

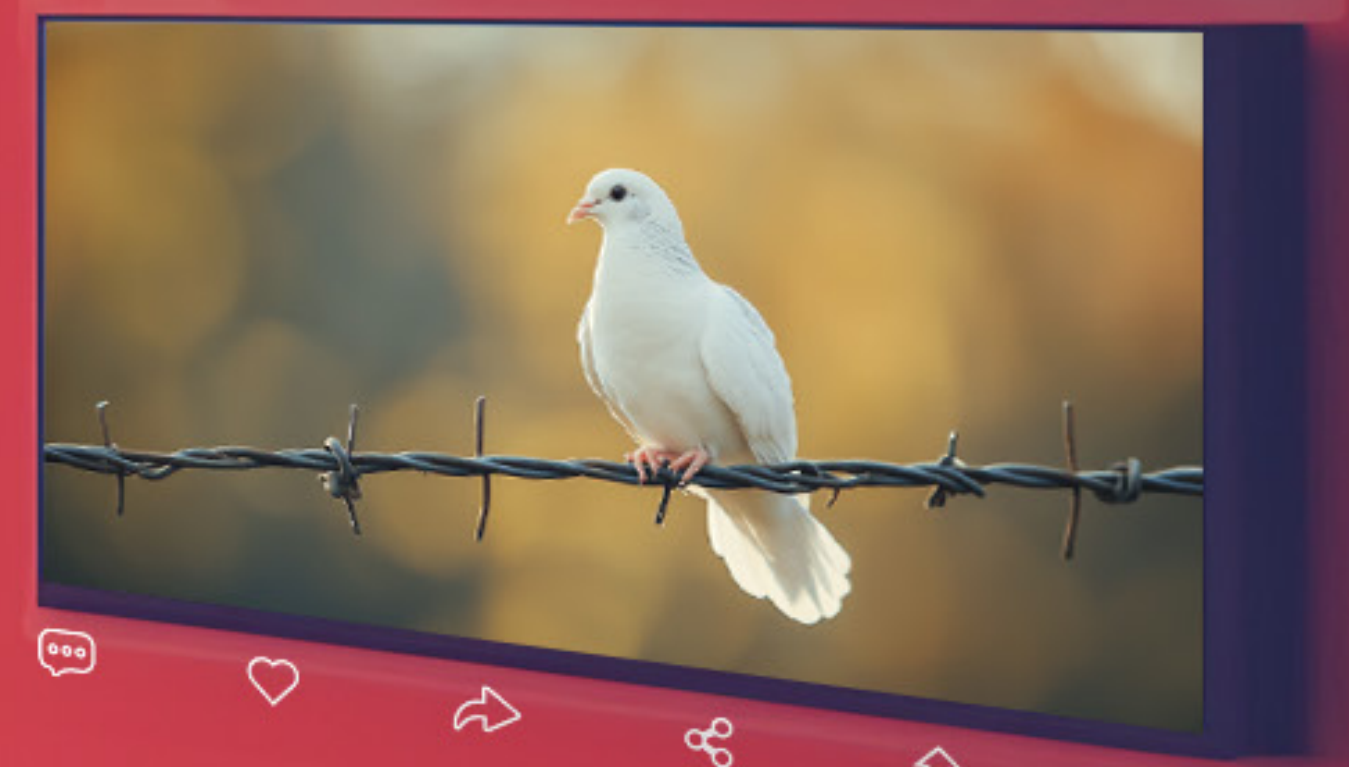
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Future Risks Report

2024 EDITION

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Foreword from Thomas Buberl

CEO OF AXA



“The fact that these future risks are interconnected makes them more threatening, and in some instances systemic. To be confident in moving forward, our response must be equal to this challenge.”

For the 11th consecutive year, I'm very proud to welcome you to AXA Future Risks Report. This study gives you a global overview of the future risks perceived by a panel representing both the general public and industry experts. This encompasses the responses of over 23,000 respondents in four regions of the world: Europe, America, Africa and Asia-Pacific & Middle East. Over the years, this report has come to be a reference for all our stakeholders and has demonstrated our commitment to enabling them to anticipate, prevent, and reduce risks.

The 2024 edition provides a wealth of insights. Once again, it underlines the polycrisis now gripping the world. Some of these insights may echo previous years', while others reveal emerging trends. For the third consecutive year, climate change, geopolitical instability and cybersecurity top the list of concerns experts expressed. And like in 2023, the risk posed by artificial intelligence comes in a close fourth.

Moreover, fake news is identified as a new emerging risk intricately connected with every other. It poses yet a challenge as the world goes through an unprecedented election year in 2024. Fake news has been identified as a factor that directly contributes to driving social tensions and geopolitical instability as it quickly goes viral through our growing digital tools, social media

algorithms and now artificial intelligence. Even though regional regulations are being enacted and measures adopted, it is only through international cooperation that we will achieve the right balance between protecting our freedoms and discrediting fake news.

This study lastly shows a sharp rise in a prevailing feeling of global vulnerability that is increasingly palpable in our daily lives. The effects of climate change are now ever present in our environment, our homes, and our health. At the same time, the rapid progress of new technologies is raising concerns about how they will contribute to shaping our world.

Faced with this growing sense of vulnerability, we need to remain realistic, but not fatalistic. Admittedly, we may still have a long way to go to make our world a safer one to live in, but together we must seize this opportunity to develop new solutions that mitigate future risks.

Insurers are core actors in the global response to these major challenges. Our survey shows that 91% of experts and 72% of the general public believe that we have a crucial role to play in protecting people against emerging risks going forward. And, we will be there.

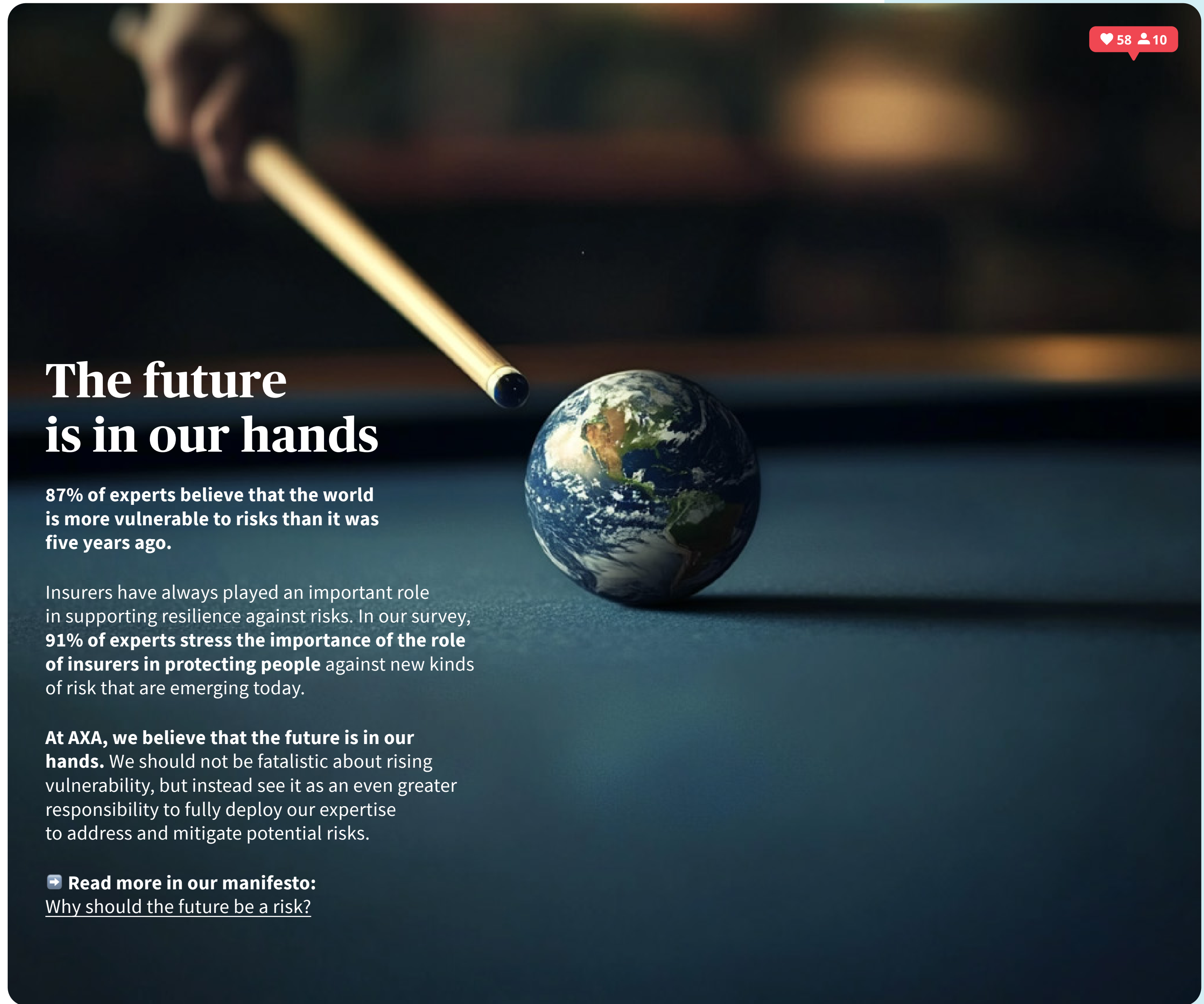
Wherever in the world the Group operates, AXA will continue to strive for its purpose: to act for human progress by protecting what matters.

Executive Summary



This year, the perception is that the world is continuing to become more vulnerable, as the global polycrisis persists and deepens. The Future Risks Report 2024 highlights the growing complexity of managing risks, making decisions and tackling challenges in a world marked by rapid technological advances and increasingly interconnected risks, from geopolitics to security and misinformation. It also underlines how insurers can play a role in preventing and mitigating these risks in an evolving environment.

The Future Risks Report 2024 is based on our annual surveys of two groups: experts, drawn from AXA and our professional networks; and members of the general population across the globe.



❤️ 58 👤 10

The future is in our hands

87% of experts believe that the world is more vulnerable to risks than it was five years ago.

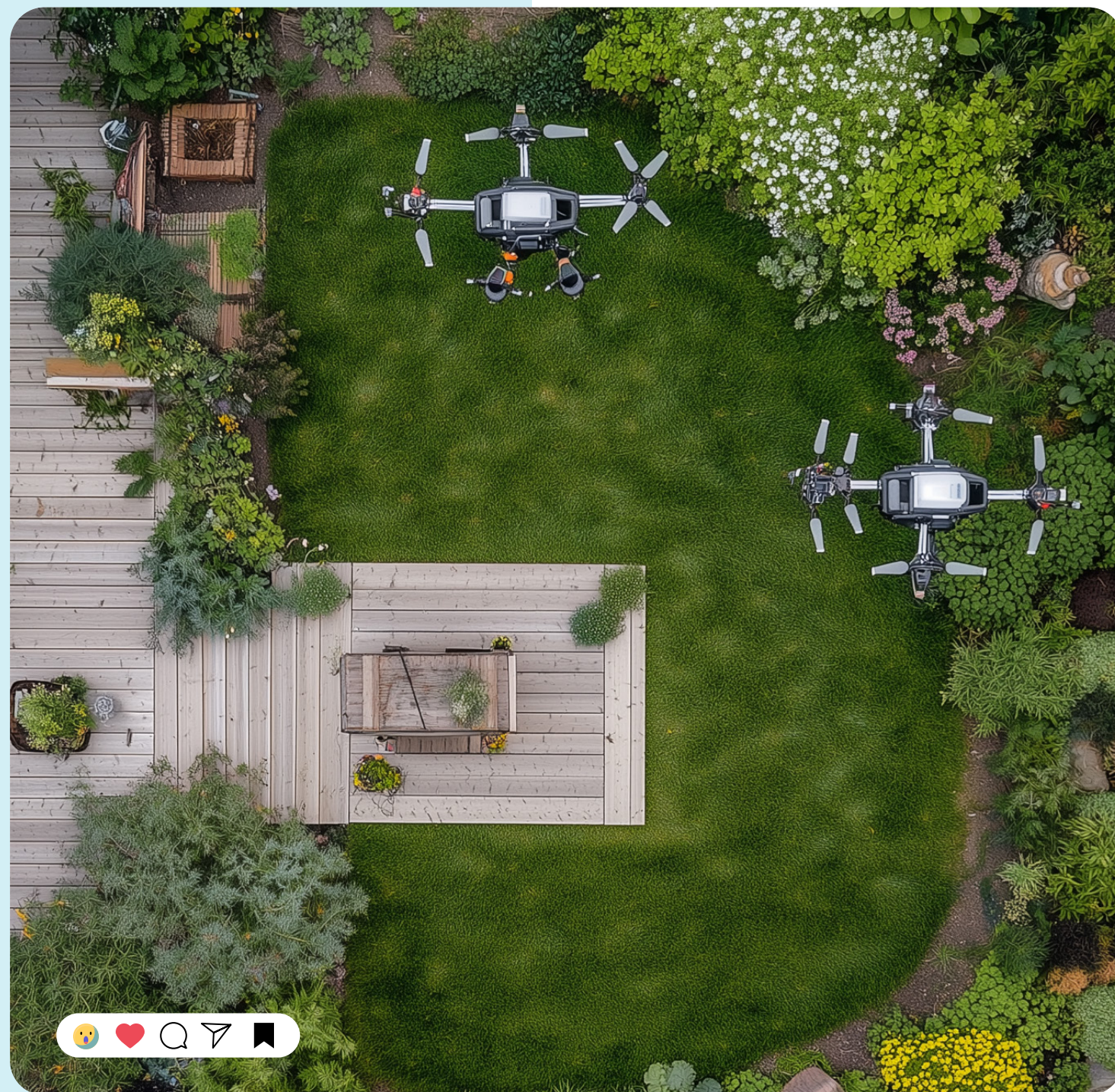
Insurers have always played an important role in supporting resilience against risks. In our survey, **91% of experts stress the importance of the role of insurers in protecting people** against new kinds of risk that are emerging today.

At AXA, we believe that the future is in our hands. We should not be fatalistic about rising vulnerability, but instead see it as an even greater responsibility to fully deploy our expertise to address and mitigate potential risks.

[➔ Read more in our manifesto: Why should the future be a risk?](#)

Key Lesson 1

Impacts of the global polycrisis are becoming more visible in everyday life



In last year's Future Risks Report, we argued that humanity finds itself in a polycrisis situation. The results of this year's survey strengthen that impression.

In a new question, we asked if respondents believe there has been an increasing number of crises in recent years: 92% of experts said yes, as did 90% of the general population. Similar numbers (93% and 91% respectively) believe that these crises are having an increasingly significant impact on people's lives.

Some risks are firmly entrenched: for the third year in a row, climate change, geopolitical instability and cyber security are the top three risks that concern experts over a five-to-ten-year timeframe. For the second consecutive year, the experts' top four is completed by risks related to artificial intelligence.

Other risks are dropping or rising the rankings. Having topped the experts' lists in 2020, pandemics and infectious diseases now ranks only 9th. Energy risks have fallen

from 4th in 2022 to 7th this year. Risks moving up the rankings include social tensions and movements (from 8th last year to 5th this year) and new security threats and terrorism (8th, from outside the top ten last year).

As many of these top-ranking risks are interconnected, they require a coordinated response that addresses common elements. One example is disinformation: an often-used tool in geopolitical conflict, made more impactful by artificial intelligence, it amplifies

the risk of social tensions and undermines the societal cohesion necessary to fight various challenges such as climate change.

Key Lesson 2

Collaboration is needed to tackle misinformation and disinformation

Our survey shows that people seem to be overconfident in their ability to discern truth from falsehood. When we asked respondents if they are confident in their own ability to assess the reliability of information on social media, 80% of experts and 78% of the general public said "yes". However, when we asked if they think people generally have this ability, 75% of experts and 60% of the general public said "no".

These figures suggest that most people are aware that misinformation and disinformation are a problem –

but also that many people may have a blind spot about their own vulnerability to being manipulated and misled.

In a year with many important elections, effective strategies to tackle misinformation and disinformation have never been more urgent. However, potential approaches – such as promoting social media literacy, preventing the spread of disinformation, and regulation of social media platforms – are complex. They require a comprehensive and global approach.

