



The Pan-African Re/Insurance

JOURNALISM AWARDS 2019

In association with



CONTINENTAL
REINSURANCE

THE 2019 PAN-AFRICAN RE/INSURANCE JOURNALISM AWARDS

28 March 2019

Sofitel L'Impérial Resort

Wolmar, Flic En Flac

Mauritius

WELCOME

A Word from Dr. Femi Oyetunji, Group Managing Director/CEO, Continental Reinsurance Plc



DR FEMI OYETUNJI
Group Managing Director/CEO
Continental Reinsurance PLC

Annually, we invite business journalists from English and Francophone countries in Africa to submit entries to our sponsored Pan-African Re/Insurance Journalism Awards – now in the fourth edition.

The awards are an extension of our continued commitment to advance excellence in the sector. Through these awards, we continue to recognize and honor journalists who have made outstanding contributions in reporting and writing about the insurance sector in African media.

I am proud to note that the quality of entries submitted improve in every edition. This is a demonstration that our efforts to encourage insurance reporting are bearing fruit.

This year, the panel of judges was chaired by a renowned Business and Finance Journalist, Michael Wilson. Under his chairmanship, the judges agreed to award a French entry in place of the broadcast articles, which they thought did not quite meet the threshold.

The judges also recommended that we have a separate French category in future editions to acknowledge the huge importance of Francophone Africa and give more voice to its stories.

At Continental Re, we believe that the Awards will motivate more business journalists to not only participate in the awards, but also write extensively about insurance and tell the African story. The awards are just one way we support growth of the insurance sector.

I would like to appreciate the entire panel for sparing time to read, assess and evaluate the entries. Thanks for being great judges who are committed to get the best results each year. It's working!

Congratulations to the winners and all finalists of the 2019 Pan-African Re/Insurance Journalism Awards, and to all those who participated. We will be looking forward to your entries in the 2020 edition.

ABOUT THE JOURNALISM AWARDS

In 2015, leading Pan-African reinsurance firm, Continental Reinsurance Plc initiated the Pan-African Re/Insurance Journalism Awards to recognise and acknowledge the good work of journalists and the media on the Continent. The awards are open to journalists from both English and French speaking countries, who are required to demonstrate how their articles have contributed to raising awareness and understanding of the re/insurance sector in Africa. For each edition of the Awards, an independent panel of judges evaluates the entries based on a strict judging criterion to select finalists and winners who are later announced during the awards ceremony, which coincides with Continental Re's annual CEO Summit.

THE 2019 EDITION

The edition received a total of 66 entries (58 English, 8 French) from 14 countries - Nigeria, Kenya, Uganda, Namibia, Zimbabwe, South Africa, Ghana and Mauritius for Anglophones; Ivory Coast, Cameroon, Burkina Faso, Morocco, Benin and Togo for Francophones.

AWARD CATEGORY

The 3 categories in the 2019 awards are:

- **Best Re/Insurance Print Article**
- **Best Re/Insurance Online Article**
- **Best Re/Insurance Broadcast Article**

ABOUT THE AWARDS

JUDGING CRITERIA

Entries were evaluated by judges based on the following set criteria:

- How they raised awareness and understanding of the insurance sector.
- How they displayed integrity in covering the sector.
- How journalists sourced new data or analyzed existing data to make it relevant to regional, national and local audiences.
- How journalists effectively analyzed a current news story or other noteworthy insurance issues.
- How journalists used, analyzed and presented statistics to investigate an issue in the insurance sector.

2019 AWARDS PRIZES

- A fully paid trip for all category winners to attend the Awards Ceremony and Continental Re's 6th CEO summit in Mauritius.
- A fully paid trip for the overall winner to attend Commercial Risk Africa (CRA) training in London, UK including a one week internship.
- A cash prize of \$2000 for the overall winner and \$1000 for the category winners.
- A cash prize of \$500 for the 1st and 2nd runner-up.
- Two day training on insurance reporting during the awards event and mentorship by Commercial Risk Africa for all the winners; they will receive certificates upon completion of the training.
- All the finalists will receive certificates for being shortlisted in the 2019 awards.

