

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

Mobile Phone Number

+49 1515 7007990

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 60% to 75% globally.

- "Employee Pride" rose from 65% to 80% globally.

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.

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OLYMPIC & PARALYMPIC PARTNERSHIP BROUGHT ALIVE

FULLY INTEGRATED APPROACH

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

o our decision to extend the partnership with the International Olympic Committee

- 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.

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

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Would you like to add an additional supporting document?

No

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Terms and Conditions

I Agree