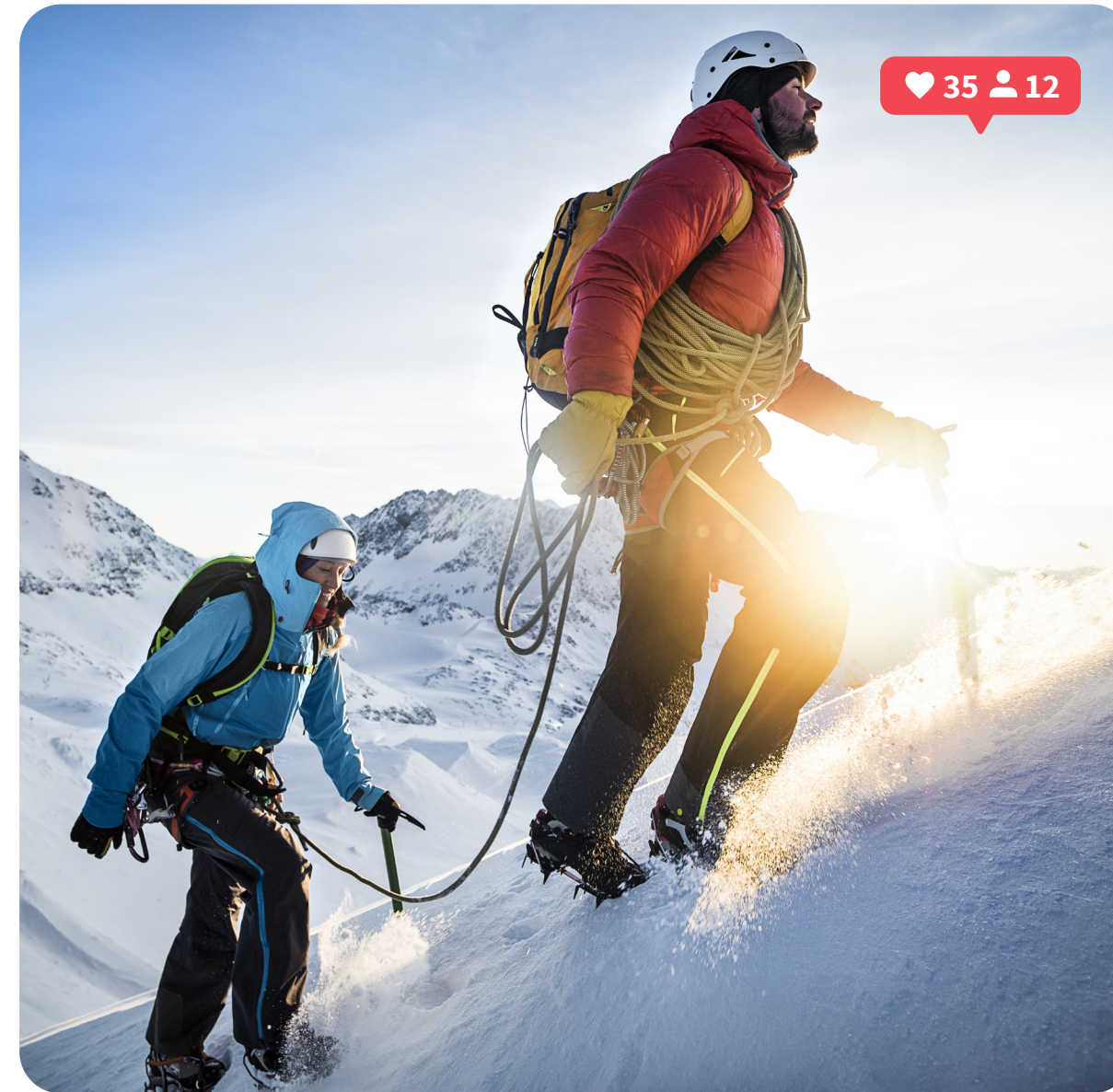
Key Lesson 3

Insurers continue to play a critical role in addressing risks

People are keenly aware that they are becoming more vulnerable to a range of risks. For each of the top five risks they chose, we asked respondents if they feel more vulnerable to that risk in their daily life. Remarkably, the proportion of the general public who said “yes” was higher than in last year’s survey for every single one of the 25 risks. Among experts, the figure increased for 13 of the risks, with a further three unchanged.

Despite this heightened perception of vulnerability, [the survey found largely stable levels of confidence in the capabilities of a range of institutions – such as academics and international institutions – to tackle emerging crises.](#)

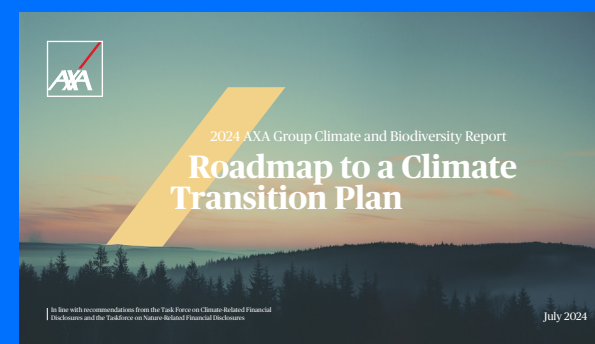
To maintain this trust, public authorities need to take action by investing in prevention and mitigation, implementing regulations and raising risk awareness. Collaboration with the private sector, especially insurers, plays a critical role: as well as 91% of experts, 72% of the general public consider the role of insurers in managing risks to be important.



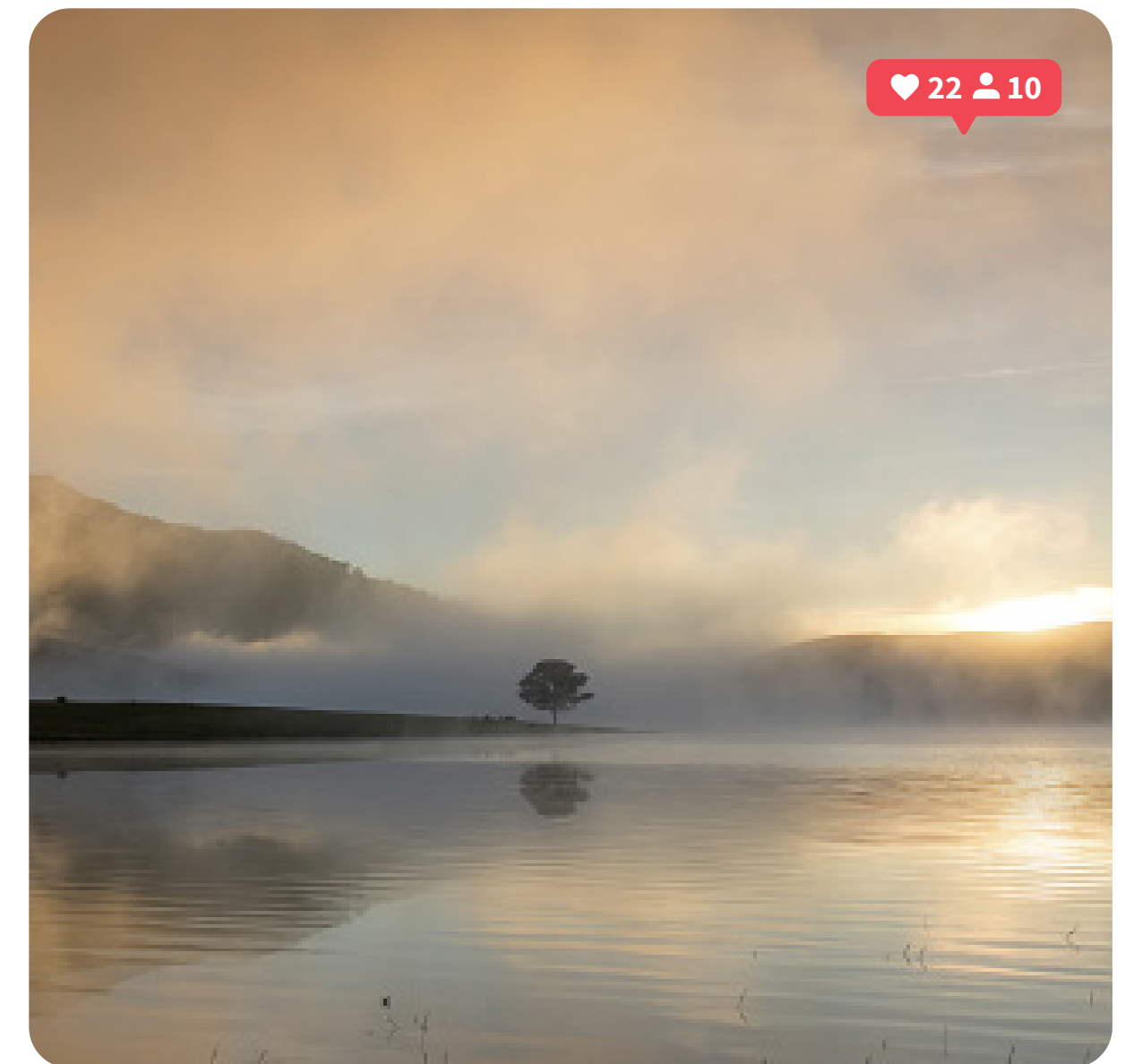
91%
of experts and
72%
of the general public
consider that insurers play
an important role
in managing risks.

At AXA we stand ready to play our part

AXA has always been dedicated to supporting individuals, businesses and societies to thrive by protecting against risks. AXA is committed to the fight against climate change – consistently ranked as the world’s highest risk – by supporting the climate transition through its investments and insurance activities.



➔ [Read more in our Climate and Biodiversity Report](#)



Global top 10

EMERGING RISKS ACCORDING TO EXPERTS IN 2024



2024 Experts' risks rankings by geography



America

1. Climate change
2. Cyber security risks
3. Risks related to AI and big data
4. Geopolitical instability
5. Natural resources and biodiversity risks
6. Social tensions and movements
7. Energy risks
8. Pandemics and infectious diseases
9. New security threats and terrorism
10. Monetary and fiscal policy risks

Africa

1. Climate change
2. Cyber security risks
3. Geopolitical instability
4. Risks related to AI and big data
5. Financial stability risks
6. Energy risks
7. Macro-economic risks
8. Natural resources and biodiversity risks
9. Pandemics and infectious diseases
10. Monetary and fiscal policy risks

Europe

1. Climate change
2. Geopolitical instability
3. Cyber security risks
4. Social tensions and movements
5. Risks related to AI and big data
6. Natural resources and biodiversity risks
7. Energy risks
8. Risks related to changing demographics
9. New security threats and terrorism
10. Macro-economic risks

Asia Pacific and Middle East

1. Climate change
2. Cyber security risks
3. Risks related to AI and big data
4. Geopolitical instability
5. Financial stability risks
6. Pandemics and infectious diseases
7. Energy risks
8. Pollution
9. Natural resources and biodiversity risks
10. Ethical risks regarding the use of technology



1

Top risks, FROM POLYCRISIS TO MISINFORMATION

THE FUTURE RISKS SURVEY IN A NUTSHELL

For this 11th edition, the Future Risks Survey again asked people from around the world to rank their top five future risks, based on their potential impact on society over the next five to ten years. We asked respondents to choose from a selection of 25 risks.

This year, we surveyed more than 3,000 experts from 50 countries. As in previous years, the experts were drawn from AXA¹ and our professional networks. We also partnered with Ipsos to survey close to 20,000 individuals who make up a representative sample from 15 countries², with samples drawn from populations aged 18 and above in each country. The survey was conducted from May 14th to June 27th, 2024³.

The Future Risks Survey allows for comparisons:

- ➔ between regions
- ➔ over time, and
- ➔ between the perceptions of experts and the general public.

1. All staff are included, rather than only those with expertise in specific areas.
2. For more details about the methodology, please refer to “About the research”, page 43.
3. This means responses predate news events such as the French National Assembly elections, the CrowdStrike outage, and President Biden’s announcement that he would not seek re-election.



What are the top risks in 2024?



1 CLIMATE CHANGE

Climate change remains the top concern of experts on every continent.

Meanwhile, awareness of its impact continues to increase: 77% of the general public who selected this risk in their top five say they feel vulnerable to it in their everyday life, up from 73% in last year's survey and tied for first place with the risk of pollution in 2024.



2 GEOPOLITICAL INSTABILITY

Geopolitical instability is worrying more experts.

Second overall, it was ranked as the top risk by 16% of experts compared to 9% in 2023. This increase is likely linked to the ongoing crisis in the Middle East, combined with the continuing conflict in Ukraine and a heightened global atmosphere of tensions, defiance and protectionism.



3 CYBER SECURITY RISKS

Cyber security continues to be seen as a major threat.

Although it falls to 3rd place from 2nd last year, cyber security featured in the top five risks of more experts. Concern about this risk is likely closely linked to geopolitical instability, alongside continued progress in the capabilities of artificial intelligence and increasing dependency on large providers.

Evolution of the top 10 future risks

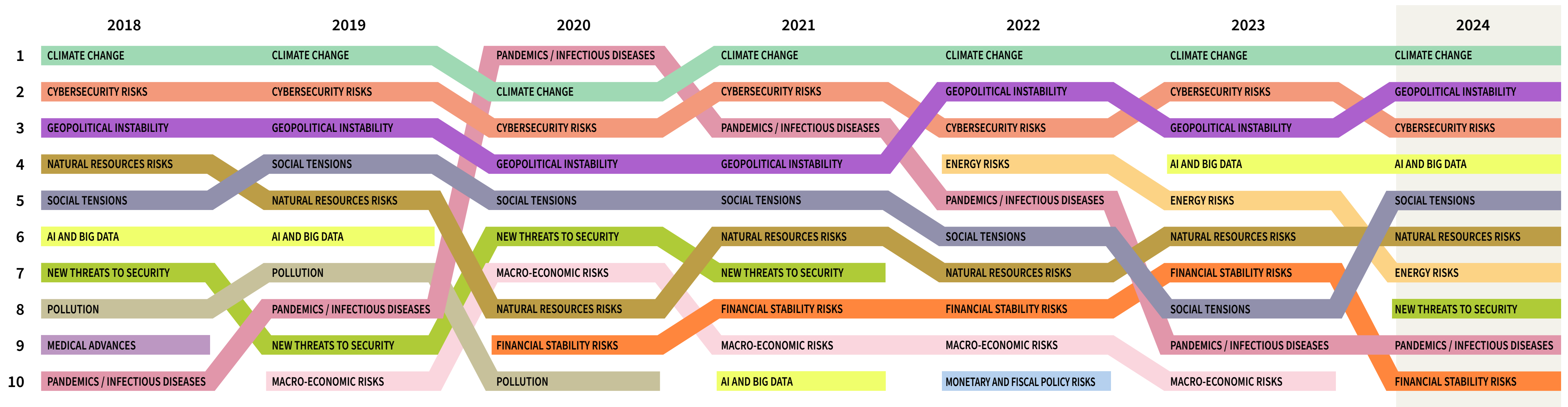
Stability in the top 10 risks is a call to action

Experts' rankings of the top 10 risks have been remarkably stable over the last four years. Every year, climate change has topped the list, cyber security risks has ranked 2nd or 3rd, and geopolitical instability has ranked 2nd, 3rd or 4th.

The general public's top 10 is similarly stable: this year's top 10 has nine risks in common with the previous year's, which itself comprised the same ten risks as the year before.

EVOLUTION OF SELECTION PERCENTAGE OF TOP RISKS BY EXPERTS (2018-2024)

This top 10 is a ranking of all risks; it has been calculated the same way since 2018. When a risk is ranked 1st, it gives it 5 points, 2nd 4 points, etc. up to 5th 1 point. The ranking is based on the total number of points per risk.



INTERVIEW

New competencies are crucial



FRÉDÉRIC DE COURTOIS ✨
@AXA GROUP DEPUTY CEO

“Curiosity is key in our industry, as it fosters a proactive approach to understanding the evolving risk environment.”

Frédéric de Courtois

Are the effects of the polycrisis becoming more apparent in the daily activities of insurers?

Frédéric de Courtois: Indeed, the effects of the polycrisis are becoming increasingly noticeable. With 2024 being a major electoral year, for example, we are witnessing a rise in acute social and geopolitical risks that are contributing to the complexity of the insurance landscape.