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DR. FEMI OYETUNJI

Commercial Risk Africa

Insurance & Risk Management News

IN PRINT

Commercial Risk Africa was launched in November 2012 to help support the growing Sub Saharan African risk management community.

The publication is designed to help established and new risk managers with international and local companies identify the main risks, the best ways of managing them and ultimately transferring them to the risk transfer markets.

- 10 editions annually
- More than 12,000 subscribers worldwide – over 7,000 in Sub Saharan Africa
- Digital publication
- Print editions for key events



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IN PERSON



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CONFERENCE



WEST AFRICA
CONFERENCE



EAST AFRICA
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LONDON
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WWW.COMMERCIALRISKAFRICA.COM/CRA-EVENTS

ONLINE

Since 2010, Rubicon Media publications have been the best single source of market intelligence on the global corporate risk management market, written by some of the most experienced journalists in the industry and aimed at risk professionals in today's fast growing and emerging European and international market.



WWW.COMMERCIALRISKONLINE.COM

THE JUDGING PANEL & COMMENTS

The **2019** panel comprised of 5 insurance and business media experts who independently evaluated all the entries from across Africa. Under the chairmanship of Michael Wilson, the judges held a meeting on 30th January 2019 to select finalists and winners. The judges agreed to award a French entry in place of a Broadcast one, which they thought did not meet the minimum threshold. The Pan-African Journalist of the Year was selected from Best Re/Insurance Print Article, Best Re/Insurance Online Article and Best Re/Insurance French Article.



Michael Wilson, Business & Finance Journalist (Chair)

Mr. Wilson joined Sky TV at its inception in 1989 and for over 20 years he was a main anchor for Sky's coverage of major business events. Since leaving Sky, he has broadcast for the BBC, ITV, Fox News, Al-Jazeera and Arise Networks, a global television service aimed at Africa.

"I was honoured to be nominated to chair the distinguished Judging Panel, which this year comprised of journalistic and industry expertise. Each year, the entries achieve a higher standard, and always cast an interesting view over a wealth of insurance stories. This year was no exception. But there is still a lot of work to be done. Most of the articles had good content with valuable detail, but too many of them took a long time to get to the bones of the story. No part of the media, whether it be print, online, radio or TV has the exclusive right to our time. So, the organisation of a story is essential. It needs to be 'front loaded' with a paragraph that in effect is a precis of the story, with some compelling 'come on' facts to encourage the reader to continue. It was once again a privilege to be involved - big thanks to Continental Re for organising and hosting such a unique and important way of helping to tell the African insurance story."



Nadia Mensah-Acogny, Journalist, Forbes Afrique

Ms Mensah-Acogny is a journalist and columnist at Forbes Afrique, where she is the author of the annual '100 Most Influential Women in Africa' report. She has over 30 years of experience as a communications expert and is the co-founder of Acosphere, a business consultancy. Ms Mensah-Acogny is also a member of the Board of Trustees of the Africa Centre in London and a member of the Council of Women in Africa (WIA). Ms Nadia was the Chair of the Pan African Re/Insurance Journalism Awards 2018 judging panel.

"I have had the honour of participating on the Judging Panel of the Continental Re's Journalism Awards for the last three years and I am very happy to see great progress in the overall quality of the entries. There has been significant progress on both numbers and quality in the Francophone entries in particular and the decision made by the Chair of the 2019 Judging Panel to create a Francophone category in the Awards will certainly boost French language entries in future editions. It is also wonderful to see that entries are coming from more countries on the continent, which makes it a truly Pan-African award. I praise Continental Re's leadership for their vision and open-mindedness. Africa needs more initiatives like this one."



