



EIOPA STRATEGY TOWARDS 2030

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INTRODUCTION

In recent years, we have learned that change is not the exception but the new normal. We live in an era defined by uncertainty, shaped by geopolitical tensions, economic fragility, and environmental challenges. Rising costs of living and the growing risk of inadequate pensions are not merely an economic issue, but a shared responsibility to safeguard dignity in old age – together with climate and cyber risks, all weigh heavily on the daily lives of European citizens. At the same time, geopolitical tensions, new political directions and conflicts are reshaping the environment in which Europe must act. In this complex landscape, it is essential not only to respond, but to act with impact – ensuring that every initiative, intervention, and policy delivers tangible benefits for citizens and for society more broadly.

Europe needs both a strong and competitive economy with greater strategic autonomy and a well-functioning financial sector. In financial services, this translates into advancing the Savings and Investments Union, strengthening the Single Market, and building the trust necessary for citizens to move from saving to investing with confidence. The shift towards smarter regulation – reducing burdens while enabling markets to thrive – requires EIOPA to continue advocating for the right balance between simplification, financial stability, and consumer protection. EIOPA will play its part by strengthening insurance supervision across Europe, particularly for cross-border business, and by ensuring that products offer genuine value for money. Finding solutions to address protection gaps – in both pension and insurance – will continue to remain central to building a more resilient society.

At the same time, digitalisation and technological innovation are transforming financial markets at unprecedented speed – reshaping business models, consumer behaviour, and risk dynamics. Supervisory frameworks and practices must continuously adapt to remain fit for purpose. Facilitating data sharing among European and national authorities and further exploring the contribution of SupTech will be essential to harness technology in order to work more efficiently. Given the growing frequency, complexity, and interdependence of systemic risks, embedding resilience and crisis preparedness across all areas of EIOPA's work – alongside closer collaboration with other EU institutions and bodies – will also be indispensable.



These are the reasons why EIOPA has developed a new strategy towards 2030. We remain committed to fostering safe and resilient insurance and occupational pensions sectors that deliver value for Europe's citizens and businesses. Our priorities will be to strengthen the Single Market, to enhance societal resilience – particularly in the face of an ageing population, sustainability pressures, and natural catastrophes – and to approach regulation and supervision in ways that are simpler, bolder, and faster. Beyond strategies and policies, this is about people. EIOPA is firmly rooted in its founding values and always attuned to the changing environment as a united supervisory community.



Together – with our members, our staff, and our stakeholders – we will strengthen the European supervisory community, pool knowledge and expertise, and foster a truly European spirit of working together, for the benefit of citizens and businesses alike. By embracing agility, inclusiveness, and innovation, EIOPA will continue to contribute to a more resilient and future-proof Europe. At the same time, we will strive to remain a model EU authority: upholding high professional standards, ensuring cost-effective governance – through shared services across institutions and bodies – and maintaining a strong reputation both within the Union and globally. Ultimately, supervision is not about systems – it is about people, their security, and their future.

MISSION

EIOPA seeks to enhance European societal resilience by contributing to the stability and sustainable development of the European insurance and occupational pensions sectors, for the benefit of citizens and society more broadly. Operating in supervisory unity – thereby promoting consistent implementation of regulatory requirements via high-quality supervisory practices, effective enforcement measures, and sound technical advice – EIOPA strives to protect the rights of policyholders, pension scheme members and beneficiaries and to foster public trust in the EU's insurance and occupational pensions sectors.

VISION

Operating in supervisory unity to efficiently and effectively support resilient, consumer-centric and thriving insurance and pensions sectors – contributing to a safe and sustainable European Single Market.

STRATEGIC OBJECTIVES

- Ensure strong and consistent protection of consumer interests throughout the EU.
- Strengthen the stability and sustainability of the EU insurance and occupational pensions sectors.

STRATEGIC ACTIVITY AREAS

1

Strengthening Single
Market integration

2

Enhancing market
and societal resilience
against risks

3

Simpler, bolder, faster:
better regulation
supporting supervision

1

STRENGTHENING SINGLE MARKET INTEGRATION

We aim to enhance the functioning of the Single Market by fostering high-quality, convergent supervisory practices and ensuring a consistent level of consumer protection across Europe.



1.1

Promote High-Quality
Convergent Supervision
across the EU



1.2

Strengthen Supervisory
Response across the
Single Market



1.3

Deepen Global
Engagement

1.1 Promote High-Quality Convergent Supervision across the EU

We aim to drive consistent and effective supervision throughout the Single Market by:

- › Promote further the development and application of common supervisory frameworks, methodologies, and tools that foster a shared supervisory culture, while assessing the consistent implementation of regulatory requirements.
- › Strengthening supervisory capacity by continuing to provide technical support to National Competent Authorities (NCAs) and facilitate the regular exchange of knowledge, best practices and insights on emerging supervisory challenges.

1.2 Strengthen Supervisory Response across the Single Market

We aim to ensure robust, proportionate, and effective supervisory response by:

- › Increasingly addressing prudential and conduct issues in both insurance and pensions sectors through timely and effective enforcement measures, striving to use the full range of supervisory powers and tools at EU and national levels.
- › Contributing further to the robust and consistent supervision of internal models, taking action where necessary to maintain trust in model outcomes, safeguard consistent supervisory approaches, and ensure a level playing field.
- › Strengthening the monitoring and oversight of conduct risks in the EU insurance and pension sectors, reflecting our mandate as the consumer protection authority at the EU level. Intensifying action when needed—targeting specific products, entities, or market-wide issues—to address poor value for money, unfair practices, and exclusion risks. We continue to be technology-neutral, recognizing the growing role of innovation in servicing consumers, and focus on enhancing the supervisory community's understanding and expertise of market developments.
- › Overseeing critical third-party service providers and contributing, together with the other ESAs, to enhancing the digital operational resilience of the financial market.