These risks have far-reaching implications. They affect everything from financial markets to regulatory aspects and our ability to operate. They are aggravated by the emergence of new technological risks, such as those pertaining to cybersecurity and artificial intelligence. It is crucial for insurers to maintain the agility to navigate increasingly dynamic environments and ensure the protection of their operations and their clients.

We must also anticipate the problem of aging, which goes beyond pensions. Growth and productivity are affected by decreases in the working-age population, and issues of dependency and health will become more acute. We need to conceive new solutions tailored to different stages of life.

The evolution of financial risks in sophisticated new directions, with inflation and interest rates still high on the macroeconomic agenda, adds layers of intricacy to this landscape.

On the environmental side, summer 2024 was the northern hemisphere’s hottest on record. Climate change continues to trigger a surge in various risks. We are not only talking about natural catastrophes but also profound impacts on human health, with diseases spreading into new areas and extreme weather compromising the human body’s ability to recover. Insurers also need to address emerging environmental concerns such as “forever pollutants”.

What are the key considerations for insurance professionals in this evolving landscape of complex and interdependent risks?

F. D. C.: As risks have grown more intricate, the insurance sector needs to cultivate new competencies and take a more comprehensive approach to underwriting and risk management. This may involve adopting innovative underwriting methodologies in portfolio management, or advanced

risk management tools such as capital and catastrophe models. The acquisition of new competencies in areas such as engineering and green technologies is also crucial to enhance underwriting capabilities.

Curiosity is key in our industry, as it fosters a proactive approach to understanding the evolving risk environment. Additionally, the collaborative nature of work in cross-disciplinary teams has become more pivotal than ever, enabling a comprehensive and nuanced understanding of multifaceted risks. At AXA, our commitment to multidisciplinary research through the [AXA Research Fund](#) further strengthens our ability to anticipate future risks.



82 34



PATRICK COHEN ✨
@AXA CHIEF EXECUTIVE OFFICER EUROPEAN MARKETS & HEALTH

“To live a long and fulfilled life, a healthy mind is just as important as a healthy body. At AXA, we want to break the stigma around mental well-being and drive action to encourage healthcare professionals, policymakers, and companies to invest in mental health.”



➔ Read more in our
[AXA Mind Health Report](#)

Technological risks are the new pandemic

Every year our survey asks experts and the public about the speed at which they perceive risks to be emerging: slowly, rapidly, or already fully emerged.

Experts and the general public consider risks related to artificial intelligence and big data to be emerging most quickly, followed by disruptive technologies.



Gender gap: Women are more likely to prioritize health-related risks

Breaking down the survey responses by gender reveals that **men are less likely than women to be concerned by health-related risks**. Among the general public, for example, women rank pandemics and infectious diseases 3rd and chronic illnesses 6th, while men rank them 6th and 12th respectively. Among experts, women rank them 9th and 13th and men rank them 11th and 16th.



❤️ 18 👤 13



How do experts and the general public differ?

The results of the 2024 survey suggest a growing alignment between the perceptions of experts and the general public: this year the top ten of each group has nine risks in common, compared to only eight in each of the previous years.

New security threats and terrorism rise in both rankings but worry the public more. The general public have consistently ranked new security threats and terrorism high up their list, and this year the experts are starting to catch up – they ranked it 8th, a leap from 16th last year.

Experts are more concerned about risks related to artificial intelligence and big data. This risk enters for the first time the general population's top 10, in the 10th place.

The only difference in composition of top tens is which environmental risk to prioritize. Both groups put an environmental risk – climate change – in top spot. The public then have pollution in their top ten while the experts are more concerned about natural resources and biodiversity risks.

GENERAL PUBLIC'S AND EXPERTS' TOP 10 LIST

EXPERTS

- 1 Climate change
- 2 Geopolitical instability
- 3 Cyber security risks
- 4 Risks related to AI and big data
- 5 Social tensions and movements
- 6 Natural resources and biodiversity risks
- 7 Energy risks
- 8 New security threats and terrorism
- 9 Pandemics and infectious diseases
- 10 Financial stability risks

GENERAL POPULATION

- 1 Climate change
- 2 New security threats and terrorism
- 3 Cyber security risks
- 4 Social tensions and movements
- 5 Pandemics and infectious diseases
- 6 Geopolitical instability
- 7 Financial stability risks
- 8 Pollution
- 9 Energy risks
- 10 Risks related to AI and big data

RISK UNDER THE RADAR

Solar storms could make headlines in 2025

For the first time, space and planetary risks rank in last place – 25th of 25 – for both experts and the public. Only 2% of experts and 6% of the public included this risk among their top five.

However, severe solar events could significantly impact not only satellite navigation systems – as already happened in 2017 and 2021 – but also communication systems and electricity grids. While solar events are hard to predict, the risk may be heightened as the Sun approaches the peak of its 11-year magnetic activity cycle in July 2025¹.

Among both experts and the general public, those who selected space and

planetary risks were most likely to cite the disruptive potential of solar storms as their main concern. When we asked experts who chose this risk whether they believe the general public are aware of it, only 15% said yes – by some margin the lowest number for any of the 25 risks.

Meanwhile, 58% of the public believe that authorities are well prepared for the emergence of this risk – the second-highest figure in the sample. Their confidence may be put to the test in the coming year.

1. Source: Nasa.



Global risks call for global solutions

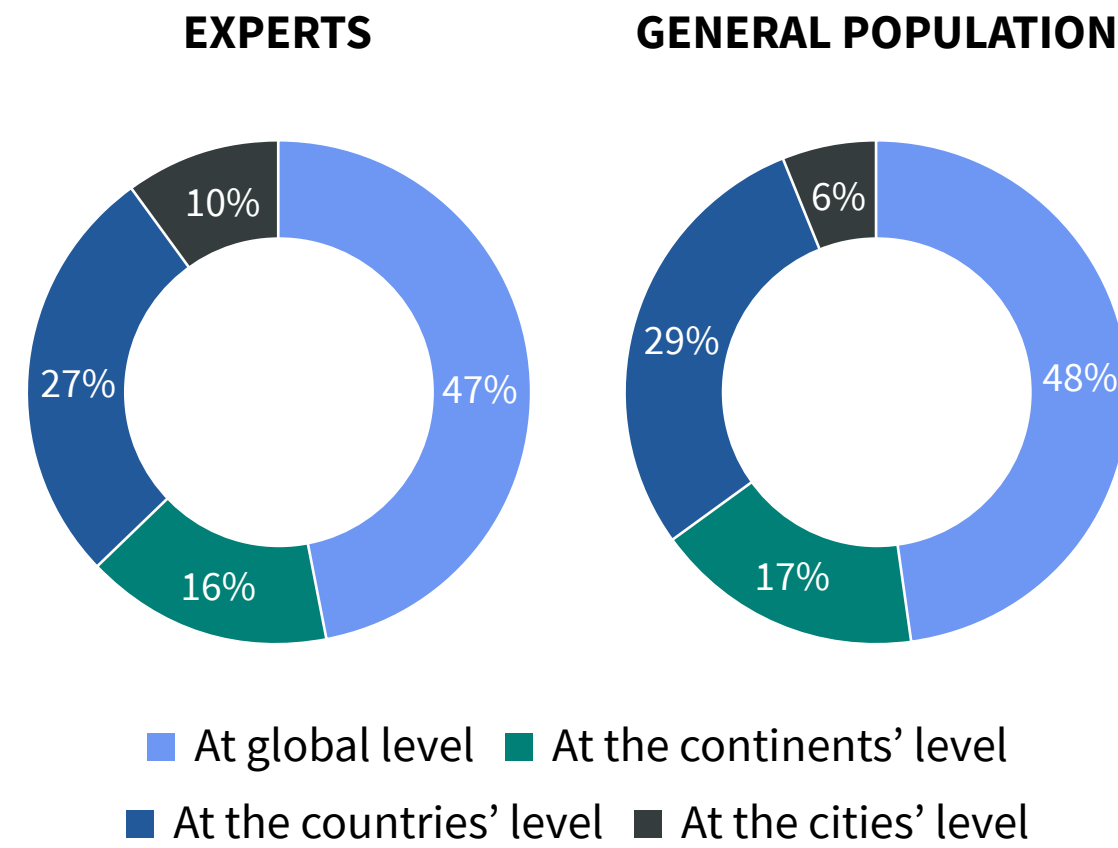


Shortly after the 2024 survey had closed, the [CrowdStrike outage](#)¹ provided a stark demonstration of global vulnerability to cyber security risks: Windows computers crashed around the world, causing [over a billion dollars' worth](#)² of economic disruption. This incident raised widespread awareness among all stakeholders about the cyber risk and showcased how widely the world has come to depend on just a few providers of technology services.

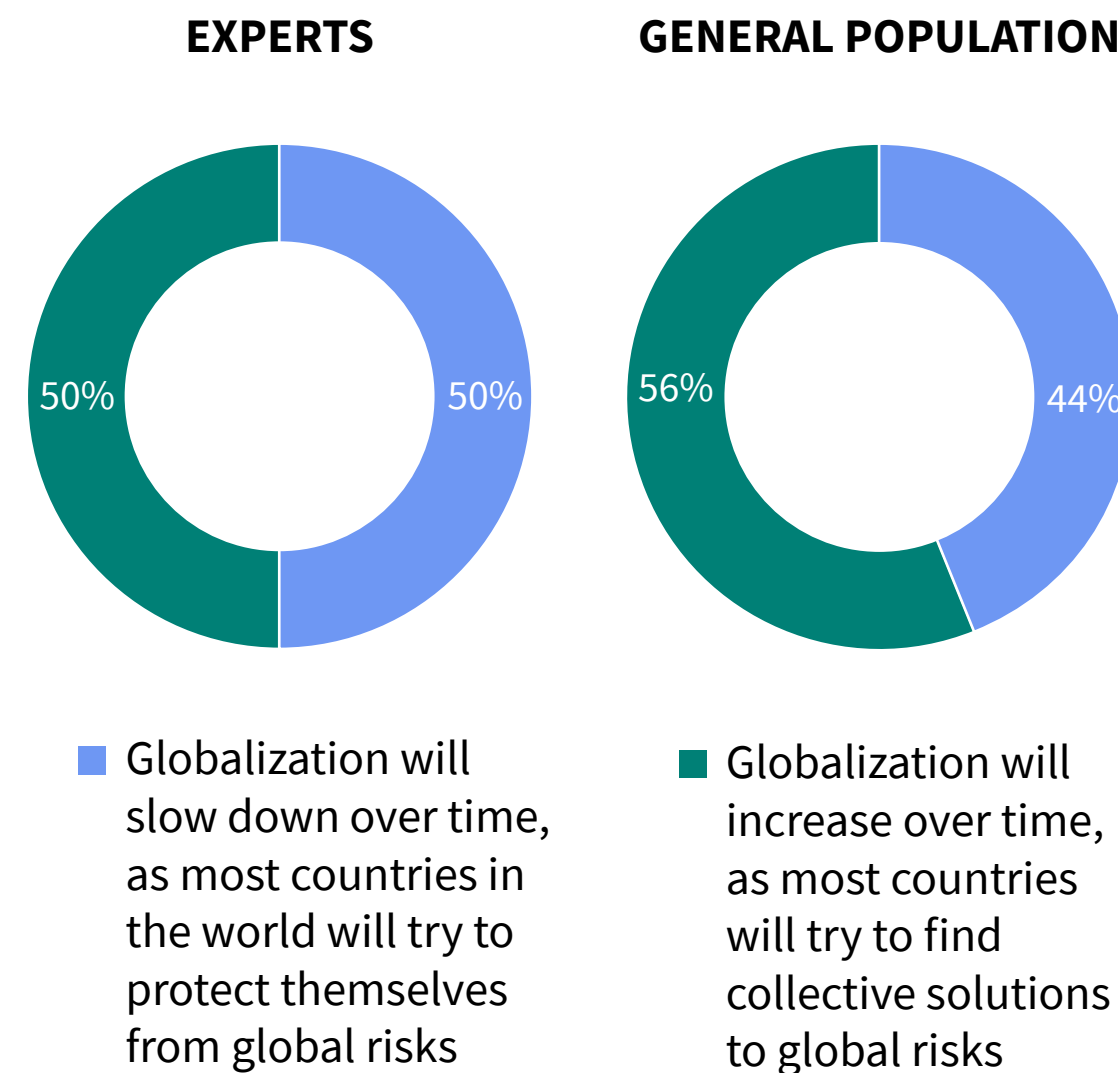
[Global risks call for global solutions](#), and this year's survey again found that a plurality of experts (47%) and the general public (48%) believe that decisions about future risks would be most effectively taken at global level. These figures are nonetheless down on last year – especially among experts, with an increase in the number preferring city-level decision-making.

1. Blogs Microsoft
2. Edition CNN

THE MOST EFFECTIVE LEVEL OF DECISIONS WHEN FACING FUTURE RISKS



OPINION ON GLOBALIZATION AND RISKS



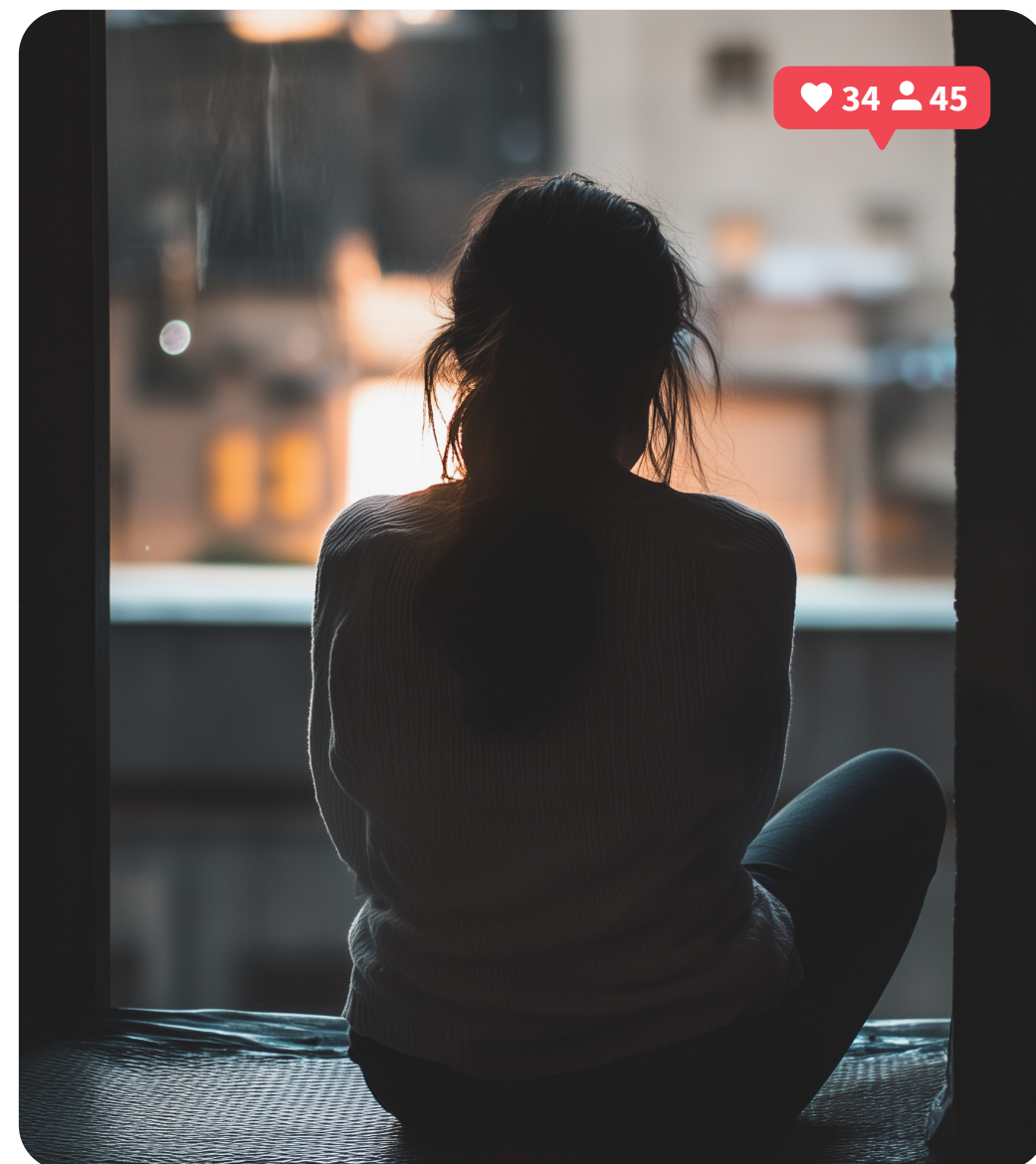
Geopolitical tensions continue to hamper any attempt for cooperation at global level. This year's survey sees a slight uptick in the proportion of experts (50%) and members of the public (44%) believing that globalization will slow down as countries try to protect themselves from risks rather than work toward collective solutions. Both figures are up one percentage point on last year.