Kenneth Igbomor, Market News Editor (West Africa), CNBC Africa

Kenneth Igbomor is a seasoned financial journalist and business news television producer and is currently the Market News Editor for CNBC Africa, where he heads the West Africa editorial team. He is also a development economist previously working as a financial planner in the insurance industry in Nigeria. He remains an 'unrepentant optimist' about development outcomes in Africa.

"It was a pleasure participating in the judging process again for the 2019 edition of the Pan-African Re/Insurance Journalism awards. I was quite impressed by the entries in the various categories and the diversity of angles covered. It is only a testament that things will definitely get better for the reinsurance industry on the continent as the issues facing the insurance field get better coverage from both the print and broadcast media."



Gareth Stokes, Founder, Stokes Media Group

Gareth is a professional freelance journalist and writer who specialises in the financial services industry. Based in South Africa his work has been published widely in industry newspapers and magazines including Commercial Risk Africa, Cover, FA News, FIA Insight, Money Marketing, Personal Finance and others. He is the author of *'A basic guide to stock market investing'* and the co-author of *'Everything you need to know about non-life insurance in South Africa'*. In October 2017, Gareth founded Stokes Media Group to focus on specialist content generation and the development of communication strategy for firms in the financial services sector. Gareth's exceptional writing has been recognised by the Pan African Re/Insurance Journalism Awards for which he won The Journalist of the Year Award in 2017 and a Special Award in 2018.

"It was my privilege to sit on the judging panel for the 2019 Continental Re/insurance Journalism Awards. As a first-time judge, I was impressed by the quality and diversity of the re/insurance topics presented by journalists from across the continent. The panel agreed that this year's entries showed significant improvement over previous years and we had our work cut out to choose winners from the many quality submissions under both the print and online categories. Regrettably, there were not enough submissions for the new broadcast category and a decision was reached to award a prize for the most deserving French language print article instead."



Dr. Jared Obuya, Lecturer, Moi University

Dr. Jared Obuya is an experienced journalist, having worked with several Kenyan media houses (Standard Group and Nation Media Group) as well as international news organizations including BBC - in various editorial capacities. He has also been a correspondent and member of the Paris-based press freedom organization, Reporters Without Borders and Secretary General of the Kenya Union of Journalists (KUJ). He has been on the panel of judges of the Annual Journalism Excellence Awards administered by the Media Council of Kenya, and the East African Media Awards administered by the East African Community (EAC). Currently, Dr. Obuya is a lecturer at the Department of Communication Studies, School of Information Sciences, Moi University.

"The entries covered a wide spread of contemporary issues in the insurance industry in Africa – ranging from healthcare, agriculture, risk management to technological advancements in the business. The journalists demonstrated a commendable grasp of these thematic areas and innovatively presented their stories to the respective audiences. I wish to encourage individual journalists and the news media, generally, to recognize the awards as an effective way of establishing trust and cementing their credibility with members of the public. The finalists should bask in the recognition the awards give them as specialists in insurance business reporting."



Shiamdass Appannah, Insurance Industry Expert

Shiamdass has over 40 years experience in the Africa's insurance industry. He's skilled in Reinsurance Programme structuring, designing risk finance vehicles, and Captive Insurance. He's the Founding Partner and Director/Consultant, former CEO and former Chairman of Reinsurance Solutions Group companies in Mauritius, Kenya, Cote D'Ivoire and London, UK. Previously, he held positions of CEO and Director of Guardrisk Insurance, a major Cell-Captive Insurance provider, and Regional Director in Nairobi of African Reinsurance Corporation. He is a Chartered Insurance Broker and has an MBA from Cass Business School.

"It was an honour to have been appointed on the panel of judges for the 2019 Continental Re Journalism Awards. There is considerable coverage in the press and broadcast media in practically every country of Africa. The articles covered diverse topics ranging from Regulation and Supervision to Bancassurance, HIV claims, medical and funeral insurance, Insurance for women, Takaful Insurance, and many other topics, demonstrating the keen interest of the African media and their deep understanding of the Insurance sector. My responsibility in assessing these articles, which was by point ranking system, was made difficult by their high standards for all, to the extent of concluding that all of them deserve to be awarded the honours, but eventually a choice had to be made for the best in each category, and my job was made easier by being requested to give particular attention to the French entries. It was an enriching experience to mark the articles and I do congratulate all participants, especially the winners."



