



# League of Protection Superheroes Competition: Rules & Guidelines

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## About the competition

### What it is:

The League of Protection Superheroes is a purpose-driven country vs. country competition which involves Agency, Independent Brokers, all EMEA associates and is focused on encouraging A&H sales, Diversity, Equity, Inclusion (DE&I), Wellness, Corporate Social Responsibility (CSR), and Sustainability activities. It will run from September 2021 to June 2022 for a duration of 10 months, with countries competing for the title of Protection Superhero Champions 2021-2022.

There will be 2 leagues running at the same time, one for Agents and one for Independents and there will be 1 champion for each category.


- Green League: Agency League
- Blue League: Independents League

### Phases:

There will be 3 phases to the competition:


- **The Group Phase** – 3 x 2 months: September - February
  - o September/ October
  - o November/ December
  - o January/February
- **The Semi Finals** - 2 months: March to April
- **The Finals** - 1 month: May

### Competition overview (high level):




MetLife  
**LEAGUE OF PROTECTION SUPERHEROES**  
The MetLife Challenge is back.

### Results of the Agency Draw (Green League)



Pool of 14	Group A	Group B	Group C	Group D
Iberia	1. XXXXXX	1. XXXXXX	1. XXXXXX	1. XXXXXX
Romania	2. XXXXXX	2. XXXXXX	2. XXXXXX	2. XXXXXX
Czech & Slovakia	3. XXXXXX	3. XXXXXX	3. XXXXXX	
Hungary	4. XXXXXX	4. XXXXXX		
Bulgaria				
Cyprus				
Greece				
Poland				
Ukraine				
Turkey				
Lebanon				
Jordan				
Egypt				
Gulf				



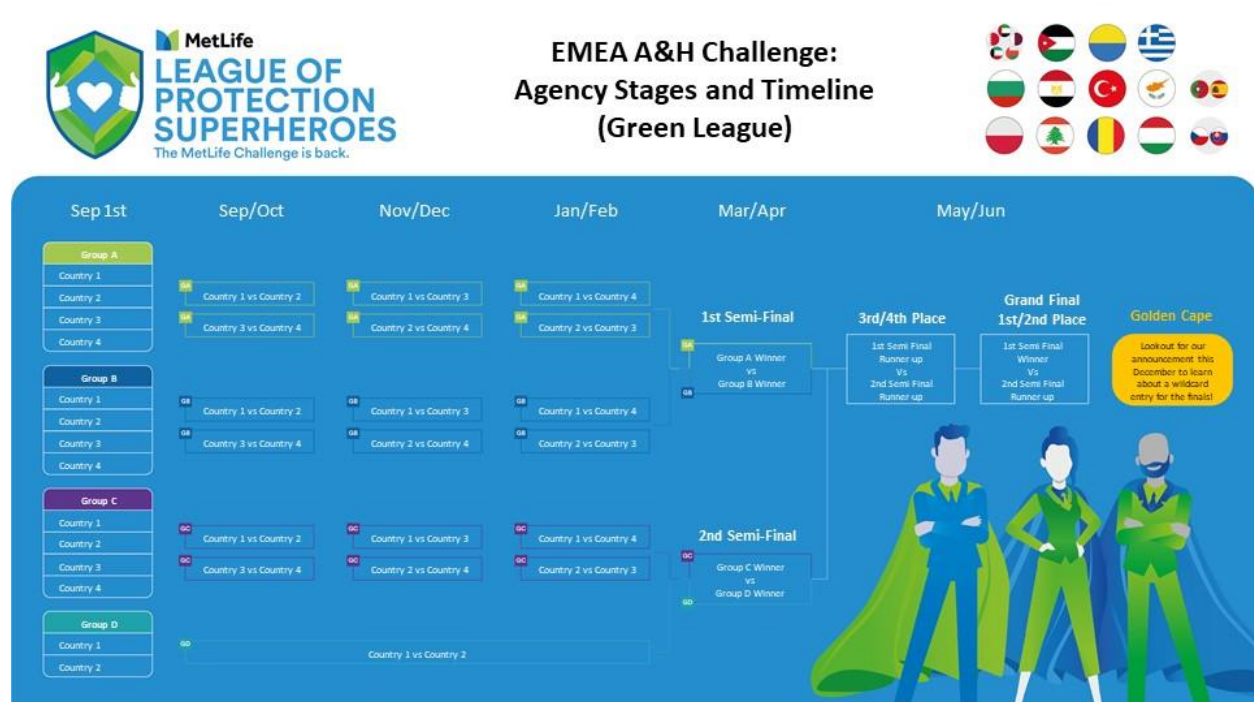
## How it works

### Agency:

Countries will be divided into 4 groups (3 groups of 4 countries and 1 group of 2 countries).

