

WAVESTONE

CERCLE LAB
By SERONI

Insurance in the future:
Scenarios that examine the role of
insurance providers

WAVESTONE

CERCLE LAB

By Sorani

Discussion with Stéphane COSTE Chief Executive Officer of MAE



Wavestone's study on « Insurance in the future » : Grasp the evolution of the aspirations of Society and the Individual



Our reading frame of Future :



- Human race and the ecosystem
- Promise of emerging technologies
- Movement of ideas
- Modern understanding of what man is

Objectives

A new vision enables the definition of **new ideas for innovative services** which could broaden the **role** of insurance providers.

Initiate a new value proposition



Desirability



Feasibility



Sustainability

« Understanding what will be important in the world to come »



3 scenarios emerge to envision the future that examine the role of insurance providers and the value they bring to Society



A **non-growth** world as advocated by various « neo-Malthusian » groups



An **ultra technological** world driven by the « transhumanist » vision



A world with **more balanced** development in which **external factors** are taken into account in calculations of human activity



A non-growth world as advocated by various « neo-Malthusian » groups



New paradigms



A **limited biosphere** seen as a partner.

Desire to change oneself in order to change world.



Global and collective **Pressure. More regulation. Risk aversion.**



The return of **Inflation** and **increasing costs** (short distribution channels, ...)



The meaning and value of work. Appreciation of the past and **development** of well-being, academia, culture and harmonious community operating rules.

Main aspirations



Surge in impact funding

- / **Activist funds**
- / Tax incentive
- / **Funding of new activities** (services, cultural...)



Energy efficiency and eco-friendly

- / **Merging of economy and ecology**
- / Implementation of the concept of sustainable development as a response to the environmental crisis.
- / Priority in local production and consumption and reducing pollution-causing transports.



Supply chains

- / Reduced consumption and circular economy
- / Switching to **low-carbon energy**
- / **Growth and conservation of consumer goods** (air, water, soil, biodiversity, education, health, culture, police, justice...)



An ultra technological world driven by the « transhumanist » vision



New paradigms



Exceeding human/biosphere **capacities**.
“**Technical singularity**”. **Risk-taking**.



Unequal world that irritates the individual or **new elective communities**.



Leadership and **proselytism** based on the **charism** and **vision applied to the business world**.

Main aspirations



Health

- / **Improve the quality of life**
- / Extend its duration
- / **Anti-aging and fight against age-related diseases**



More intense human and sensory experiences

- / **Virtual worlds and augmented reality**
- / New states of mind
- / An increasingly connected and smart humanity
- / **Permanent income**



Intentional living materials transformation

- / Improvement in Living standards
- / Perfectionism
- / New social relationships to control breakdowns



A world with more balanced development in which external factors are taken into account in calculations of human activity



New paradigms



Humankind in **harmony with its environment**



Sociability to feel a **sense of self**.



Inclusion for the human endeavor's computations
(ROI, value creation, ...)



Balance in our **relationship with time**.

Main aspirations



Local life environment

- / **Many different forms of social life**
- / Acquisition and transmission of **all types of knowledge**
- / **A numerous and varied array of cultural activities**



Humankind centric requests

- / **Access to every form of prevention**
- / Comfort and improvement of **housing**
- / **Aging well**. Hope of still **playing a role in the Society** at any stage in life
- / Data **protection** and security



Supply chains

- / Local consumption and short distribution channels
- / Use of **renewable natural resources**
- / **Growth and conservation of consumer goods** (air, water, soil, biodiversity, education, health, culture, police, justice...)



New territories for insurance companies

Changing perceptions

New aspirations

A broader purpose