

## ASSESI – DKM 2025

### Consumer Protection and Sustainability in the Insurance Sector

One of the most important steps in introducing a widely recognized label is to carry out an **awareness-raising process**. This is why **ASSESI**, the **Association of European Sustainable Insurers**, was presented at the DKM trade fair in Dortmund, one of the leading trade fairs for the finance and insurance industry. The visibility of the initiative was increased through the trade fair appearance, particularly to highlight the transparent and inclusive process.

On **October 28 and 29**, the project was showcased comprehensively to a professional audience for the first time, including insurers, brokers, broker pools, and other industry stakeholders. Each year, the DKM brings together thousands of professionals and experts, providing a central platform for exchange, innovation, and future-oriented topics in the insurance sector. With its own trade fair presence, the Association ASSESI took the opportunity to introduce the **funded project aimed at developing a sustainability standard for property and liability insurance products** to a broad audience.

By doing so, the Association positioned itself as a point of contact and driver of discussion on the establishment of the first sustainability standard for composite insurance products and highlighted why a sustainability label is both useful and, in ASSESI's view, necessary for insurance products.

The ASSESI booth at DKM attracted significant interest and offered numerous opportunities for professional exchange. Many attendees took the chance to learn about current developments in European regulation and to engage in discussions with the ASSESI team. The DKM booth team presented the current status of the project and the DIN-standardization process, explaining initial aspects of the planned ASSESI and DIN certification system.

The ASSESI team used the DKM to actively encourage participation in the development of the **ASSESI-Label** standard and the new principle-based DIN standard. The goal is clear: the ASSESI standard is to be developed **with the industry, for the industry**. All interested parties are invited and encouraged to contribute in order to actively shape the development process. For questions or further information on the upcoming consultation process, the ASSESI team is always happy to assist:

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