- In the Group Phase, countries will play 3 x 2 months games.
  - Please note, the countries in groups of 2 will still play each other 3 times. I.e., the September/October, November/December, January/February will all be assessed individually as in other groups. This will include presentations on DEI/Wellness and CSR/Sustainability 3 times.
- The winning countries from each Group will move to the 2 Semi Finals.
- The runners-up from each Semi-Final will take part in a Small Final for third-place play-off.
- The winner from each Semi Final will take part in the Grand Final for 1<sup>st</sup> and 2<sup>nd</sup> place.

### Agency detailed overview:



### Independent:

Countries will be divided into 4 groups (2 groups of 4 countries and 2 groups of 2 countries).



## Results of the Independent Draw (Blue League)



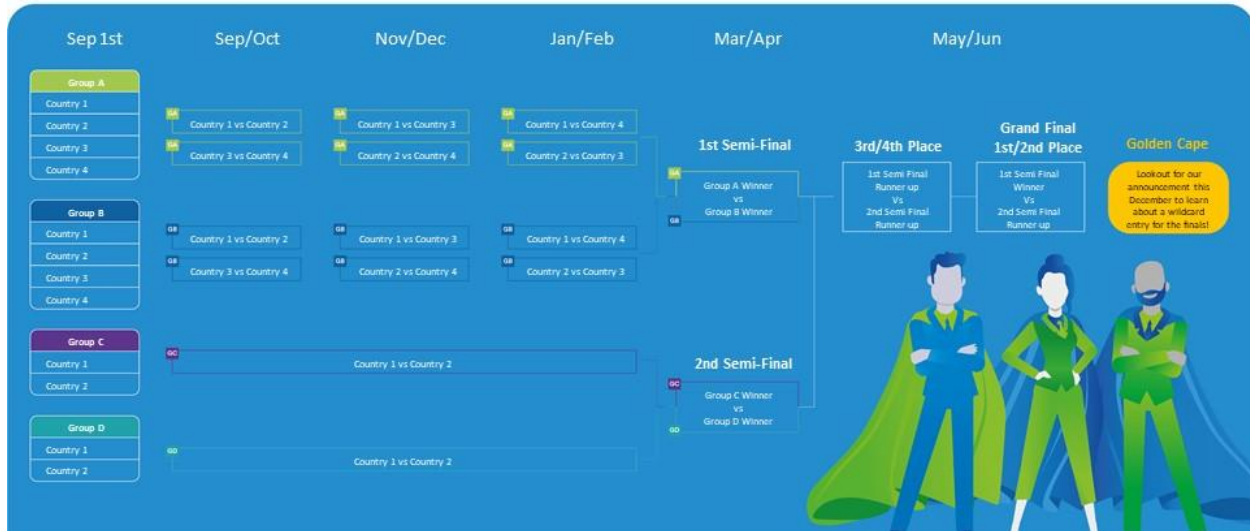
Pool of 12	Group A	Group B	Group C	Group D
UK & Ireland	1. XXXXXX	1. XXXXXX	1. XXXXXX	1. XXXXXX
France	2. XXXXXX	2. XXXXXX	2. XXXXXX	2. XXXXXX
Italy	3. XXXXXX	3. XXXXXX		
Iberia	4. XXXXXX	4. XXXXXX		
Romania				
Czech & Slovakia				
Hungary				
Bulgaria				
Greece				
Poland				
Ukraine				
Gulf				

- In the Group Phase, countries will play 3 x 2 months games.
  - Please note, the countries in groups of 2 will still play each other 3 times. I.e., the September/October, November/December, January/February will all be assessed individually as in other groups. This will include presentations on DEI/Wellness and CSR/Sustainability 3 times.
- The winning countries from each Group will move to the 2 Semi Finals.
- The runners-up from each Semi-Final will take part in a Small Final for third-place play-off.
- The winner from each Semi Final will take part in the Grand Final for 1<sup>st</sup> and 2<sup>nd</sup> place.