1.3 Deepen Global Engagement

To address global challenges and align with global standards, we aim to:

- › Be a key player in coordinating the EU to speak with one voice on IAIS topics, including macroeconomic monitoring to build better understanding of international developments, enhancing harmonisation of risk and market-based supervision globally, and supporting countries in need.
- › Contribute to the implementation of a common Insurance Capital Standard (ICS).
- › Continue the strong cooperation with third-country supervisors and international bodies to manage global financial risks.
- › Continue to monitor the application of equivalence decisions and regulatory developments in third countries that may impact market access and supervisory alignment.





ENHANCING MARKET AND SOCIETAL RESILIENCE AGAINST RISKS

We aim to strengthen the resilience of European society by enhancing the capacity of the insurance and pensions sectors to withstand both current and emerging challenges. These challenges include threats to financial stability, digital and cyber risks, climate-related shocks, and long-term structural vulnerabilities such as the natural catastrophe protection gap and the pension gap. This work will be carried out in close collaboration with other relevant EU and international authorities.

**2.1**

Strengthen Risk Assessment Capabilities and Preparedness

**2.2**

Contribute to Societal Resilience

**2.3**

Promote Cross-Sectoral Collaboration

2.1 Strengthen Risk Assessment Capabilities and Preparedness

We aim to reinforce sector-wide resilience by:

- › Continuing to monitor financial markets and material risks – including emerging risks, new technologies, and evolving business models – to detect vulnerabilities and structural shifts, with a focus on top-down analysis and leveraging data sharing.
- › Enhancing crisis prevention, management and resolution, in order to consistently strengthen policyholder protection and limit consequences of crises on financial stability, the real economy and taxpayers' money across Europe.
- › Improving preparedness and ensuring timely supervisory responses to potential shocks through joint threat exercises and early-warning mechanisms.

2.2 Contribute to Societal Resilience

We aim to build a more resilient society by strengthening consumer trust and protection through:

- › Enhancing data quality and understanding of risk drivers, raising awareness, and promoting mitigation and adaptation actions across all players in the ecosystem, supported by financial market solutions and public-private collaboration.
- › Further promoting informed decision-making among citizens and businesses regarding critical protection gaps, including pensions, natural catastrophes, cyber threats, and health risks.
- › Promoting transparency, fairness, and accessibility in insurance and pension products through targeted guidance, good practices, and sound disclosures.

2.3 Promote Cross-Sectoral Collaboration

We aim to enhance coordination and knowledge sharing by:

- › Supporting the development of joint frameworks and data-sharing initiatives to strengthen risk monitoring and supervisory effectiveness, with particular attention to cross-sectoral and cross-border dimensions.
- › Deepening collaboration with EU and international authorities to enable timely, coordinated responses to systemic and structural risks.

3

SIMPLER, BOLDER, FASTER: BETTER REGULATION SUPPORTING SUPERVISION

We are committed to maintaining a fit-for-purpose regulatory and supervisory framework that is efficient, forward-looking, and provides robust consumer protection. This includes striving for a stable, clear, and consistent regulatory rulebook while simplifying rules, processes, and structures wherever possible. It also involves leveraging innovation, SupTech, and data sharing to enhance effectiveness. At the same time, we aim to actively promote the role and value of insurance and pensions within a dynamic socio-economic landscape shaped by expanding cross-sectoral regulation.



3.1

Enhance Regulatory Effectiveness Through Technical Advice and Simplification



3.2

Leverage SupTech and Digital Innovation



3.3

Strengthen Data Governance, Management and Sharing

3.1 Enhance Regulatory Effectiveness Through Technical Advice and Simplification

We aim to contribute to a more effective, streamlined, and proportionate regulatory and supervisory framework that ensures adequate consumer protection by:

- Delivering on our mandate through early engagement in the regulatory cycle – thereby continuing to provide robust, data-driven technical advice supported by sound impact assessments – to guide the development and review of EU legislation in the insurance and pensions sectors.
- Continuing the implementation of better regulation to support convergent supervision according to EIOPA's simplification principles, thereby continuing to identify and reduce complexity, duplication, and administrative burdens in regulatory guidance while maintaining financial stability and protecting consumers.
- Enhancing a European understanding of insurance' and pensions' specific characteristics, highlighting how insurance and pensions contribute to societal resilience, risk mitigation, and citizen protection.
- Continuing to promote proportionality in regulation and supervision, particularly for smaller and non-complex entities while maintaining sound risk management and consumer protection.

3.2 Leverage SupTech and Digital Innovation

We aim to enhance supervisory effectiveness and operational efficiency by:

- Leveraging supervisory technology (SupTech) to strengthen risk detection, monitoring, and data-driven decision-making.
- Accelerating the digital transformation of EIOPA and NCAs through shared tools, capacity-building initiatives, and common digital standards.
- Supporting digital transformation of the industry thereby assessing risks and opportunities.

3.3 **Strengthen Data Governance, Management and Sharing**

We aim to optimise the use of data as a strategic asset by:

- › Advancing shared EU data infrastructures and standardized definitions to enhance the quality, interoperability, and timeliness of supervisory data.
- › Reducing reporting burdens through streamlined data collection, greater reusability across authorities and functions, and more efficient dissemination processes.

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