Investing in markets and people.

We believe in sustainable development through local financial and technical capacity building. This means delivering capital investments and developing local products, employees and markets. So, it's no surprise that Continental Reinsurance is the first pan-African reinsurer to sign up to the Principles of Sustainable Insurance of the United Nations. You'd expect little else from a company with a truly local commitment to Africa.

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BY BUILDING
CAPACITY.**

FINALISTS

A total of **9 finalists** were shortlisted by the judges. The judges commended the quality of entries submitted this year. However, they noted that the Broadcast articles did not quite meet the threshold and instead recommended an award for French entries. The Pan-African Journalist of the Year was selected from the three categories - Best Re/Insurance Print, Online and French Articles.

Best Re/Insurance Print article

1. Patrick Alushula, Nation Media Group, Kenya
2. Isaac Khisa, The Independent, Uganda
3. Patience Rusare, The Patriot Newspaper, Zimbabwe

Best Re/Insurance Online Article

1. Katya Stead, Commercial Risk Africa, South Africa
2. Samuel Sanya, New Vision, Uganda
3. Lazarus Sauti, 263Chat.com, Zimbabwe

Best Re/Insurance French Article

1. Sara Bar-arhout, Economie Entreprises, Morocco
2. Ghyslaine Deudjui, Le Financier d'Afrique, Cameroon
3. Kpokame Hermann, La Radio Nationale du Bénin, Benin



Patrick Alushula
Nation Media Group, Kenya



Isaac Khisa
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Le Financier d'Afrique, Cameroon



Kpokame Hermann
La Radio Nationale du Bénin, Benin

WINNER

PAN-AFRICAN RE/INSURANCE JOURNALIST OF THE YEAR & BEST RE/INSURANCE PRINT ARTICLE



Patrick Alushula
Nation Media Group, Kenya

Article: Despite low uptake, funeral cover can't be buried away

Born in Western Kenya, where death of a loved one is a celebration of life and times of the deceased as well as a mourning period, culture is still alive and that means a lot of expenses have to be incurred. I have seen families plunge into financial turmoil because of funeral expenses, especially with urbanization breaking the fabrics of the traditional society and building individualism. With this in mind, I sought to tell a story of how agonizing death can be, what insurance companies are doing to respond to this and what the missing link is in getting more families to sign up. This helped me reach out to insurance firms to find out efforts being undertaken to encourage uptake of funeral covers and establish what more needs to be done.

Biography

Patrick is a business journalist at Nation Media Group, the largest independent media house in East and Central Africa. He has keen interest in stories about financial performance of companies, insurance, stock market, entrepreneurship and the policies that shape the markets and how they impact on the society. Having been in the newsroom since October 2014, Patrick has interacted and interviewed key newsmakers in different sectors - agriculture, banking, insurance, energy, retail and securities – and continues to tell stories in an impactful manner. His articles are published in the Business Daily and Daily Nation and carried on the respective websites. He won the 2018 Business Journalist of the Year Award during the Annual Journalism Excellence Awards organized by Media Council of Kenya. He previously worked at the Standard Media Group.

WINNER

BEST RE/INSURANCE ONLINE ARTICLE



Katya Stead
Commercial Risk Africa, South Africa

Article: Banking the change: How insurers in banking will change insurance too - Commercial Risk Africa

For years, the narrative around insurers has been of 'disrupted old guard' rather than that of 'pioneering disruptor'. A massive exception has been Africa's insurance space, with its agile legacy system-less innovation and regulatory excellence in more developed countries like South Africa. This article looks at how African insurers like Discovery are taking on the most established of establishments - the banking sector - and the ways in which this will change not only banking, but African insurance's narrative as well. The article stitches together numerous opinions, from the regulator to banks, analysts, the Insurance Institute and Discovery themselves to look at various ways Discovery Bank could create change as varied as widespread 'insurance banks', intermediary disruption, richer data for insurers, lower fees for the everyman and more.