Independent detailed overview:



## EMEA A&H Challenge : Independent Stages and Timeline (Blue League)



### Points:

Each country can win points in 2 categories: Sales and Non-Sales:

- **Sales Points will be earned on bi-monthly basis through country Agency and Independent teams achieving growth in their A&H ANP sales results.**
  - 6 points for the highest 2021 percentage growth over respective months of 2019 compared to rivals.
  - Growth will be tracked to 2 decimal places.
- **Non-Sales points will be earned on bi-monthly basis through efforts in DE&I, Wellness, CSR and Sustainability:**
  - Non-Sales points will be awarded during live presentations delivered by Countries and judged by the Judges' Panels divided into 2 separate rounds:
    - There are up to 3 points available for DEI & Wellness efforts.
    - There are up to 3 points available for CSR & Sustainability efforts.
    - Countries can win up to 3 points depending on the Judges' votes per each Judging Panel.
  - Any points won will be allocated to both Leagues (Agency and Independent), e.g., if a country features in both Agency & Independent Leagues, the same points will be given to both Leagues.
  - Points are available to countries that demonstrate commitment, creativity and impact.
  - The Non-Sales points are independently judged by a panel of MetLife executives:
    - DEI/Wellness judging led by Rabih Haber, Asia & EMEA Head of HR, Lynne Clegg, AVP, Solutions Delivery and EMEA DE&I Council member and Marcin Borowiec, EMEA F2F Head.

- CSR/Sustainability judging led by Jonathan Bunn, EMEA Head of Communications, April Hawkins, AVP Corporate Giving and Employee Volunteerism and Ali Keilani, Gulf & Levant Head of Communications.
  - Please refer to the Appendix for more detail on the non-Sales points & judging.
- **Quality checks:**
  - There will be two quality checks:
    - Nr 1 Sales quality checks based on IQA, Persistency or Lapses depending on existing country quality metrics.
      - Owner: Local sales support to provide data/figures.
      - Compliance to review results and flag any potential concerns.
    - Nr 2 Compliance checks based on the existing risk-based customer contact program.
      - This will be enhanced during the contest period by either 1) doubling the # of customer normally contacted, or 2) contacting an additional 10% of customers.
      - Owner: Local operations to conduct calls and compile results.
      - Compliance to review results and flag any potential concerns.
  - There will be two rounds of checks:
    - Check Nr1 will be at the end of the Group Phase – during February 2022 (based on data as of the end of January 2022).
      - Formal checks will only be conducted on expected group winners (4 Agency markets + 4 Independent markets).
      - If quality of the A&H has deteriorated by more than 5%, 3 points will be deducted from the sum of points at the end of the Group Phase.
    - Check Nr2 will be conducted after the challenge is completed (July 2022 – based on June data).
      - Checks will only be conducted on the Agency Winner and Independent Winner.
  - If there are any compliance issues it will result in the Grand Final Winner disqualification – in such case Runner Up becomes the Winner subject to the same compliance verification.
- **In the event of a tie, the following calculations will apply:**
  - 1) 1<sup>st</sup> tie breaker: Total number of non-sales points earned during the group matches (Sept – Feb).
  - 2) 2<sup>nd</sup> tie breaker: Greatest ANP growth vs 2019 during the group matches (Sept – Feb). Note – growth % will be evaluated to two decimal places.

## The Awards

- **Agency:**
  - **For Top 1 Agency:**
    - EMEA A&H Trophy Cup.
    - EMEA Region to make \$10k donation to country's preferred charity\*.
    - EMEA Region to refund up to \$7,500 of local sales support costs associated with challenge.
  - **For Top 2 Agencies (Finalists)**