PEOPLE FEEL MORE VULNERABLE TO EVERY KIND OF RISK THAN LAST YEAR

Last year's report highlighted the idea that the world has entered a new era of "polycrisis". We checked this perception in a new pair of questions in this year's survey. A large majority of both experts (92%) and the general public (90%) agreed with the statement that in recent years there has been an increasing number of crises. Similarly high percentages (93% and 91% respectively) agreed that these crises are having a more important impact on people's lives.

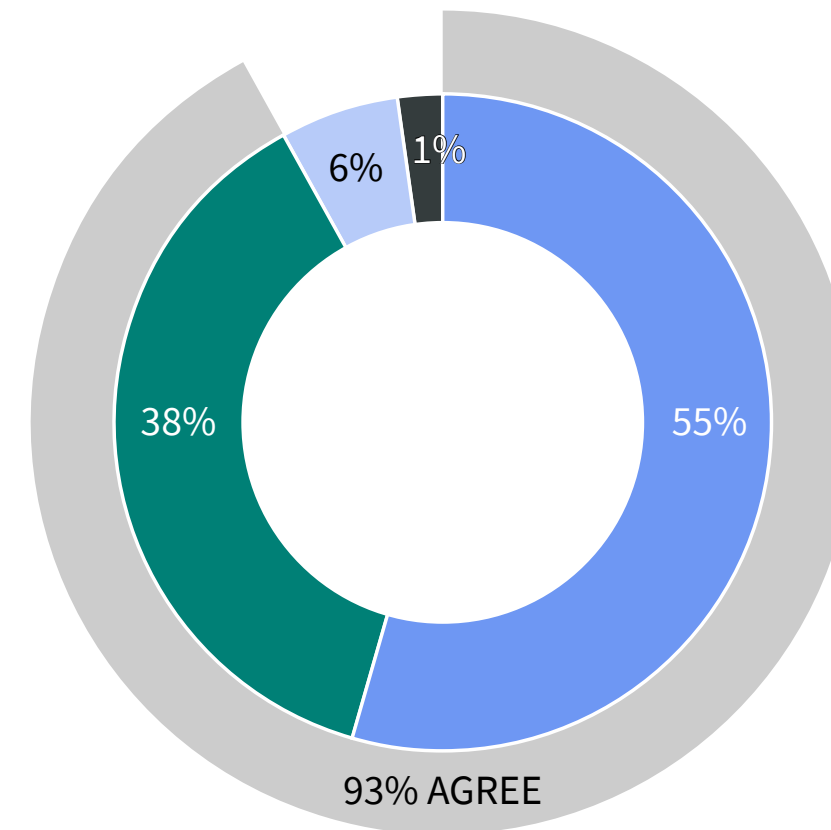
Respondents from the general public are more likely than last year to say they feel vulnerable in their daily lives to the risks they chose in their top five.



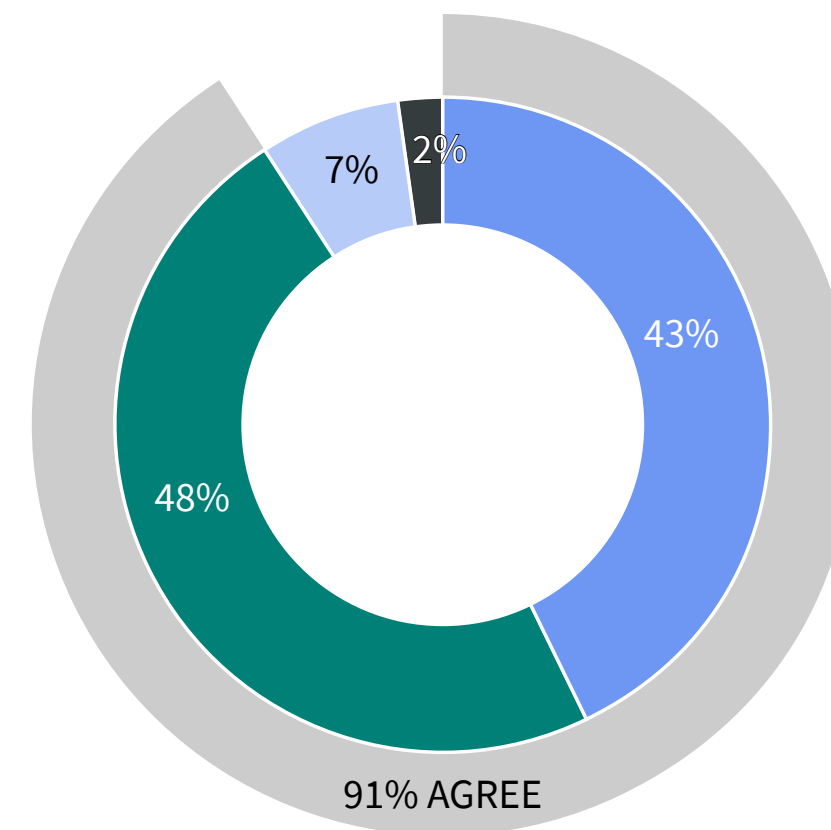
OPINION ON THE IMPACT OF CRISES

Percentage of experts and general population answering the question "Would you say that in recent years crises have had a more and more important impact on people's life"

EXPERTS



GENERAL POPULATION



■ Totally agree ■ Rather agree ■ Rather disagree ■ Totally disagree

FOCUS ON YOUTH

Environmental awareness and technological confidence

Young people from the general public are more concerned than older generations about a range of environmental risks.

While every age group put climate change at the top of their list, survey respondents aged under 25 also ranked pollution in 3rd (compared to 8th for the public as a whole), with natural resources and

biodiversity risks in 9th (vs. 12th). Conversely, younger respondents appear to have more confidence in humanity's ability to master technological risks. Under-25s ranked cyber security risks in 6th place (3rd for the public as a whole) and were also marginally less concerned about AI risks (11th vs. 10th).



How do risk perceptions compare across regions?



Experts and the public across all regions are unanimous: climate change is the main risk. Still, the strength of feeling differs between regions: in Europe, 67% of experts and 49% of the public put the risk in their top five, compared to 43% and 38% respectively in the United States.

Europeans are particularly concerned about societal and political risks. Europe is the only continent where geopolitical instability, social tensions and movements, and new security threats and terrorism are all in the top 10 for both public and experts.

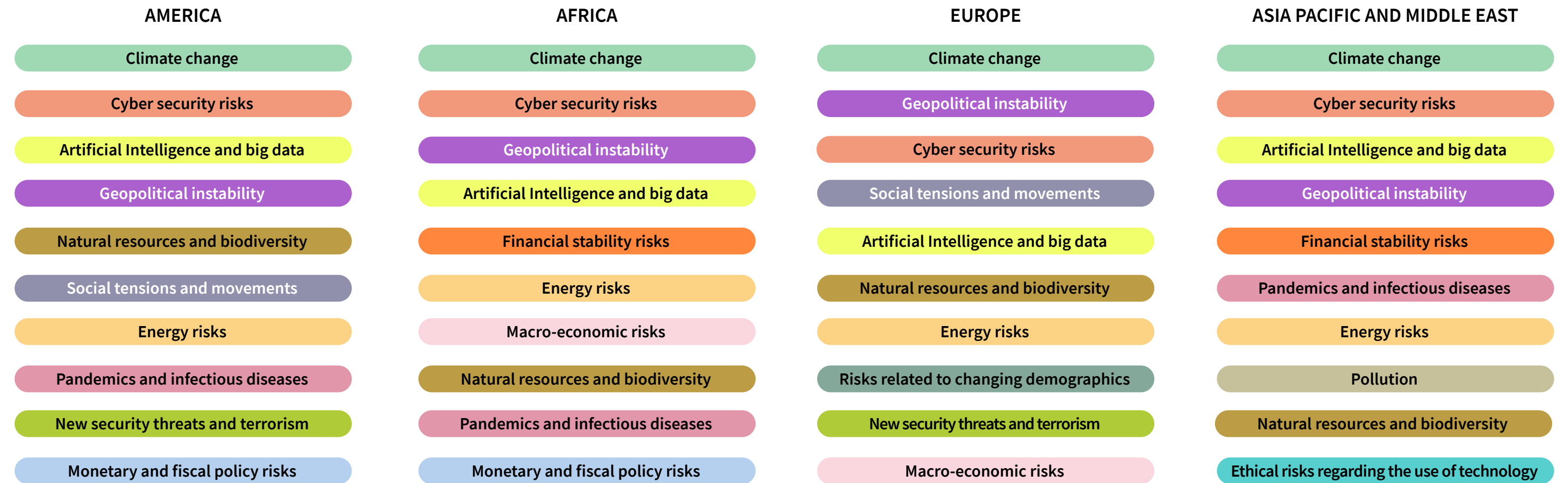
Chronic illnesses are a particular concern for the public in Africa and America. They rank it 5th and 8th respectively, while the European and Asian publics rank it 11th.

Experts in Africa rank economic risks higher than their peers on other continents. Africa is the only continent where two economic risks appear in the experts' top 10: financial stability risks in 5th, the joint highest of any list, and macro-economic risks in 7th.

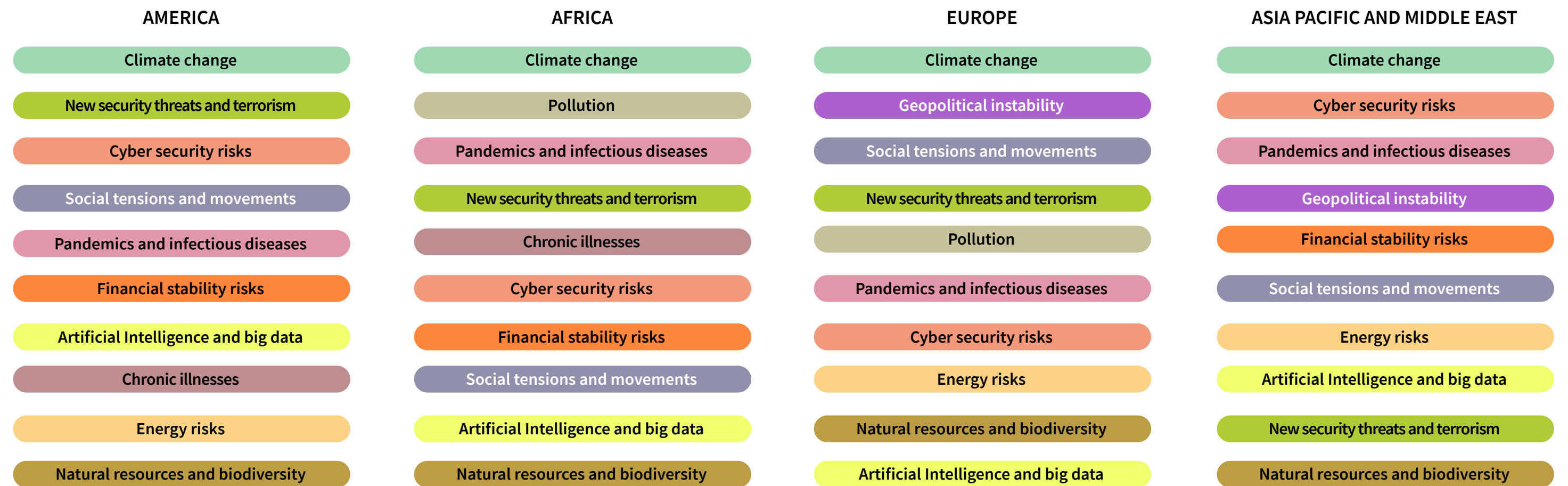
Pandemics and infectious diseases remains a particular worry in Asia. The general public in Asia, as in Africa, still put this risk in their top three. Experts in Asia rank it 6th, higher than experts on any other continent. In Europe, the risk is no longer in experts' top 10.

TOP 10 FUTURE RISKS PER CLUSTER

EXPERTS



GENERAL POPULATION



INTERVIEW

Technological advances are an opportunity to tailor our approach



FRANÇOISE GILLES ✨
@AXA GROUP CHIEF
RISK OFFICER

Do you think that managing risks has become more complex than before?

Françoise Gilles: While there's a certain stability in the risks we have identified over the years, the environment in which we operate is becoming more fast paced. Risks are tending to spread more quickly across geographies and to get more intertwined and connected to one another, ultimately amplifying their potential impact. Take the example of cyber-attacks. We increasingly observe that they not only disrupt businesses, public services and individuals but can also be orchestrated in a political effort to achieve higher goals. These goals include informational warfare and social momentum, which increases geopolitical threats and social unrest, and so on.

Managing risks from the perspective of a company has never been an easy task. The founding principles of risk management remain the same as ever, from the initial identification of risks to evaluating the way they may impact our operations, the determination of how acceptable they are and how relevant monitoring and mitigation actions may be implemented.

I believe the growing complexity in risk management lies in the need to constantly rechallenge our approach, questioning the way we identify, assess, prioritize, monitor and mitigate risks. It is not just about keeping pace with our environment. We must also make sure we are equipped with the capacity to get a sense of emerging trends, find relevant indicators, and come up with a plan to address risks, not in a silo, but in relation to one another.

How does a global insurer such as AXA contribute to developing global solutions to tackle future risks?

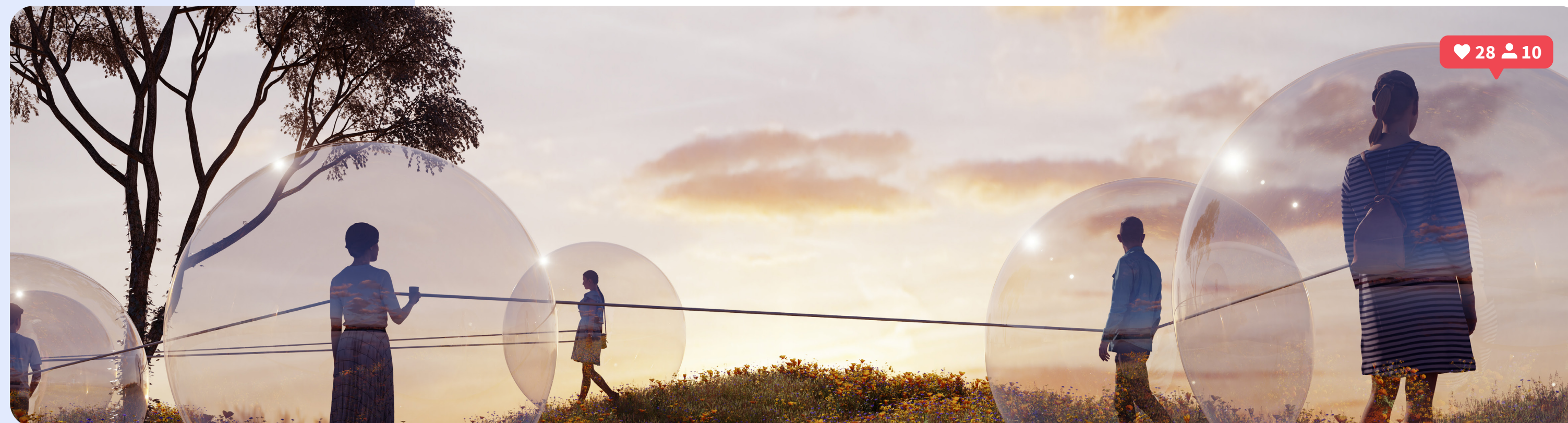
F.G.: As a global insurer, our strengths lie in our people's expertise and in our network footprint around the world. This allows us to get a comprehensive, early-on picture of our risks in any given geography or industry and to assess their potential as they develop. We build strong networks of experts in our various locations, and partnerships with academics and scientists to enhance our knowledge around emerging risks and always be one step ahead. Our aim is not only to build our capacity to react, but also to better anticipate and prevent risks from occurring and minimize the impact on the lives of our clients.

