

19 September 2023

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EUROPEAN ACTUARY BRAND TASK FORCE

The AAE European Actuary Brand Task Force has been created in 2023 and reports to Professionalism committee. The idea of a European actuarial brand was firstly discussed at the Presidents' Meeting in February 2023. The reporting line to Professionalism Committee was agreed in April 2023 and the TF ToR approved in May 2023.

The objective of this document is to provide the progress on the works done so far:

- Clarification of **the goals of AAE TF - European Actuary Brand**
- Investigation on how to file the protected trademark at the European Union Trade Mark
- Wording of the **AAE Survey European Actuary Brand**

The AAE European Actuary Brand Task Force kindly asks to discuss the next agenda point at the AAE Professionalism Committee and to receive the feedback.

Open questions towards the AAE Professionalism Committee members that will help to steer the further work and progress of the EAB working group:

1. Do you agree with the goals and the principles?
2. Do you agree with the wording of the survey?

Goals of the European Actuarial Brand WG:

1. **Create a recognizable brand for example *Qualified European Actuary- QEA***, that will become the intellectual property of Actuarial Association of Europe and protected as a trademark.
The brand is the externally used proof of the professional qualification of individual members based on fulfilment of the minimal, harmonized educational and ethical requirements of AAE members and recognition on the fulfilment of the professional qualifications of individual members.
2. **To create the LOGO of QEA as the visual Brand recognition**
3. **To obtain the legally proven registration in the European Register – European Union Trade Mark register** (see the presentation).
4. **Create the Agreement between AAE and the AAE full Member Associations which**
 - a. **will be voluntary**
 - b. **it is defined based on Article 4 of AAE Statute that defines the necessary criteria for participation**
 - c. **is separate agreement next to Mutual Recognition Agreement**
 - d. **Member Association have to participate in the Mutual Recognition Agreement.**

the European Actuarial Brand Contractual Agreement (further “Agreement”) where the rights and responsibilities of brand usage are defined.

The EAB agreement shall be the legal contract that allow AAE to share its intellectual property – registered trademark with the Member Associations in case of fulfilling the criteria and rules defined based on relevant EU regulations. So, the content is different compared to MRA.

- ## 6. Rules/content of using of QEA in practice

- (a) the Member Association is entitled to issue the certificate for its Qualified Actuaries
- (b) Qualified Actuary, as physical person, is entitled to use the designation- **Qualified European Actuary -QEA** next to his/her name.
- (c) this shall be subject of legal counsel and further Agreement wording proposed.

As the AAE is the Association of the Associations (article 3 section 1 of AAE Statute) AAE cannot maintain the direct relationship with the individual members of the member association.

- ## AAE Survey European Actuary Brand

Do you agree with Qualified European Actuary concept as designed above?

Please explain:

Which designation would prefer to be used?

- Which option do you prefer:

3. Question

Do you agree, that each Member Association will to participate on voluntary basis under signing a dedicated Contractual Agreement?

Answer: Yes No

Please explain:

4. Question

Do you agree with Qualified European Actuary certificate being translated into local language as well or only in English?

Example of certificate



Answer:

Yes, also local language

No, only English

Please explain:

5. Question

Do you have any other observation or comments that you would like to share with us?