Biography

Katya is a financial services journalist who specialises in insurance reporting. She started her journalism career in crime and hard news in 2011 before joining insurance publication, COVER Magazine, where she worked for four years. There, her eyes were opened to the world-class insurance industry that South Africa boasts of and has made it her mission to showcase the legacy system-less excellence of Africa's financial services. Currently a freelance journalist, she has had articles published in the UK and USA as well as locally in Business Day, Commercial Risk Africa, Moneyweb, Mail & Guardian online, Fin24, IOL, Personal Finance magazine and COVER Magazine.

WINNER

BEST RE/INSURANCE FRENCH ARTICLE



Sara Bar-arhout
Economie Entreprises, Morocco

Article: CAR (Contractor All Risk) and IDI (Inherent Defect Insurance) Jackpot of the sector?

Expected since 2011, the two insurance contracts for coverage of construction sites, CAR & IDI ended up becoming mandatory. Meanwhile, the law that instituted this obligation divides operators. The article revisits the divergent points amongst operators while taking the opportunity to reflect on the interest of such an obligation.

Biography

Holder of a Master Degree in Finance, I embraced the journalism career for over 8 years now to meet-up two passions; letters and figures. As Financial journalist, I transform financial statements as well as statistic tabulations into articles to enable the reader to have a better understanding of the information.

INSURANCE REPORTING IN AFRICA

By Liz Booth, Managing Editor, Commercial Risk Africa

1 Commercial Risk Africa was established in 2012 to support the growing Sub Saharan African risk management community. How has insurance reporting in Africa evolved over the past 10 years?

To be honest, I think reporting standards have waxed and waned in the past decade. Unfortunately, some newspapers and magazines have not survived in a tricky eco-nomic environment. Together with the increasing use of the internet to spread news, this results in journalists (particularly young entrants) having fewer opportunities to hone their skills. If the industry wants an impartial voice, it must support publications and enable them to fund trainees as well as support the older, more experienced journalists who are needed to pass on their experience to the younger staff.

2 As one of the mentors for the 2018 Pan African Re/Insurance Journalism Awards, how has your experience been in offering mentorship and training on insurance reporting to the winners?

I have really enjoyed the mentorship to date. As you would expect, there have been some challenges, but I really hope that, by the end of the year, there will have been some valuable lessons learned and that we can slowly but surely spread best practice across the continent. It is so encouraging to see the enthusiasm among young journalists to write on insurance matters. They certainly understand the value of insurance and are eager to spread that message. Many of them struggle to access the right voices in the industry and battle some logistical nightmares in their home countries. They should be applauded for their determination and schemes like the Continental Re's Awards are vital in giving them encouragement and support.

3 How do you envision the future of insurance reporting in Africa? What measures should be put in place to increase reporting on insurance?

As I said earlier, the threat to impartial journalism comes from the new ways of disseminating news. This should not deter good journalists from plying their trade but should be embraced. New technology is really about different distribution channels and should not be replacing well-written and researched articles. I don't think anyone wants Mr Trump's idea of fake news to become a reality. Young journalists should be encouraged to stand apart, maintaining high editorial standards and speaking out when required. Insurance journalism is no different and should be as valued by industry now as it was in the past. The only way insurance journalism will thrive is if the insurance industry backs it. This is not just about sponsorship and advertising but also about insurance companies sharing their news willingly and its leaders being available for interviews. Insurers have good stories to share with journalists but, sadly, this is often overlooked in the hurry to post on Facebook or on Twitter. These new distribution channels absolutely have their place, but they are not the only solution. There needs to be a better balance if insurers want to see impartial validation of their news in the future.



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