Technological advances are not only a source of risk, they are also an exciting opportunity to better tailor our approach to our customers' needs. With AXA XL Risk Consulting, we not only provide our clients with insights and support from our engineers, we also equip them with our online platforms to better identify, monitor and manage their risks globally.

Tackling future risks is about identifying, prioritizing, and measuring risks and keeping on looking for new approaches, both internally and externally, to develop the solutions needed when and where it matters for our clients, staff and shareholders.

“Our aim is not only to build our capacity to react, but also to better anticipate and prevent risks from occurring, and minimize the impact on the lives of our clients.”

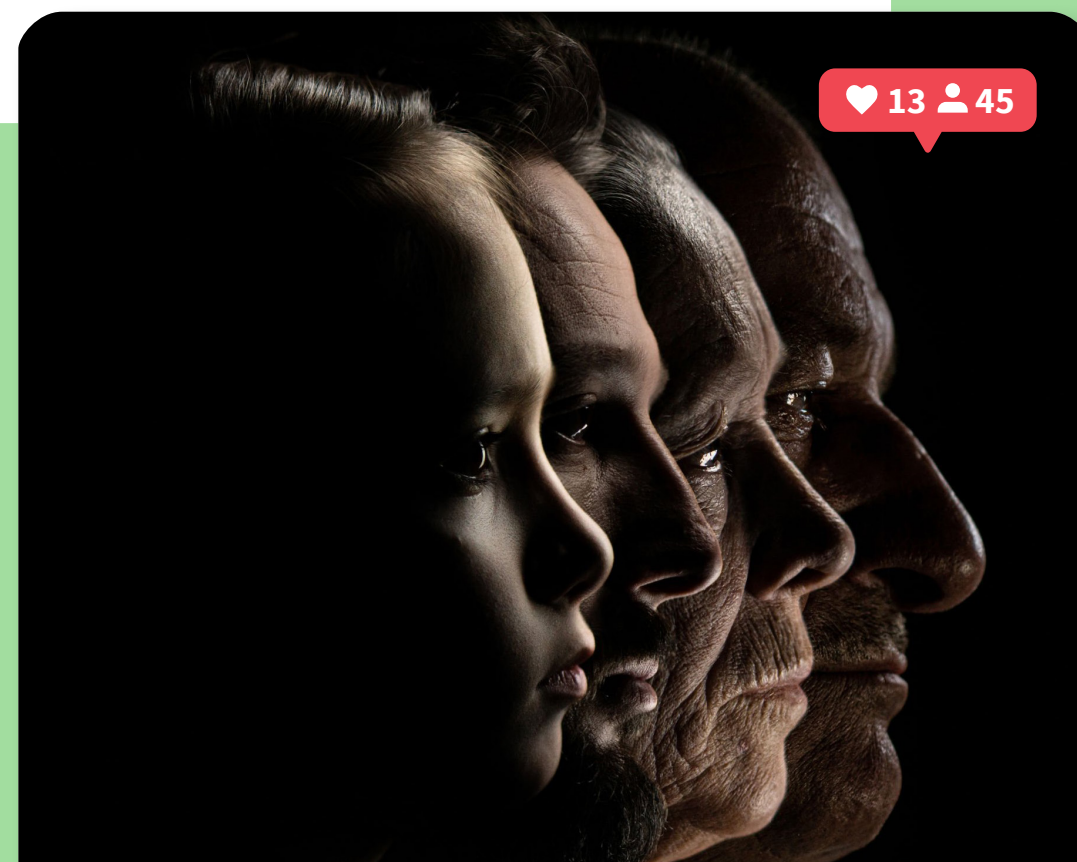
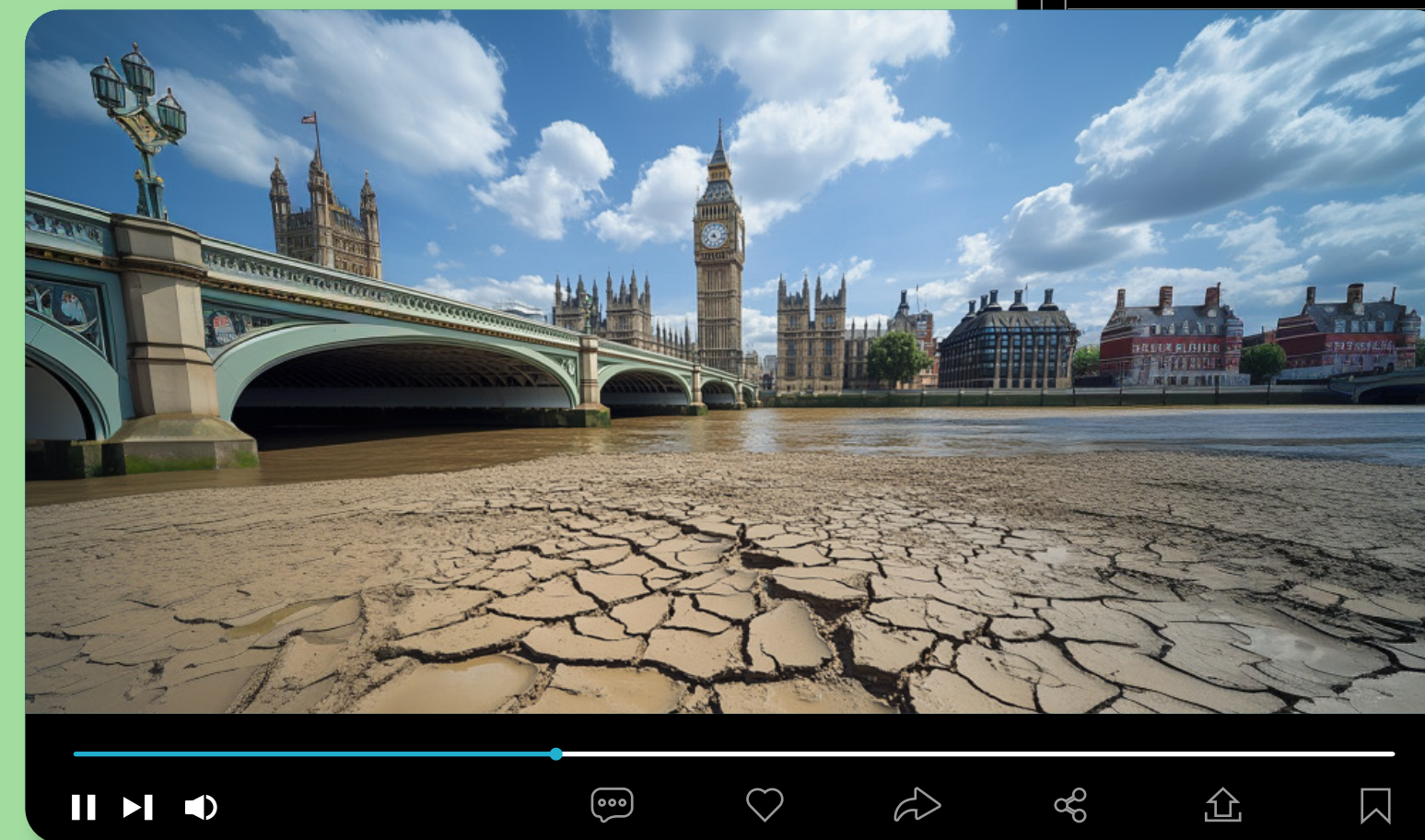
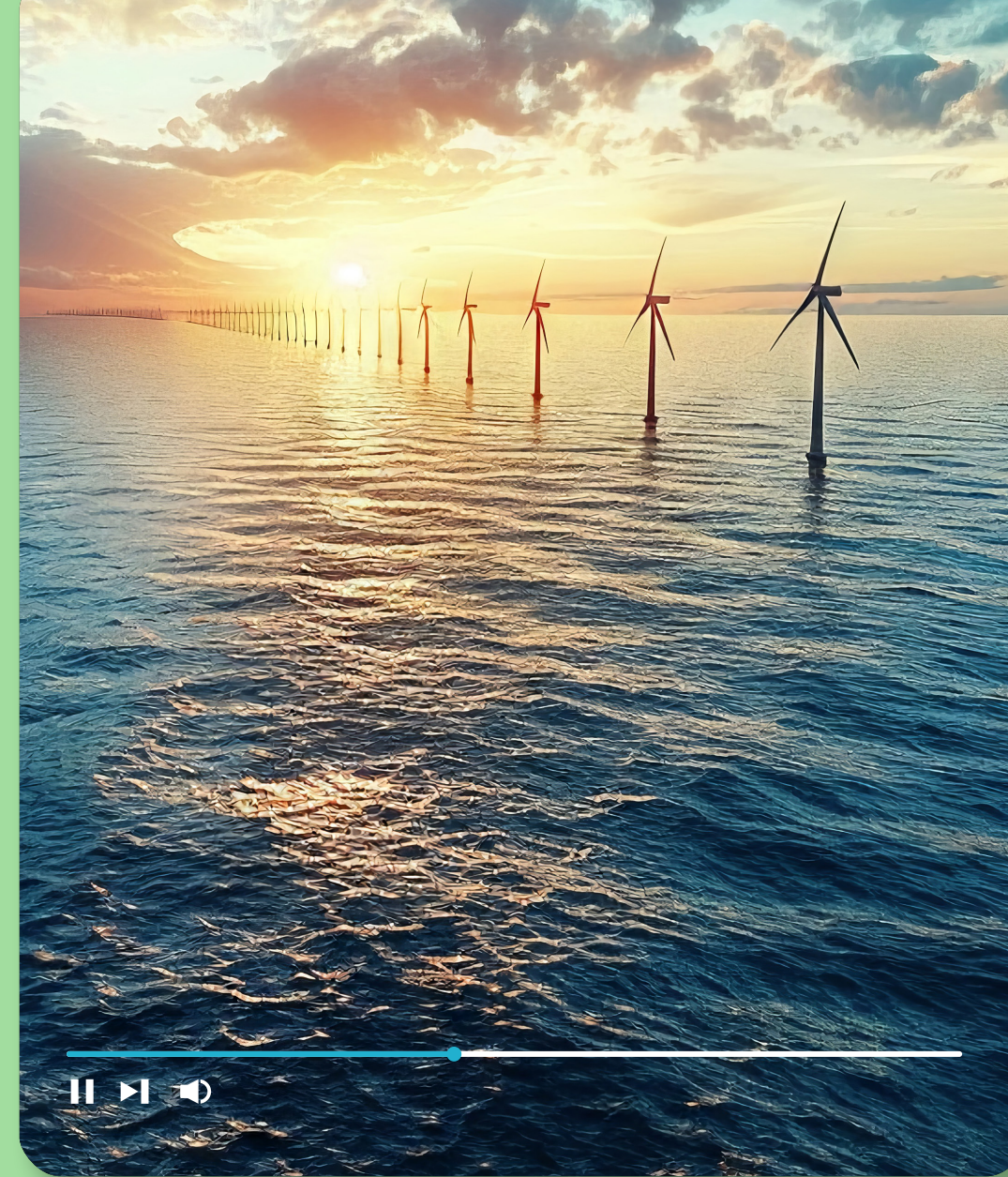
— Françoise Gilles



2

Bold thinking IS NEEDED TO TACKLE BOTH *DEMOGRAPHIC SHIFTS* *AND CLIMATE CHANGE*

The increasing financial burden of an aging population will strain government budgets, making it more challenging to allocate much needed funds for the ecological transition. Governments must develop comprehensive strategies, which may involve reimagining both social support systems and incentives for more sustainable practices and technologies. Effective communication will be critical to promote intergenerational dialogue and collaboration.



In an era of polycrisis, the future costs of climate change are hard to predict

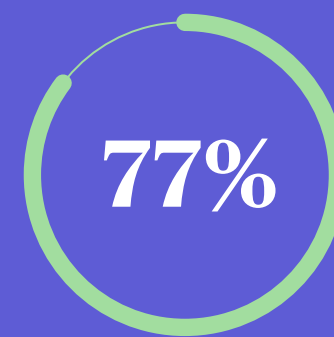


For the third year in a row, climate change is the top-ranked risk for experts and the general public alike, with 63% of experts and 45% of the public choosing it as one of their top five risk. For the second year in a row, it occupies the top slot for both groups on every continent.



While mitigating climate change will urgently require massive investment, failing to invest will store up much greater costs. According to [recent estimates by the Potsdam Institute for Climate Impact Research](#)¹, climate change is on course to cause anywhere from 19 trillion to 59 trillion dollars' worth of damage to the global economy every year by 2050. Exact predictions are difficult because it is hard to be confident how severely climate change will exacerbate other risks.

When we asked survey respondents who chose climate change to identify their main concern, for example, only 5% of experts and 6% of the general public mentioned "climate migration" – a new option in the 2024 survey. There is clear potential, however, for climate change to force migration on a scale that dramatically worsens other risks, such as social tensions and geopolitical instability. One way it could do so is through scarcity of food and water (see box).



With the World Meteorological Organization stating that 2023 was the hottest year on record "by a clear margin", people feel increasingly personally threatened by climate change: 77% of respondents from the general public who chose this risk in their top five say they feel vulnerable to it in their daily life.

1. Potsdam Institute for Climate Impact Research
2. World Bank Group

FOCUS

Climate change fuels social tensions through water scarcity



Survey respondents who chose social tensions and movements among their top five risks were more likely than last year to say they were motivated by concern about large-scale migration (14% for experts, up three points, and 19% for the public, up two points).

Water scarcity is linked to 10 percent of increases in migration within countries between 1970 and 2000, according to the [World Bank](#)², with climate change set to cause more severe droughts.



The cost of aging puts pressure on the resources needed for the ecological transition



Investing more now to limit global warming would pay off many times over: according to [the Potsdam Institute's](#) research, each dollar invested would likely avert six dollars' worth of future costs. However, resources are currently limited by other urgent priorities such as increasing pressure on healthcare, social welfare and pension budgets as societies grow older.

When we asked respondents who chose risks related to changing demographics in their top five to select their main motivation, the most common response was “healthcare and pensions burden on public finances”. However, more experts than last year (27% vs. 19%) chose “rising

intergenerational imbalance and tensions between generations”. Governments may need to be increasingly alert to this risk, as younger workers not only face the need to fund healthcare and pensions, but also become frustrated by a lack of climate investment.

Demographic shifts offer opportunities as well as vulnerabilities: while some countries are aging quickly, others – particularly in parts of Africa and Asia – have rapidly growing youth populations. Policymakers will need to foster inclusive and sustainable strategies that address the needs of diverse age groups, promote intercultural understanding, and create opportunities for all.

11th

“Risks related to changing demographics” rose slightly in the rankings this year, though it remains overshadowed by more visible risks. Experts ranked it 11th (up two places on last year, and as high as 8th in Europe) while it came in 16th with the general public (up one place).

LIVE

“More intense precipitation is raising the risk of flash floods.”

FLORENT LOBLIGEOIS ✨

GROUP HEAD OF NATURAL PERILS RISK MANAGEMENT

We often hear about the impacts of climate change on meteorological phenomena. What are you observing in your professional capacity?

Florent Lobligeois: The impacts differ from region to region, but there is a clear and obvious trend of natural perils strongly correlated to overall rising temperatures. Most directly we see this in droughts, heatwaves, or wildfires. In addition, a warmer climate fuels the atmospheric dynamics (global and regional-scale circulation, convection, tropical and extratropical cyclones). It changes the physical properties of the air and the water: a warmer atmosphere contains more water and the volume of seawater increases due to thermal expansion. This leads to sea level rise but also more severe coastal floods. More intense precipitation is raising the risk

of flash floods. And changes in patterns of convection are manifesting in hailstorms, tornadoes and straight-line winds.

How might long-term meteorological models evolve in the future due to climate change?

F. L.: The climate is a coupled non-linear chaotic system, which means that accurate long-term prediction is simply not possible: small errors in the initial conditions of a forecast grow rapidly, with stronger atmospheric dynamics leading to even more uncertainty. The Intergovernmental Panel on Climate Change brings together diverse models to try to predict possible future states, but all that can be said with confidence is that the occurrence of extreme and mid-size natural events will increase in the future.

