

**THE FIRST REGIONAL
EUROPA RE
INSURANCE CONFERENCE**

**TURKISH
CATASTROPHE
INSURANCE POOL**



**DOĞAL
AFET
SİGORTALARI
KURUMU**

**GENERATING DEMAND FOR
CAT COVERAGE
“TCIP EXPERIENCE”**

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www.dask.gov.tr

OHRID – FYR MACEDONIA
OCTOBER 12-14, 2011

- Marmara Earthquake - August 17th, 1999
- Economic loss: USD 13.000 million
- Insured loss: USD 800 million (mostly industrial and commercial losses)
- Insurance penetration for dwellings: 4%
- 111 earthquakes above M 5.0 in 100 years

SEISMIC HAZARD ZONES



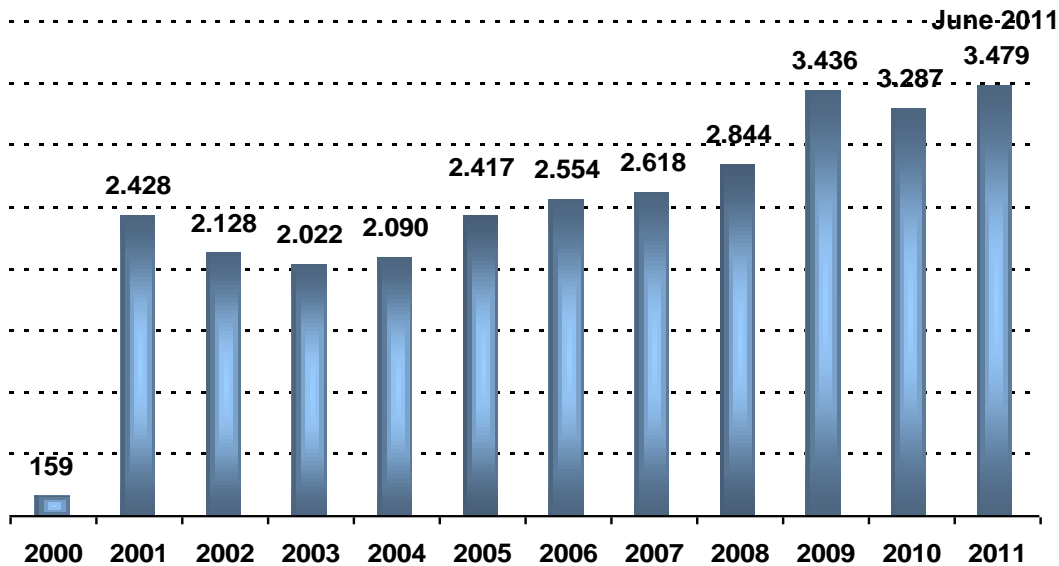
BASIC FEATURES

- Compulsory Earthquake Scheme started in September 2000
- TCIP, a legal public entity, established to provide EQ coverage
- Residential buildings within municipality boundaries are covered
- Stand-alone policy
- Basic coverage up to a cap
- Excess coverage available from insurance companies
- Public-private partnership

OBJECTIVES

- Providing EQ coverage at affordable prices for all homeowners
- Ensuring risk transfer
- Alleviating burden on budget
- Accumulating reserves for future catastrophes
- Helping to improve insurance culture in general

COMPULSORY EARTHQUAKE POLICIES (.000)