- EMEA approval to hold sales conference for Field Force, outside of home country (trip will be locally funded).
    - The trip participation shall be extended to Top Performing/Supporting Associates of the local operation who supported DE&I/Wellness/CSR/Sustainability projects.
- **Independent:**
  - **For Top 1 Independent:**
    - **EMEA A&H Trophy Cup.**
    - EMEA Region to make \$10k donation to country's preferred charity\*.
    - EMEA Region to refund up to \$7,500 of local sales support costs associated with challenge.
  - **For Top 2 Independent (Finalists):**
    - **1<sup>st</sup> Place:** EMEA Region to fund sales conference for sales representatives outside of home country. EMEA funding cap of \$10k (total trip cost may be extended by local funding).
    - **2<sup>nd</sup> Place:** EMEA Region to partially fund 3-day sales conference for sales representatives outside of home country. EMEA funding cap of \$5k.
    - In both cases the trip participation shall be extended to Top Performing/Supporting Associates of the local operation who supported DE&I/Wellness/CSR/Sustainability projects.
- **NEW prize!**
  - The 2 winning countries (AG and ID) will be able to send 3 people (each) to the EMEA convention in Stockholm:
    - AD/ID Head
    - DEI/Wellness champion (to be decided by GM)
    - CSR/Sustainability champion (to be decided by GM)
- In addition to the above each country/ channel can choose to recognize strong individual performers – this will be at the discretion of each country and will be locally managed and funded.
- Due to unforeseen circumstances, prizes may be subject to change. In such instances, replacement prizes of similar value will be provided.

\*EMEA Region to make \$10k donation to country's preferred charity. **Subject to approval and guidelines provided by MetLife Foundation**

## ~NEW!! The Golden Cape competition~

- After the group stages, we will pick the 2 best performing CSR/Sustainability countries and 2 best performing DEI/Wellness countries (based on respective points awarded), that have not qualified for the Semi-Finals of the main competition
- Final match up will occur from April to May and will be based on ANP growth:

- April + May 2022 A&H ANP **vs** February + March 2022 A&H ANP (highest growth wins)
- There will be no judging panels
- Winners will be known by June 10<sup>th</sup>
- Winners will receive trophy (to be presented to suitable representative in Stockholm) + potentially 1 place at Stockholm convention (pending approval from Nuria)

## Support from the Region

### Marketing

- Laura Snape, Head of Marketing, UK is the Marketing leads for the campaign at a regional level
- In addition to launch material, an ongoing programme of content will be developed and shared with the local marketing teams to create ongoing engagement.
- Each market will have access to open artwork files and translated content.
- Local marketing teams can use this content as they see fit.
- A key aspect of the campaign is the '**MetCaves**'. These are groups hosted in LinkedIn where all local Heroes can share content, tips, ideas and suggestions on how they can become Superheroes! Ensure you get involved!

### Communications

- Ali Keilani, Gulf & Levant Head of Communications & Izabela Ptaszyńska-Trandafir, Poland, Ukraine & Designated markets Head of Communications are the Communications leads for the campaign at a regional level.
- Key comms will be supplied in English to local markets for translation and issuing as required.
- Email templates will be provided for use.
- Local markets are empowered to create their own programme of comms to support the campaign, especially with respect to the DE&I, Wellness, CSR and Sustainability initiatives.

## 2021 Protection Heroes – Non-Sales competition information

### DE&I/ Wellness points

#### Introduction

There is a maximum of 3 points available per country, per competition, for DE&I/Wellness.

These 3 points are assigned in accordance with the completion of these 2 activities:

#### Judges

- Rabih Haber, EMEA & Asia Head of HR
- Lynne Clegg, AVP, Solutions Delivery and EMEA DE&I Council member
- Marcin Borowiec, EMEA F2F Head

#### Requirements

##### Activity – Country Wellness Initiatives

- In each competition (except the final), countries are asked to put in place a **Wellness initiative**. The instructions for this are left deliberately vague, so countries can be innovative, tailor it to their local needs, and make it fun!



- This activity is initiative-based. This is a group action. Maximum of 3 points are available per country for this activity. Suggestion is to appoint a small team to lead the initiatives for the country.
- The criteria that the Wellness initiatives will be judged against are:
  1. **Creativity** – how different/ new/ exciting/ experimental is the initiative?
  2. **Inclusion** – does the initiative allow everyone in the country to get involved?
  3. **Impact** – how long will the impact of the initiative last?
- Each Wellness initiative/ activity will be judged at the end of each bi-monthly competition by 3 judges.
- The judges will hear a 5-minute presentation of each country's Wellness initiative. This will be presented by 1-2 country representatives, nominated by each country. There is complete flexibility on who the presenters are. *This is a good opportunity to give exposure to pipeline talent/ rising stars that may not have interacted with senior EMEA leaders before.*
- If the judges feel that the criteria have been fully met, the countries may be awarded between 0 and 3 points based on three judges voting (each judge – 1 point).
- If one Wellness initiative lasts longer than the first bi-monthly competition, and there is no other initiative, the same one can be presented every two months.