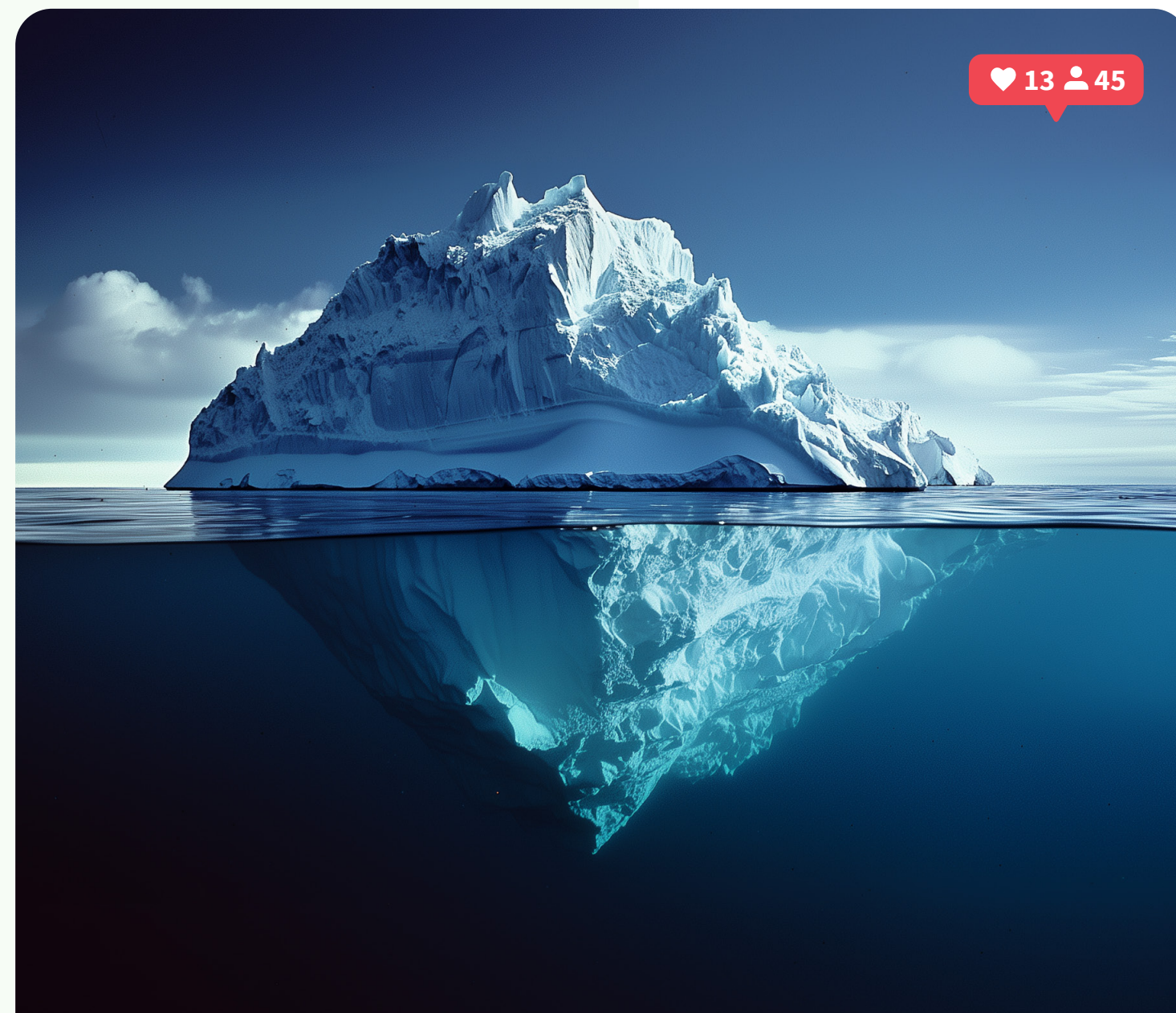


INTERVIEW

Our industry must cover new risks to unlock the transition



ULRIKE DECOENE ✨
@ AXA GROUP CHIEF
COMMUNICATION, BRAND
& SUSTAINABILITY OFFICER



This year, again, climate risk represents the greatest threat according to experts and the general public. What are AXA's levers for action?

Ulrike Decoene: In 2024 we announced our new strategic plan, “Unlock the Future”, with a strong focus on climate and inclusion. To tackle the twin challenges of transition and adaptation, AXA has set out an ambitious 2026 roadmap to support its customers, the economy and society.

It begins with a premium target of 6 billion euros by 2026 to support the transition by providing property and casualty insurance in key sectors such as construction and transportation. AXA will also provide more than 9,000 adaptation solutions and services to business customers by 2026. As an investor, we hit our target of 30 billion euros in green investments between 2019 and 2023. We now aim to reinvest 5 billion euros a year in financing the transition.

Additionally, as a company, we have reduced our carbon footprint by 34% between 2019 and 2023. And because the push back against climate change goes hand in hand with social commitment, we are dedicating a section of our strategy to inclusive insurance for vulnerable customers worldwide to access appropriate cover.

“Our industry has a crucial role to play, because without insurance, the climate transition will not be able to accelerate at the pace global warming is setting for us.”



Ulrike Decoene

AXA is taking its ambition to a new level, but cannot act alone. So more generally, how do you see the role of insurance in combating climate change?

U. D.: Our industry has a crucial role to play. Without insurance, the transition will not keep pace with global warming. [According to a recent study from Howden and BCG](#), “19 trillion dollars in investment has already been committed to financing the climate transition through to 2030”.

While this level of investment could accelerate the transformation across entire swathes of our economies, the same study estimates that additional insurance coverage for up to 10 trillion dollars of this investment will be required.

Our industry must therefore learn how to analyze, price and cover new risks to unlock the transition and meet the challenge of the century in sectors such as energy and construction. At AXA, for example, we collected nearly 250 million euros in renewable energy-related premiums last year.

Every day, global warming becomes more powerful in amplifying threats such as natural disasters, biodiversity loss, famine and global migration. Can a world like this actually remain insurable?

U. D.: At AXA, we are profoundly convinced that the world can remain insurable. First, we need to focus on risk prevention to minimize the consequences of losses.

Next, we need to be able to set the right price for insurance against climate risks; here, our expertise in risk modeling and anticipation gives us a decisive edge. Lastly, we must encourage and build partnerships between public authorities and private companies, through schemes such as CatNat. In this way, we can make sure that the world remains insurable and continue to protect our customers.

THE COST OF AGING PUTS PRESSURE ON THE RESSOURCES NEEDED FOR THE ECOLOGICAL TRANSITION ↓



FOCUS ON

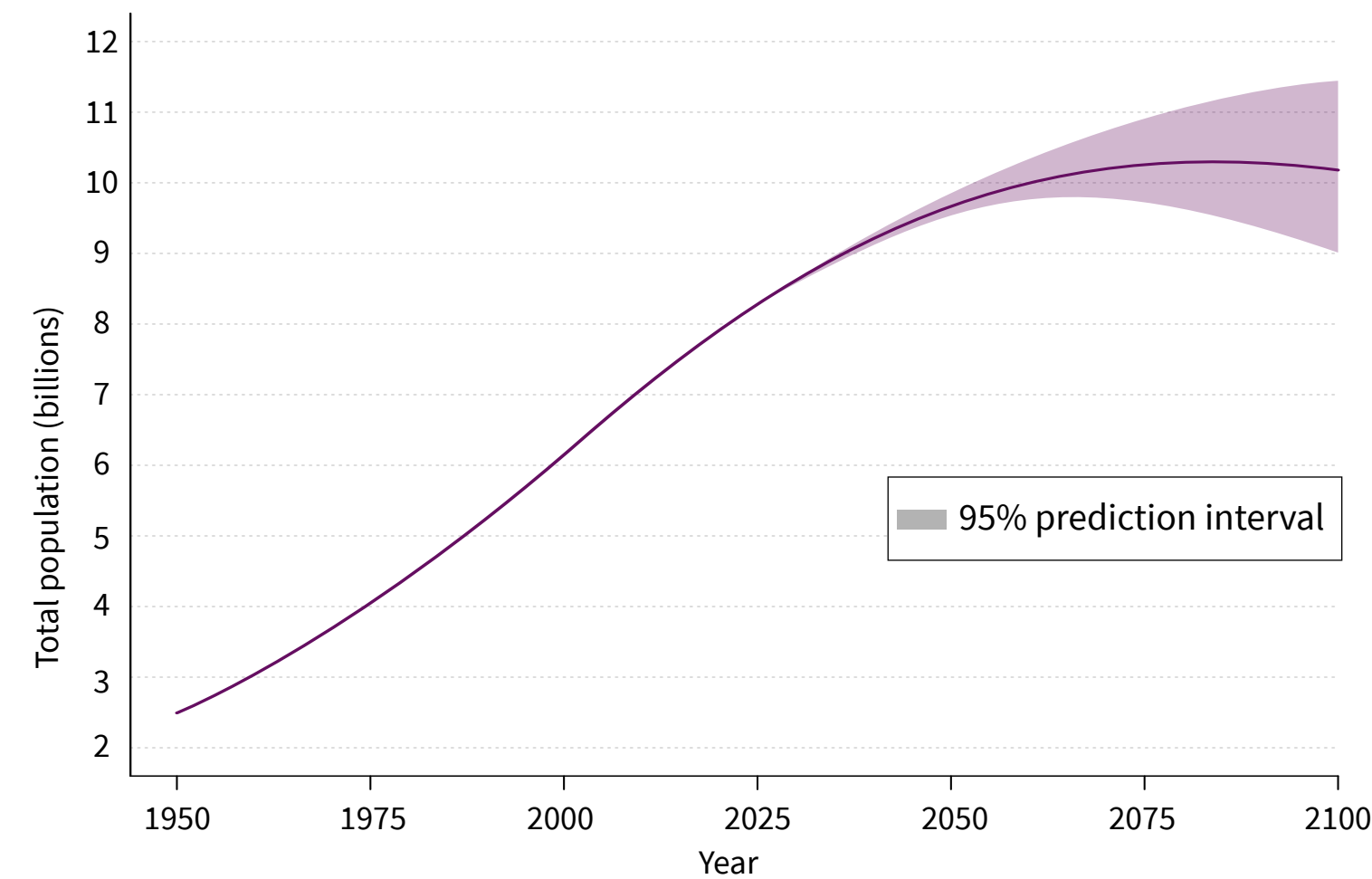
How global aging will unfold over the rest of the century

World Population Prospects 2024¹ forecasts that the global population will continue to grow until the mid-2080s, with over-65s being the fastest-growing age group, as rising life expectancy continues to outstrip falling fertility.

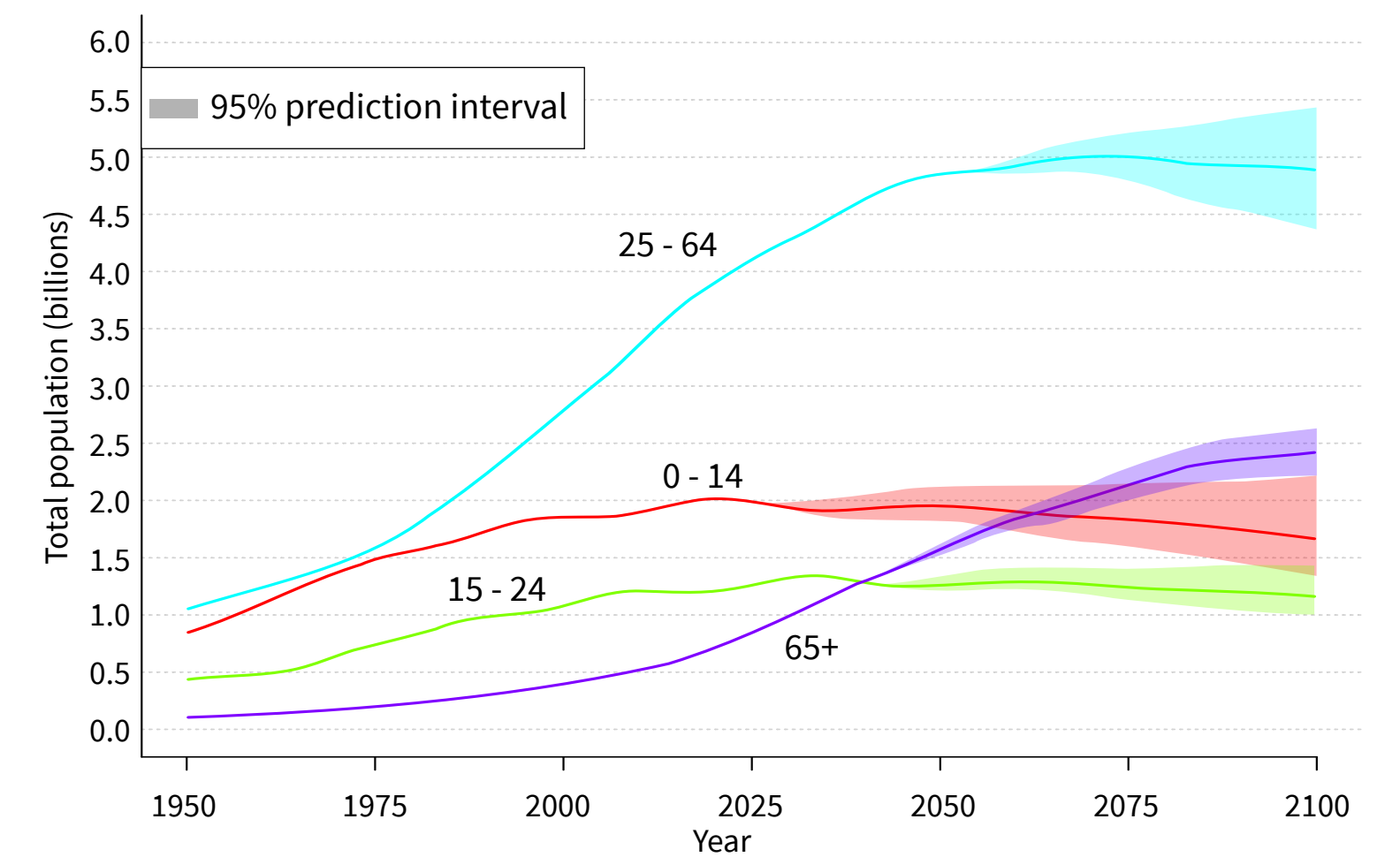


WORLD POPULATION (1950-2100)

TOTAL POPULATION



POPULATION BY BROAD AGE GROUPS



1. Source : "World population prospects 2024", United Nations

Investment in mitigating climate change can also bring health benefits

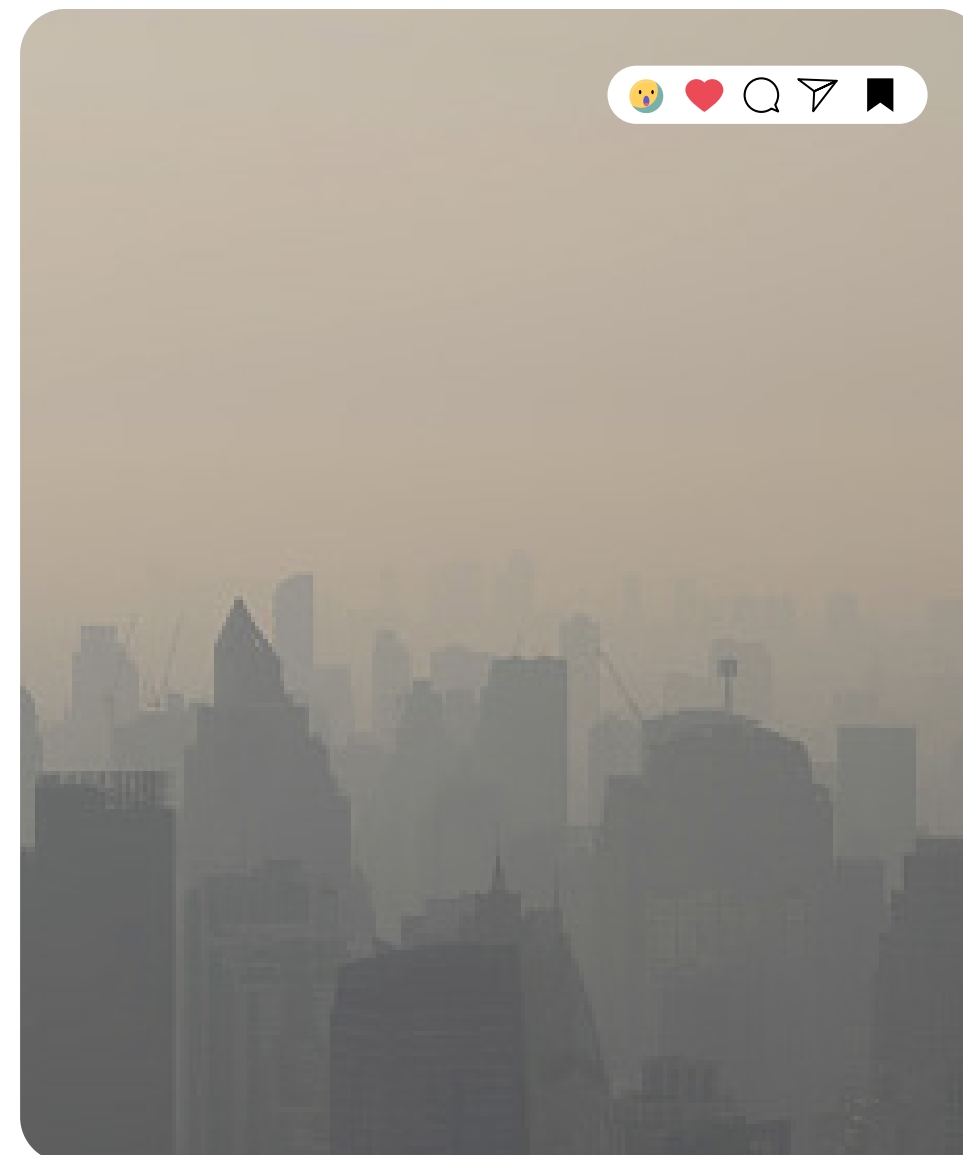


NILS REICH ✨
@ CHIEF EXECUTIVE OFFICER AXA GLOBAL HEALTH

“As climate change advances, the patterns of disease will change. We need to be prepared for new challenges to healthcare systems. At AXA, we leverage science and global partnerships to tackle this issue. Our collaborations and data-driven insights drive us to secure a healthier and sustainable future for all. Together, we can make a difference.”

