

## Comment on publication of EIOPA IPID consultation

Commenting on the publication of a European Insurance and Occupational Pensions Authority (EIOPA) consultation regarding the format of a standardised insurance product information document (IPID), William Vidonja, head of conduct of business at Insurance Europe, said:

“The Insurance Distribution Directive sets out the content of the IPID. It is now important to get the format right, so that the IPID truly benefits consumers. As such, Insurance Europe has already developed [its own proposed format](#) for the IPID for non-life insurance products, to provide input to work by EIOPA and the European Commission.

“Insurance Europe’s proposal intends to achieve a solution that is both consumer-friendly and that works in both paper and digital formats. For example, the use of icons will help to draw the consumer’s attention to the different sections to identify relevant information quickly and make the document simple and easy to read.

“The proposal meets all of the necessary information requirements set out under the directive and ensures a digital-friendly approach that complements the growing trend of digitalisation in financial services.”

- Ends-

### Notes for editors

1. For further information, to request a media interview or to be added to our mailing list, please contact Richard Mackillican, policy advisor, communications & PR (tel: +32 2 894 30 69, [mackillican@insurancееurope.eu](mailto:mackillican@insurancееurope.eu)).
2. You can also receive updates from Insurance Europe by signing up [here](#) or by following us on Twitter @InsuranceEurope.
3. Insurance Europe is the European insurance and reinsurance federation. Through its 34 member bodies — the national insurance associations — Insurance Europe represents all types of insurance and reinsurance undertakings, eg pan-European companies, monoliners, mutuals and SMEs. Insurance Europe, which is based in Brussels, represents undertakings that account for around 95% of total European premium income. Insurance makes a major contribution to Europe’s economic growth and development. European insurers generate premium income of almost €1 170bn, employ a little under one million people and invest nearly €9 600bn in the economy.