#### The Final

- The **final competition** between the 2 finalists **will not be focused on Wellness**, but will be a country-wide DE&I event, based on the principles of the [Leadership Inclusion Guide](#).
- The same criteria will be applied: Creativity, Inclusion, and Impact.
- The judges will hear a 5-minute presentation of each country's DE&I initiative, with 5 minutes for Q&A and Judges Verdict. This will be presented by 1-2 country representatives, nominated by each country. There is again complete flexibility on who the presenters are.
- The finalist countries will have their DE&I final event judged by the same judging panel as stated previously based in the previous criteria. Only one of the two countries will receive the 3 points as there can only be one winner.

These initiatives/ events are a chance for countries to be creative, have fun, be inclusive, connect people, and embed DE&I and Wellness into their organizations.

## Sustainability & CSR points

### Introduction

MetLife has focused on supporting communities around the world for years through grants, impact investments, employee volunteerism and donations, and long-term grassroots partnerships. Sustainability and CSR (Corporate Social Responsibility) sit at the heart of MetLife's strategy.

**Sustainability:** Through our sustainability efforts, our goal is creating value, advancing inclusive behaviour, protecting our shared environment, and helping the communities in the countries we operate in. Let's make the world a better place.

**CSR:** Giving back to the communities where MetLife operates fosters strong connections between MetLife and the people we support. We positively affect communities around the world through volunteering, as well as grants for a wide range of initiatives.

The League of Protection Superheroes includes Sustainability and CSR elements that give participating markets the chance to earn an additional 3 points per round. Sustainability and CSR form 25% of the total points opportunity in each round.

Up to 3 points can be gained by participating in:

- MetLife recommended Sustainability and CSR initiatives.
- Other local Sustainability or CSR initiatives.

**Judges**

- Jonathan Bunn, EMEA Head of Communications
- April Hawkins, AVP, Corporate Giving and Employee Volunteerism
- Ali Keilani, Gulf & Levant Head of Communications.

**Judging process:**

- Judging will take place on bi-monthly basis.
- The judges will hear a 5-minute virtual presentation of each country’s CSR or Sustainability initiative. This will be presented by 1-2 country representatives, nominated by each country. There is complete flexibility on who the presenters are. This is a good opportunity to give exposure to pipeline talent/ rising stars that may not have interacted with senior EMEA leaders before.
- A maximum of 3 points can be gained; 1 point per judge.
- Each judge will score the presentation either a 1 or a zero.
- The individual points will be added to reach the final score (up to 3 points).

*The below judging parameters will be decided based on the initiative.*

**Areas considered in the judging process:**

Area	Description
Creativity	We are looking for an element of creativity such as pictures and videos of the activity, areas selected, event management & organization, and efficiency.
Impact	Amount of e.g., litter picked, amount of e.g., recycled materials, or e.g., number of trees planted. Number of volunteers involved in presented Sustainability or CSR activity.
Strategic alignment	Litter picking, tree planting or CSR activity focused on all kind of financial inclusion are aligned with MetLife’s goals.

**Recommended Sustainability and CSR initiatives**

At MetLife, our commitment to the environment reflects our purpose as a company. Our Environmental Goals aim to reduce the environmental impact of MetLife’s global operations and supply chain, while leveraging its investments, products, and services to help protect our communities and drive innovative solutions.

1. **Sustainability: Great EMEA Litter Pick** (highly recommended). Litter, particularly plastic, blights our communities. We can all make a difference by dedicating a few hours to removing it and safely disposing of or recycling it. It’s a great way to benefit the communities we serve and live

our Purpose. Participants can collect litter either with friends and family, or organize an event, subject to your local social distancing guidelines.

- 2. Other Sustainability or CSR initiatives:** Another option to be considered as a Sustainability activity would be **Tree planting**. Participants are also welcomed to join any other **CSR initiatives**, especially those focused on **financial inclusion**.

**Tip:** Organize smaller litter picking, tree planting or other CSR activities throughout the competition to ensure you continuously earn bonus points during the judging rounds.