Both societal aging and climate change add to healthcare costs. One important element of a comprehensive approach to these challenges could therefore be to emphasize the health benefits of investment in mitigating climate change.

Climate change affects health through extreme weather events, such as heatwaves, and by expanding the geographical areas in which some vector-borne diseases can flourish. Among those who included pandemics and infectious diseases in their top five risks, 31% of experts and 20% of the public said they were motivated by how patterns of infectious disease are changing.



LIVE

“I urge everyone to advocate for change and help make informed health choices so that together we can tackle the non-communicable disease epidemic.”

Professor LARA DUGAS ✨
@ AXA CHAIR IN NON-COMMUNICABLE DISEASE EPIDEMIOLOGY

What is your research about? What are the three main drivers of the non-communicable diseases (NCD) epidemic identified in the research?

Lara Dugas: My research sheds light on the urgent issue of NCDs such as obesity and type 2 diabetes among vulnerable African-origin populations. Because of rapid economic development and urbanization these diseases now affect all regions of the world, particularly those experiencing major demographic shifts. They constitute the main cause of death worldwide.

We have identified three main drivers of the NCD epidemic. First, the nutrition transition – notably, the availability of highly processed foods and sugar-sweetened beverages. Second, climate change – in particular, heat disrupting sleep. Third, lack of access to healthcare due to limited resources.

Why is raising awareness and taking action crucial in addressing this global health issue?

L. D.: To address these issues, we need comprehensive solutions aimed at the individual, the community, and at the societal level. This includes making healthy food more accessible, implementing food labeling and taxation policy, developing innovative solutions to mitigate the impact of climate change, and adopting approaches to healthcare that consider the social environment.

How does the AXA Research Fund support the fight against the NCD epidemic?

L. D.: It's crucial to raise awareness and take action to combat the silent NCD epidemic. The AXA Research Fund helps by supporting research in key risk areas to inform public and private decision-making based on science. It strengthens the transdisciplinary exploration of emerging risks to implement innovative formats for the dissemination of scientific knowledge.

Questions relating to public authorities preparedness to cope with climate change and shifting demographics



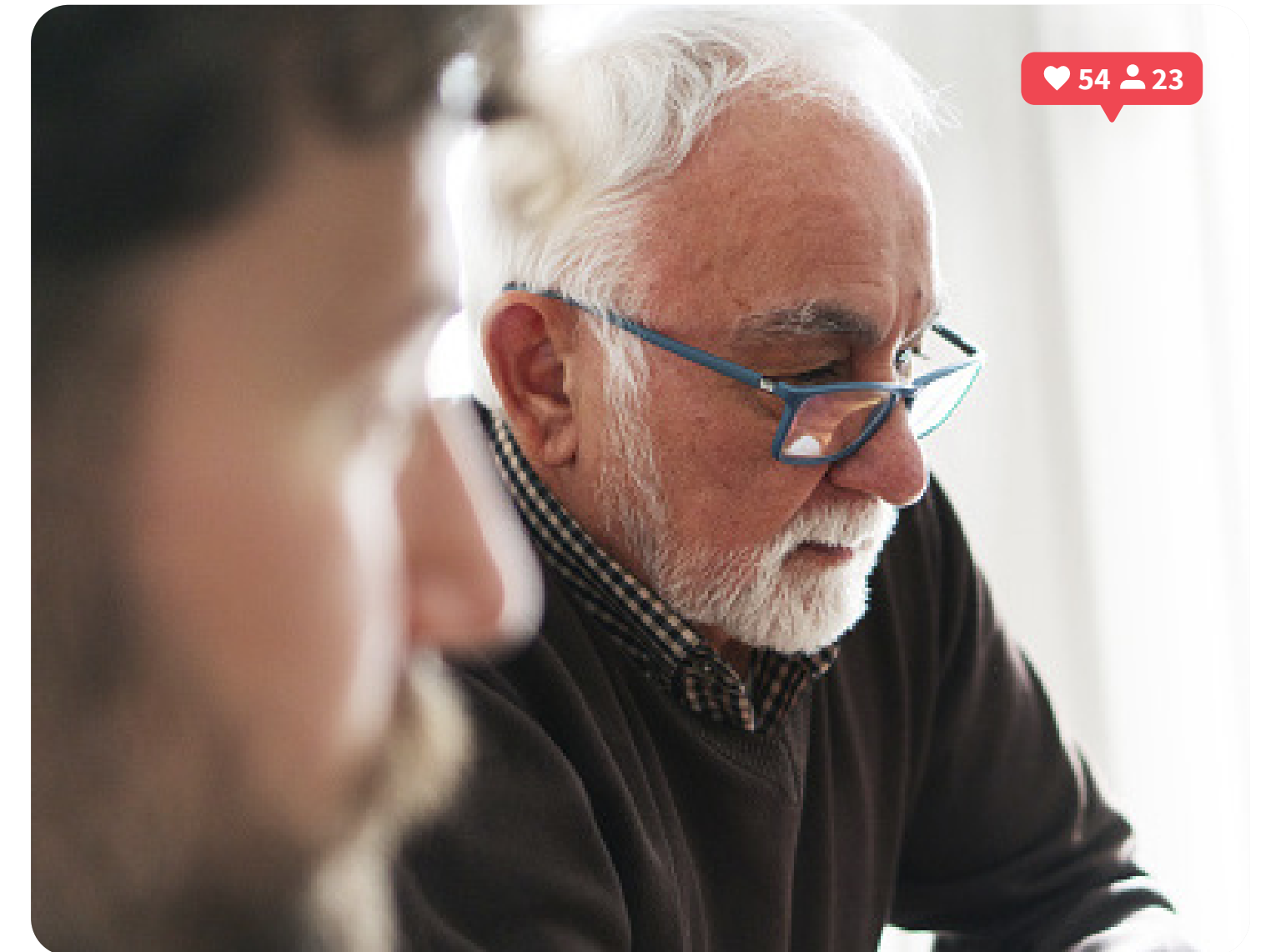
PATRICIA PLAS ✨
@AXA HEAD OF PUBLIC AFFAIRS

“Mitigating the impact of the rising frequency of extreme climate events demands increased collaboration and partnership between the private and public sectors. These alliances must extend beyond financial considerations to encompass comprehensive risk management, prevention, and mitigation strategies. The insurance sector is ready to contribute its expertise in these areas. It is through such partnerships that we can effectively reduce the repercussions of extreme climate events.”

Just 14% of experts believe that public authorities are well prepared to tackle either climate change or changing demographics.

When asked what are the most important actions authorities can take to address these risks, the most popular answer for climate change was investing in prevention and mitigation. For demographic risks, the recommended strategy is raising awareness to increase stakeholder engagement in policy processes.

At AXA, our approach encompasses engaging with clients and partners to facilitate the transition, fostering the development of innovative green solutions, and supporting renewable energy and sustainable mobility. Spearheading the movement toward a more sustainable, eco-conscious future benefits the company and its stakeholders as well as the broader global community.



3 Geopolitical instability, social tensions and security threats form a new nexus of risk

We live in an increasingly complex and multipolar world. Inter-state tensions are on the rise, often intersecting with new kinds of security threat and spilling over into growing tensions within societies.

With around half of the world's population – nearly 70 countries – due to vote in national elections in 2024, there is considerable potential for further division and destabilization.



INTERVIEW

A fragmented world entails a lot of agility for global companies



GILLES MOËC ✨
@ AXA GROUP
CHIEF ECONOMIST

“Companies need to think about the location of their production centers not only in terms of cost and proximity to markets, but also political alignment. They must consider diversifying suppliers across geographies to minimize the risk of sudden stops in trade flows.”



Gilles Moëc

What are the economic impacts of geopolitical instability for consumers, businesses, states?

Gilles Moëc: In contrast to the Cold War era, when the separation of the blocks meant geopolitical instability had very little economic impact, the ramifications of tensions between the US and China can be huge. Geopolitical instability is hampering cooperation on global regulatory progress, for example on financial affairs, and leading to a return of trade barriers around the world.

Exports are vital for China, as domestic demand remains weak. However, wariness of China now transcends political boundaries in the US, as the Biden administration did not unwind the tariffs imposed by the Trump administration. As a result, Chinese producers are shifting their focus to other markets, which are also imposing tariffs. For example, the EU Commission slapped compensatory tariffs on Chinese electric vehicles. Indonesia’s decision in June 2024 to raise tariffs on Chinese products has been largely ignored in the West, but we think it is an important signal that the return of trade barriers cannot be solely understood as a “North/South” issue.

All of this means global companies need to think about the location of their production centers not only in terms of cost and proximity to markets, but also political alignment. They must consider diversifying suppliers across geographies to minimize the risk of sudden stops in trade flows. This will raise their overall cost base, which ultimately passes to consumers – just as it is consumers who will pay, in the end, for increases in tariffs.

In this pivotal election year, what effects are political movements having on the global economy?

G. M.: Election results in the UK and Europe have been encouraging. The UK now has a more EU-friendly government, and while we do not expect spectacular institutional change on the EU-UK relationship, more political convergence appears highly likely. In Europe, elections have not dramatically altered the capacity of mainstream political forces to shape the agenda in Brussels. However, the big uncertainty remains the US election. Donald Trump has proposed raising tariffs on imports into the US to 10%, with a special 60% rate for China.

Does the period of geopolitical instability that we are going through mark the start of a new world order?

G. M.: It is difficult to think in terms of a clearly organized “world order”, as we see cracks across all blocks. The EU-US relationship, for example, is strained by disputes on trade and the financial burden of defense. The idea of a Global South under Chinese leadership is, in our view, largely an empty concept given the internal disagreements within this group – such as the rivalry between India and China – and the deep economic difficulties of member countries such as South Africa. Navigating this fragmented world will entail a lot of agility for global companies.



Both experts and the general public are concerned about geopolitical instability



Since last year's survey, the conflict in Ukraine has continued and a new war has broken out in the Middle East. With trade tensions persisting between the US and China, it is no surprise that both experts and the general public were more likely to be concerned by geopolitical instability this year – it ranked 2nd (up from 3rd) overall for experts, and 6th (up from 9th) for the public.

FOCUS



Scientists are still the most trusted figures but trust in the army and police is on the rise

Every year our survey asks experts and the general public to imagine that a new global crisis occurs, and rate their level of trust in a range of institutions – such as civil society, academia, the private sector or international organizations – to limit its consequences.

to mitigate the consequences of a new global crisis, maintaining the same level of trust as last year.

Increasingly, members of both groups are looking to the army and police.

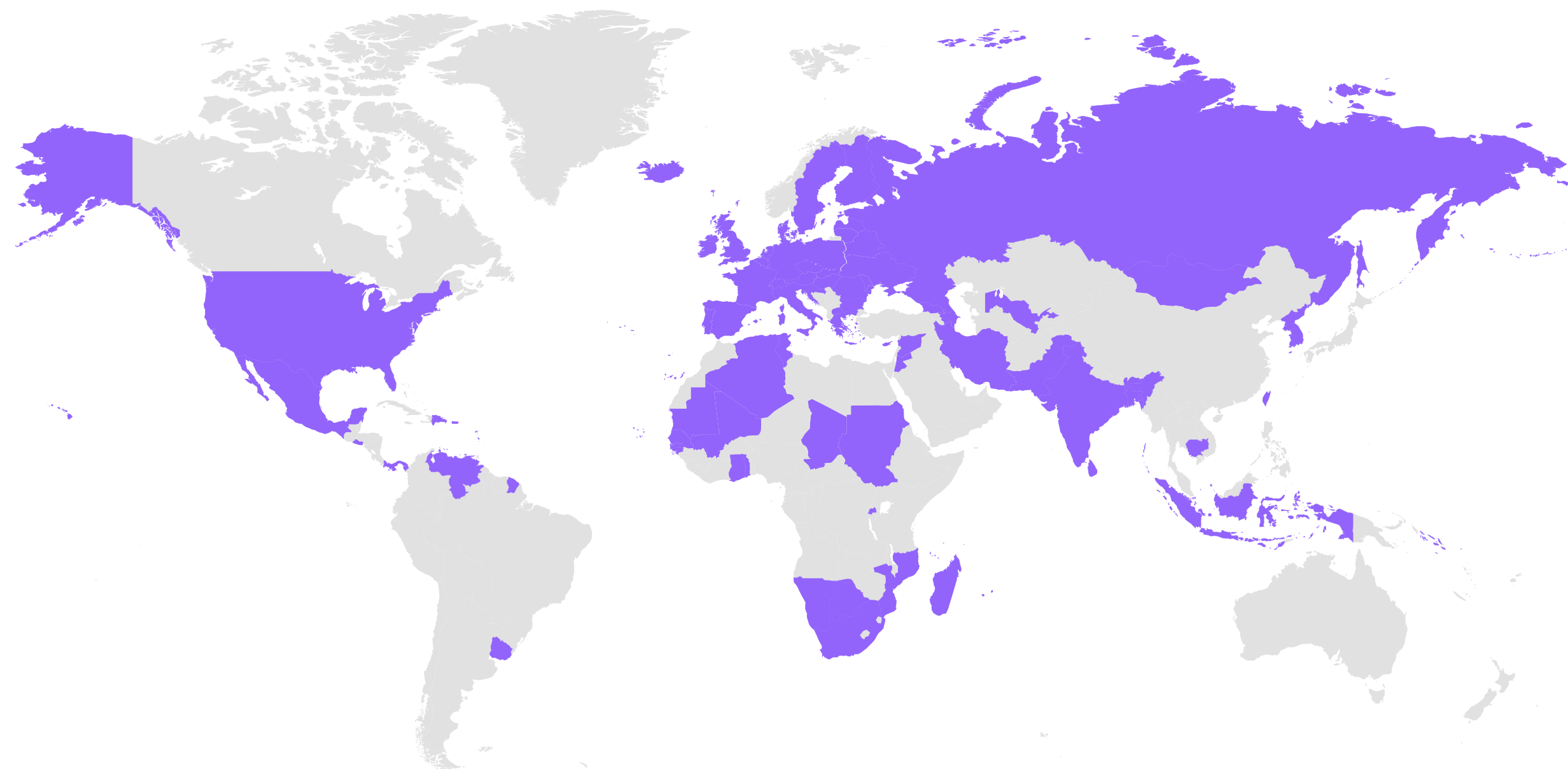
Among experts, 74% trust the army and police – up six percentage points on last year, and ten points in three years. Among the public, the figure is 68% – up three points on last year, and six points in three years.