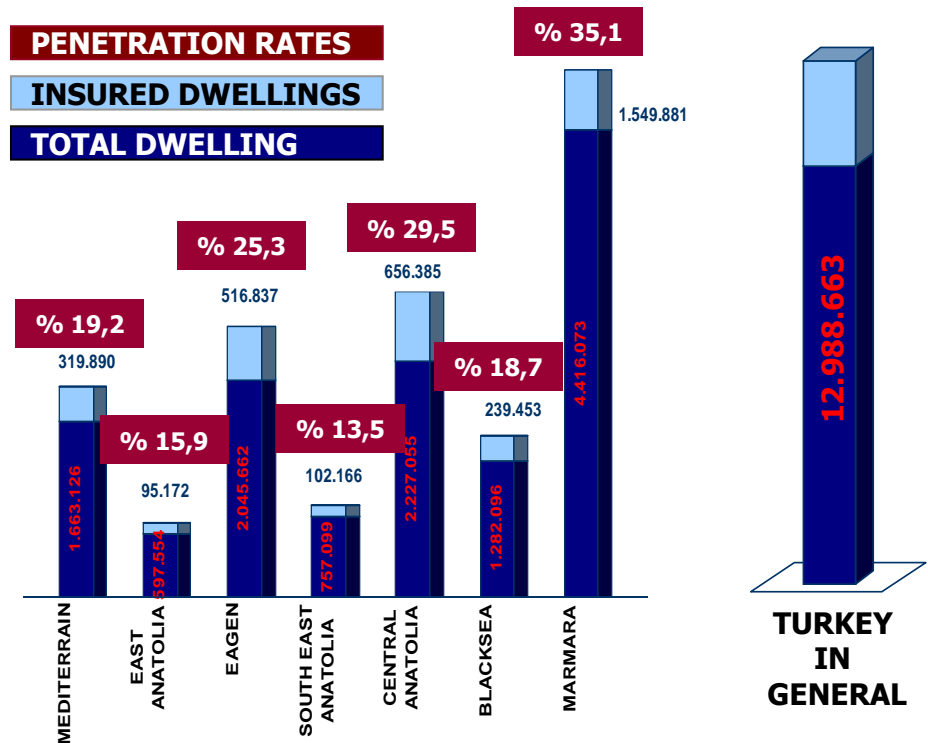
**TARGET
for 2014
5.500.000**

- Total No of policies **3.55 mio**
- Annual premium **210 m USD**
- Avg. Sum insured **39,000 USD**
- Avg. Premium **60 USD**
- Total Claim Files (paid) **11,960**
- Total claims paid **27 m TL**

PENETRATION RATES

INSURED DWELLINGS

TOTAL DWELLING



- Improved penetration from 4% to 26%
- Kept pricing at affordable level
- Enhanced claims-paying capacity: USD 3,3 billion
- Solid reinsurance program
- Increased public awareness for earthquake and insurance
- Centralized marketing activities and brand management
- Increased operational efficiency
- Improved coordinated work between public agencies and insurance industry
- Model structure for effective public-private partnership

