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PRESS RELEASE


“Generali Investments Citizen Developers Program” awarded at Qorus-Accenture Innovation in Insurance Awards 2023

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 Generali Investments

Milan – Foster a digital mindset by investing in innovative employees and providing tangible efficiency gains: this is the goal of the project “**Generali Investments Citizen Developers Program**”, awarded yesterday at the 8th edition of “**Qorus-Accenture Innovation in Insurance Awards**” as winner in the Workforce Transformation category.

Established in 2016, the Innovation in Insurance Awards is a catalyst for innovation in the insurance sector and helps insurers develop new strategies, celebrating the best ideas and projects that are transforming the industry. This global competition is a showcase of the most exciting and effective innovations that are taking advantage of emerging technologies and responding to the disruption and opportunities in insurance.

Generali Investments is strongly promoting the citizen developers’ approach, an initiative aimed to unlock employees’ full potential from digital innovation, leveraging on **Smart Automation**, a key lever to execute the operating model transformation and improve customer experience. Smart Automation is a modern approach that combines emerging software technologies (such as Robotic Process Automation, Intelligent Optical Character Recognition, Virtual assistant, Natural Language Processing) with traditional process redesign, allowing to rapidly generate business value, improve user experiences and simplify processes.

The “Citizen Developer Program”, led by Edoardo Del Bosco, Head of Innovation at Generali Investments, and Erika Peduto, Head of Smart Automation, represents a unique approach where non-IT-savvy employees are able to automate processes based on their needs and priorities, using low-code/no-code platforms.

After a pilot phase, Generali Investments scaled the program in 2022, involving around 50 non-IT professionals. The participants of the program have been trained on the key concepts of smart automation, the benefits of smart automation and to program using the above mentioned no-code/low-code software.

Employees had the chance to learn to code in hours rather than in months of intensive training and, through an approach modulated based on their starting technological skills, each participant could code his own automations. The initiative involved employees from different departments of the organization, such as Operations, IT, Risk management, Investments, delivering tangible results and efficiency gains.

After this first phase, the program will continue scaling its application within Generali Investments, with the involvement of new teams – also onboarding newly hired colleagues – and exploring new technological domains, such as advanced analytics and machine learning.

The recognition at the Innovation in Insurance 2023 Awards ceremony confirms the strategic potential of the project and its positive impacts, encouraging an innovative mindset, spurring collaboration between teams, and involving colleagues in the path towards innovation. Generali Investments project has been selected among 50 European participants, in a competition that has recorded more than 4,300 online votes, with the contribution of 36 senior industry leader as judges of the submitted initiatives

Emiliano Di Giammatteo, Chief Operating Officer di Generali Asset & Wealth Management, commented: “*We are pleased and grateful for the recognition received in this important innovation award. It is the proof that any technological transformation cannot overlook the human aspect: it is the people and the company culture that make a digital transformation successful. For Generali Investments, being able to promote the*



use of no-code/low-code platforms represent a step forward in our innovation journey and towards the ability to deliver an increasingly efficient service to our clients.”

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With approximately €504.9 billion of assets under management and more than 1,200 investment professionals, Generali Investments is an ecosystem of management companies able to offer a portfolio of specialized expertise in different countries. Each company in the ecosystem is able to innovate and grow autonomously over time, thanks to its membership of the Generali Group, developing sustainable and distinctive solutions. Generali Investments is part of Generali's Asset & Wealth Management Business Unit which brings together the Group companies operating in asset and wealth management under a single entity.