

March 2023

TERMS OF REFERENCE

EUROPEAN ACTUARIAL BRANDING TASK FORCE

Background

The AAE believes that play instrumental role for the European Actuarial Community, with aim to find best way to achieve it strategic objectives, the AAE wants to be a more visible for stakeholder in the political environment within the EU and strategically is of the opinion that the establishing of the European actuarial brand will help to achieve them. The goal is to be more recognizable for the external stakeholder and might help to be more recognizable for the high quality of the actuarial services. The European Actuarial Brand will help also to achieve the higher level of the community participation and engagement of the individual volunteers with AAE.

Objectives

The objectives in a non-prioritised order of this task force are to:

1. Achieve wider recognition by external world for Fully Qualified Actuaries of Europe who are qualified under MRA.
2. Define the Qualified European Actuary (example) as protected brand in legal terms that will be used and recognised by the member association in case they would decide so (voluntary basis). The using of the brand shall be a right given to the Member Association that can use it limited to Actuaries who are qualified under MRA.
3. Take all necessary steps to get the registration of the European Actuarial Brand logo/trademark in legal terms and to create the internal system allowing for it within the AAE organisation set up approved withing the necessary AAE Governance.
4. Bring the additional value to the Member Associations that do not have strong local actuarial designation in their regulation or jurisdictions.
5. Organise at least once a year a webinar, roundtable or conference that is targeted to facilitate the exchange of information and wider discussion of topics relevant to the TF with AAE stakeholders (such as, but not limited to, European Commission, Members of European Parliament, European Supervisory Authorities, NSA and so on).

Governance

- The European Actuarial Branding TF (EAB TF) reports to the Professionalism Committee of the AAE and it has a fixed term of operation for two years.
- The TF is responsible for prioritising deliverables and ensuring alignment with the board.
- The Chairperson of the Professionalism Committee is the first point of contact for the EAB TF as well as with the Board.
- Membership is open to representatives of Member Associations of the AAE and is not restricted to one representative per member association. Interested individuals may also participate in the work of the task force, even if not formally representing a Member Association.

The Terms of reference were approved by the AAE Board of Directors on 8 March 2023.