To have 5.500.000 policies by 2014

To reach 10.000.000 homeowners

To increase and improve check points

To excell in claims operation

To improve distribution system



**Operational Capacity is as important
as Financial Capacity**

WITH THE NEW DRAFT LAW

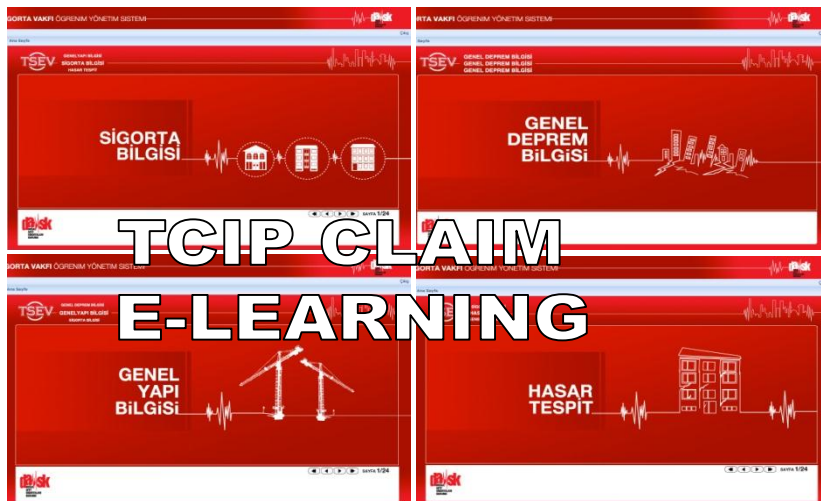
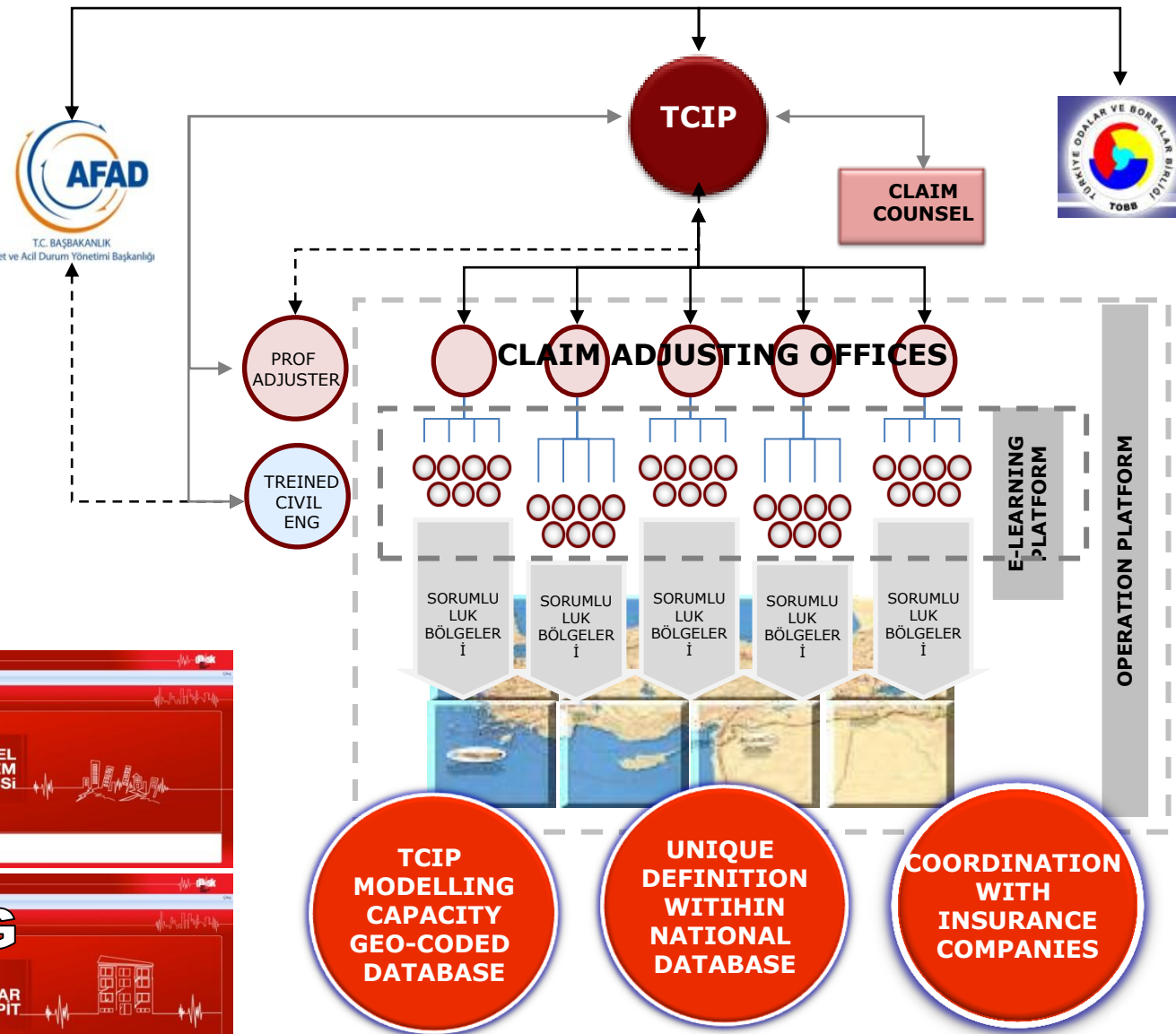
- **Current scheme of Compulsory EQ Insurance stays the same**
- **New check points: water and electricity subscriptions**
- **The Government to become “reinsurer of the last resort”**
- **TCIP to support insurance industry in disaster insurance when needed**
- **Flexibility in product design**
- **Increased demand for reinsurance and alternative instruments**

CLAIMS MANAGEMENT



Smart Adjusting Platform

- Strengthen partnership with professional claim adjusters
- Train and educate civil engineers in public offices
- Utilise supervision by prof claim adjusters
- Establish and authorise the roles and areas before the event



BRAND AWARENESS

2008

- Existing Clients **%84**
- Potential Clients **%50**

2010

- Existing Clients **%89**
- Potential Clients **%70**

OBSTACLES

In General

- “Not requested at anywhere”
- False belief that insurance may not pay
- False perceptions for earthquake
 - My building is constructed well
 - I live in low hazard zone
 - The big earthquake will not occur
 - I will not survive anyway
- Inaccurate information about price; “insurance is expensive”

Smaller Cities

- Low income level
- Earthquake has no priority
- Lack of insurance culture
- Weak enforcement
(less transactions at land registry and banks)

Agents

- Low commission level
- Separate policy
- Occasional customers
- No effective renewal follow-up

