our brand
- Implementation – Close collaboration with our markets along global strategy & tools, incl. the global roadmap providing an overview of activations
- Detailed Results – global engagement KPIs, events, additional numbers on employee participation in various engagement programs
- Management and Business Partners' Quotes – Our unique approach of people engagement through a sports partnership has been confirmed by a business leader from the sports world; the importance of the internal activation of the Partnership has been underlined in an external speech by our CEO Oliver Bäte
- Engagement activities Deep Dive – including lots of images and quotes from employee participants

[REDACTED FOR PUBLICATION]

Would you like to add an additional supporting document?

No

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Terms and Conditions

I Agree