LACK OF DEDICATION ON FOLLOW-UP



**%26
INSURANCE
REQUESTED
ONLY ONCE**

**%10
MORTGAGE
EXPIRED**

**%45
NOT
AWARE OF
DISCOUNTS**

**%14
ACTUALLY
WANTED TO
RENEW**

**%5
EXPENSIVE**

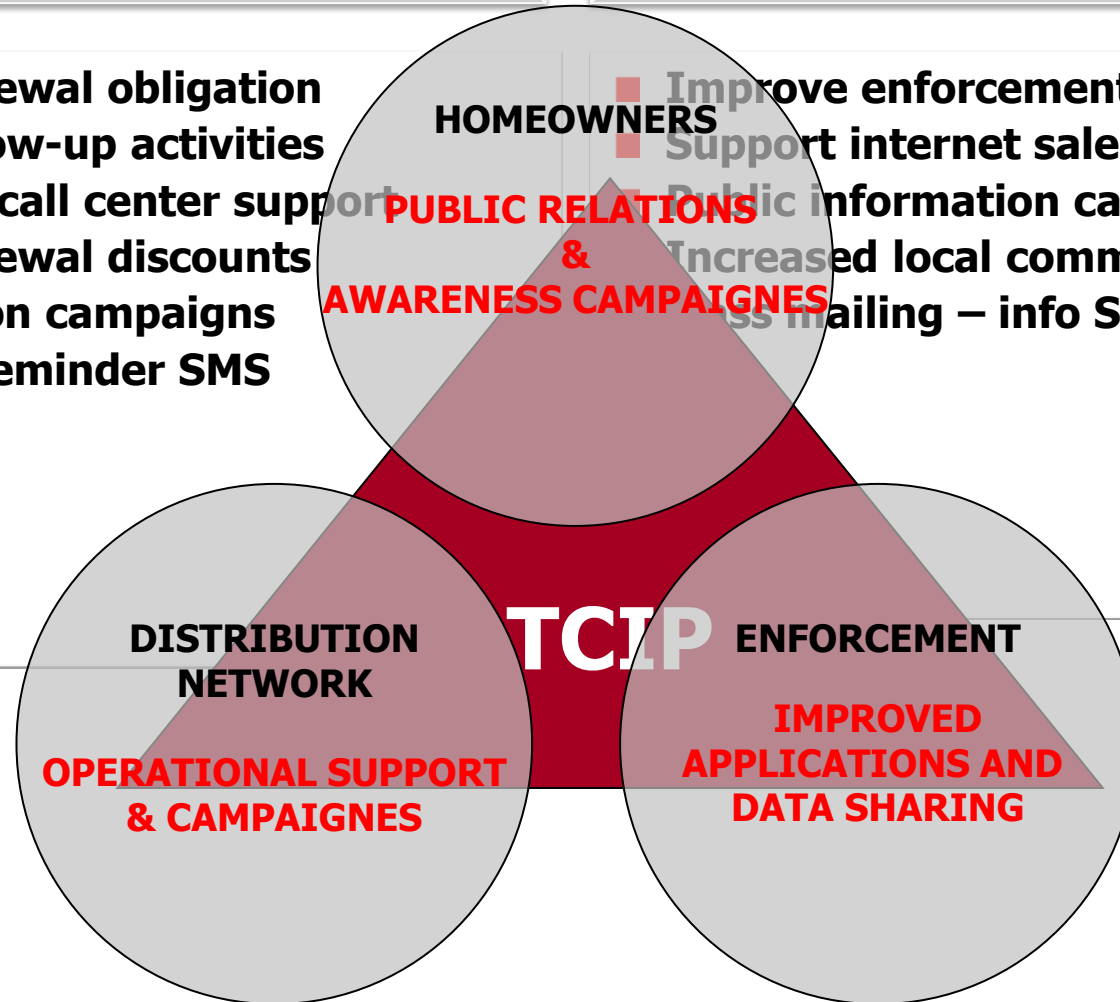
Survey: 3 370 homeowners with non-renewed policies
(2 988 - 47% could not be reached)

RENEWALS

- Emphasizing renewal obligation
- Coordinated follow-up activities
- New centralized call center support
- Emphasizing renewal discounts
- Public information campaigns
- Mass mailing – reminder SMS

NEW CLIENTS

- Improve enforcement
- Support internet sales
- Public information campaigns
- Increased local communication activities
- Mass mailing – info SMS



FACE TO FACE COMMUNICATON

**LOCAL
COMMUNICATION**

BRAND AWARENESS

REACH YOUNG CLIENTS

**GET SUPPORT OF PUBLIC
OPINION LEADERS**

**BE CLOSE TO
INSURANCE CO'S**

**INCREASE POPULARITY
OF EQ INSURANCE**

CITIES IN CONTEST

EARTHQUAKE TRAILER

TCIP MEETING YOUTH

**COLLABORATION WITH
OTHER AGENCIES**

**CAMPAIGNS FOR
AGENCIES**

TCIP ON SOCIAL MEDIA

**EARTHQUAKE
SEMINARS**

THE HURRIYET TRAIN

**3rd NATIONAL SHORT
FILM CONTEST**

**MEETINGS WITH
ACADEMICIANS**

**TCIP LISTENING THE
INSURANCE INDUSTRY**

**FREQUENT
APPEARANCE ON TV**

lerine ekde ettigimiz yaklekk yitide 10luk artas, olusan farkindanin onemli gosterge- si" dedi. Habi'nin buyuk bir insanki drammasi sahne oldugunu ifade eden Sordur sozlerine soyle devam etti: "Man- lesel aciyi yasamadan oelen almanin gerek- likliin ogreneniy- ru. Oysa deprem her za- man siyah beyaz someler degirmez. Can kaybiya neden olansiyon depremler bile komi- lerimizda ciddi hasara y oca- biler. **Zorunlu deprem sigortasi** sadece konutun yikilmasi du- rununda degil deprem kaynak- li her turdu hasarda tazminat oduyor. Depremden sonra ha- nya devam edilebilir lein **zorunlu deprem sigortasi** son de- resine zimele bir dizece."

disk



DEPREM TIR'I YOLA ÇIKIYOR

A large group of young children, mostly wearing green shirts, are gathered outdoors. Many of them have their arms raised in the air, waving or cheering. In the foreground, a woman with blonde hair and sunglasses is visible, looking towards the children. To the left, a person's hand is holding a professional video camera, filming the group. The scene appears to be a lively event or a school activity.



Diğerleri TÜRKİYE'den ziyareti olanları dağırmakla ilgili faaliyetler arasında yer aldığı uygulamaları başarıyla sürdürmektedir.

[illegible]

(e-Romagna: "Ritorno Anadolico")
i yerronches italiani hanno il
senso belgicando per sfiorare
tutto, e che gli Anadolici
non vogliono essere come i
italiani, perché 27788 sigarette
Maurizio e la Anadolica
non. Come la belgicando il
che è il suo dono di lavoro
e che non vogliono per
tutto.

Enrico, "bambini" e "vecchi" italiani. Incontro a Roma, 1997. In alto: la signora Caporaso con i suoi figli. In basso: la signora Caporaso con i suoi figli. In alto: la signora Caporaso con i suoi figli. In basso: la signora Caporaso con i suoi figli.

İhtilâfî deprem meydana gelme riski bulunduğu yönü kaydedildi. Akın deprem yönetmeliğine göre alınması gerektiğini belirten Güneş, akabinde sinasına uygun davranmasını ve sonradan değişiklik olması durumunda deprem anında alması ihtimalinin çok düşük olduğunu söyledi. Akın'ın deprem binalarında depreme sinası sigortalanmasını isteyen Güneş, içinde 1 ilmek fiyatta binaların yerine kara sigortalanebileceğini belirtti. Daha sonra, deprem anında ne alınması gerektiği sorulduğunda

edileceği projeyle, 40 bin kişi deprem ve zeminde deprem sigortası hakkındaki bilinçlendirilecek. Zorunlu deprem sigortasını 5 yılda yüzde 56 artıran DASK, 2010'da sigortalı konut sayısını 5 milyona çıkarmayı hedefliyor.

DASK Yönetim Kurulu Başkanı İdris Sordar şunları söyledi:

"Elazığ'dan Çanakkale'ye Kuzey Anadolu Fay Hattı üzerindeki her düğüme uğrayacağız. Amacımız, genelde depremsiz, öncelikle **noroulu depremsiz** sigortası anlatarak halkımızı bilinçlendirmek. İlk etkinliklerimiz Elazığ'da olacak. Bir sonraki güzergâhımız Batı Anadolu fay kırık sistemi olacak."

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- 2010 : 104 days, 46 cities, accessing 110.000 face to face
- 2011 : 38 days, 18 cities, target:60.000 people

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