Scientists remain 1st in the ranking, with 84% of experts and 70% of the general population expressing confidence in their ability



THE ULTIMATE ELECTION YEAR AROUND THE WORLD IN 2024

National elections are scheduled or expected in **at least 64 countries**, as well as the European Union, which all together represent almost half the global population.



Source: Elections Around the World in 2024, TIME

BOTH EXPERTS AND THE GENERAL PUBLIC ARE CONCERNED ABOUT GEOPOLITICAL INSTABILITY ↓

When we asked respondents who chose this risk to identify the aspect that most concerned them, a majority cited “resurgence of military conflicts”. It was chosen by 52% of experts and 50% of the general public, in both cases a rise from 42% in last year’s survey. In second place among members of the public was “nuclear threat”.

Experts placed “decline of multilateralism and resurgence of blocs” in second place, ahead of “disruption of supply chains”. Geopolitical risk has a range of impacts for insurers, from underwriting and claims

to investments, operations and supply chains, cyber security, sanctions and reputation.

Rising geopolitical instability may help to explain why fewer people believe that the global level is the most effective means of addressing future risks – a view expressed by 47% of experts and 48% of the general public, down from 54% and 52% respectively in last year’s survey. Even if effective global approaches may be preferable in theory, they are becoming more challenging in practice.



American experts are especially concerned about geopolitical instability. When asked if they feel vulnerable to this risk in their daily life, 54% of them said “yes”. Only 16% believe that public authorities are adequately prepared to manage this risk.



♥ 31 👤 39



LIVE

“Political risk was traditionally linked to developing countries with weak institutions.”

RAFAEL DOCAVO-MALVEZZI ✨
@ GLOBAL CHIEF UNDERWRITING OFFICER FOR POLITICAL RISK, CREDIT & BOND, AXA XL

How would you define political risk? What is your role within AXA as a political risk expert?

Rafael Docavo-Malvezzi: Political risk refers to potential losses or disruptions due to regulatory changes, nationalization, civil unrest, armed conflict, or sanctions. My role is to assess these risks and help our clients mitigate their exposure.

How have political risks evolved in recent years, particularly with new technologies?

R. D.-M.: Political risk was traditionally linked to developing countries with weak institutions. However, civil conflict and policy unpredictability are rising even in established democracies. Social media, generative AI, and deepfake

technologies have made it easier to spread misinformation, manipulating public opinion and amplifying the speed, scale, and complexity of threats.

What are the tools for a company like AXA to anticipate and protect against political risks?

R. D.-M.: We use risk assessment tools, advanced analytics, and global intelligence networks. We collaborate with colleagues in crisis management, marine, aerospace, and cyber to better understand political risks. Internally, we provide insights to inform AXA’s risk governance, while our insurance solutions help safeguard businesses against unpredictable political events.



Public authorities must build confidence in their ability to tackle rising social tensions

Experts ranked social tensions and movements in 5th place this year, up from 8th. Among the general public the risk ranked 4th, unchanged from last year. In both groups, respondents from Europe were especially concerned – the risk ranked 4th with European experts, and 3rd with the general public – likely reflecting exposure to the conflicts in Ukraine and the Middle East.

Only 13% of experts believe that public authorities are well prepared for the emergence of

tensions and social movements, compared to 32% of the general public, who are generally more confident on this issue. This is the joint-lowest level of preparedness according to the general public, on par with climate change and AI and big data risks.

The risk of social tensions boiling over into violent protests is exacerbated by the growing impact of misinformation, as explored in Section 4 below. In a new survey question this year, we asked if respondents

believe there is a significant risk that upcoming elections in their countries could be followed by violent protests by people who believed deliberately false information. A majority of experts (62%) and the general public (69%) agreed, with those in the USA (90% and 85% respectively) perceiving the risk as particularly high.

FOCUS

What motivates concern about social tensions and movements?

When we asked respondents who selected social tensions and movements among their top five risks to identify one element of the risk that especially concerns them, experts were most likely to choose “failure of institutions and declining levels of democracy” while the general public pointed to “increasing inequalities and cost of living crisis”. More experts than last year chose social violence, while large-scale migration is a growing concern for both groups.

	Experts	General public
1	Failure of institutions and declining levels of democracy	Increasing inequalities & cost of living crisis
2	Increasing inequalities & cost of living crisis	Failure of institutions and declining levels of democracy
3	Social violence (i.e., riots)	Large-scale migrations



FOCUS ON YOUTH

Rising inequalities and cost of living drive protests

Under-25 respondents to our public survey ranked social tensions and movements in 2nd place overall, compared to 4th for the sample as a whole. When asked why they chose this risk, younger respondents were more likely than older respondents to select rising inequalities and the cost of living crisis.

This result chimes with other research¹ that suggests young people are challenging democratic institutions: just 57% of those aged 18-35 said they prefer democracy to other forms of governance, compared to 71% of those aged 56 and above. A recent report by UNICEF – *Youth, Protests and the Polycrisis*² –

finds that young people are turning away from traditional forms of civic engagement, such as joining political parties or voting.

They increasingly prefer more direct, informal and tech-enabled approaches, such as protests and online activism.



1. Source: Open Society Foundations 2. Source: UNICEF - Youth, Protests and the Polycrisis

Technological change is shaping new security threats

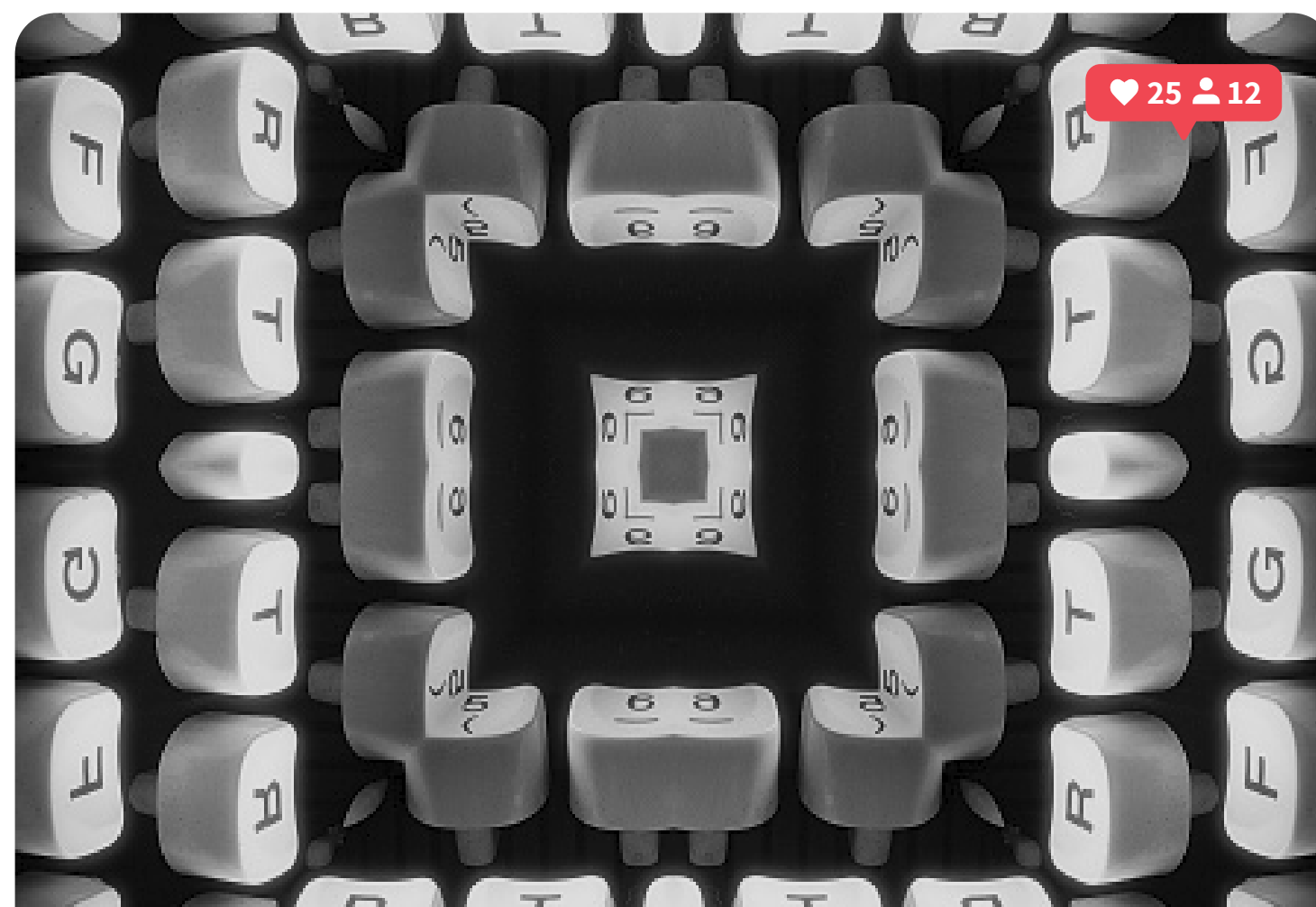
New security threats and terrorism rose strongly up the risk rankings in this year's survey.

Among experts, this risk ranked 8th – up from 16th last year. When asked whether they consider this risk to be emerging slowly or rapidly or already there, a third of experts said “already there” – up from a quarter in last year's survey.

The general public has consistently ranked new security threats and terrorism higher than the experts, and the same was true this year – it

ranked in 2nd place with the public, up from 6th last year.

When we asked people who chose this risk to select which aspect most concerned them, responses differed by region. In Africa and America, most selected “mass murdering and active shooting”. In Europe, “evolving forms of terrorism” was the top answer. Respondents in Japan were more likely to select “malicious use of new technologies (e.g. 3D printing, drones)”.



“At AXA, we believe that security is not merely a technical function; it is a strategic imperative.”

ARNAUD TANGUY ✨
@ AXA GROUP CHIEF SECURITY OFFICER

How do evolving risks impact security?

Arnaud Tanguy: As Chief Security Officer, I witness firsthand how security risks are amplified by a range of factors – from geopolitical shifts and conflicts to climate change and social unrest. Threats are becoming increasingly interconnected and sophisticated. Hackers are becoming more professionalized, but also more notoriety-seeking and politically motivated. The use of AI for malicious purposes is posing a new level of threat. Ransomware risk has increased substantially, for example, with \$1.1 billion paid to hackers in 2023 – nearly double the figure from 2022¹. The health sector is especially affected.

What role can AXA play in this evolving risk landscape?

A. T.: At AXA, we believe that security is not merely a technical function; it is a strategic imperative. Security professionals must adopt a proactive, collaborative approach to equip individuals and organizations with the tools and knowledge to anticipate and mitigate emerging risks. While continuously strengthening our own security foundations, we are committed to fostering a strong ecosystem of partnerships, notably through our involvement in France's *Campus Cyber*. We have an unprecedented opportunity to rethink the way we approach security. By sharing best practices, we can leverage collective expertise to address the common challenges we face. I am confident that, by being proactive, agile and collaborative, we can navigate these challenges and emerge stronger than ever.



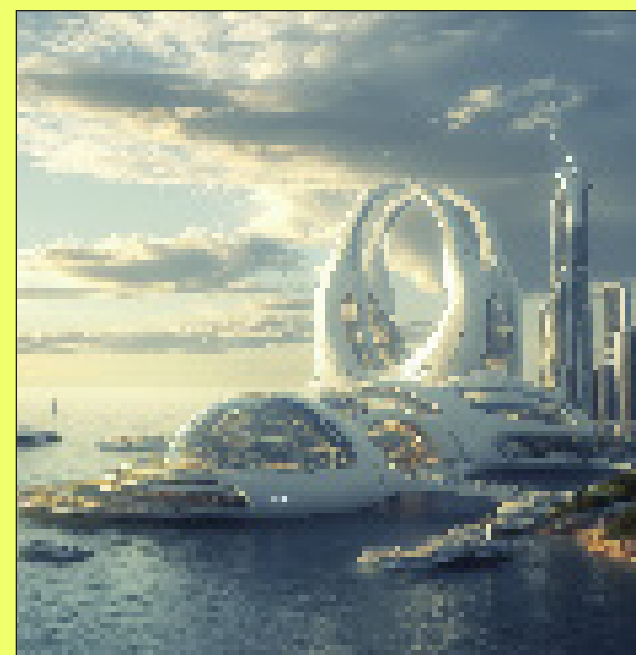
1. Source: Fisher Phillips

4 AI-powered misinformation

IS A RISING THREAT TO OUR DEMOCRACIES

•••

Both disinformation (which is deliberately intended to mislead) and misinformation (which includes false information spread by those who mistakenly believe it) are as old as humanity itself. However, technology is dramatically expanding their potential consequences. We asked new questions in this year's survey to explore how experts and the general public view the problem.



Many people are overconfident in their ability to spot misinformation

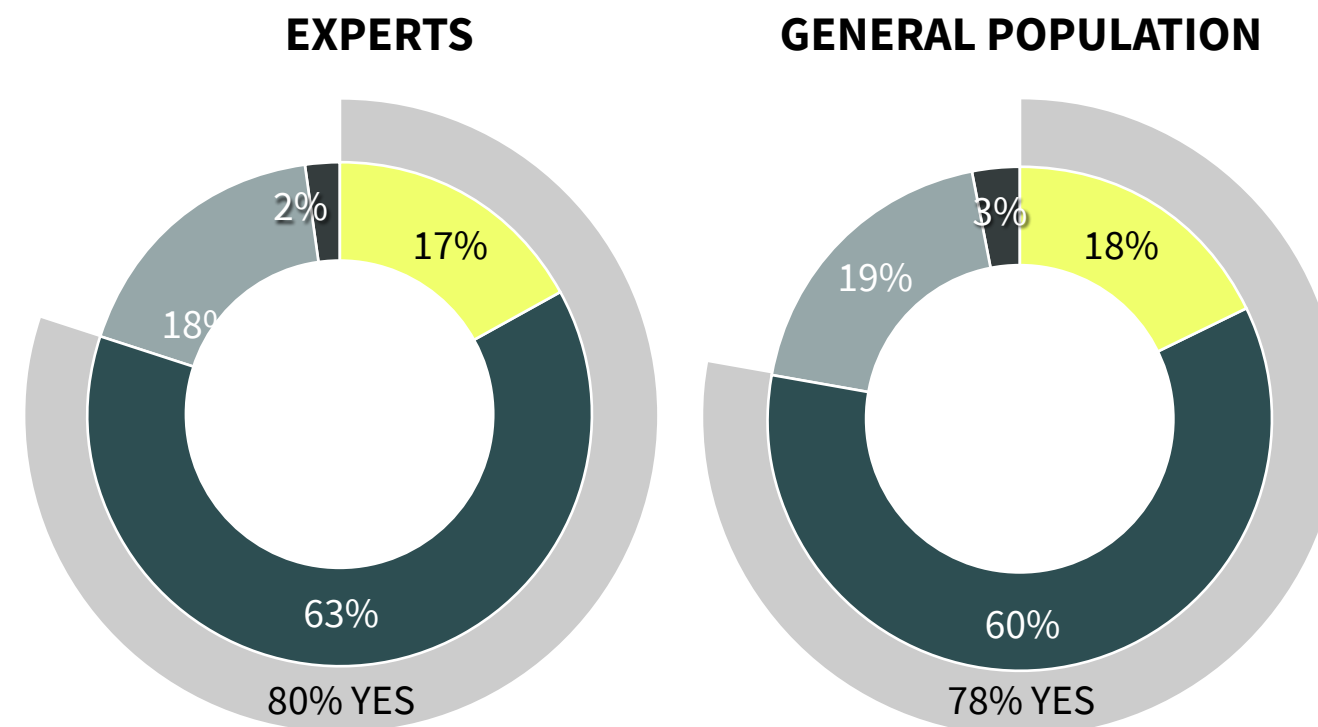


Our survey found evidence of the Lake Wobegon effect – a tendency to overestimate one’s own abilities relative to those of others – when it comes to spotting misinformation. Most experts (80%) and members of the public (78%) were confident in their own ability to differentiate between true and false information on social media platforms. When we asked if they believe people generally share this ability, however, only 25% of experts and 40% of the public agreed.

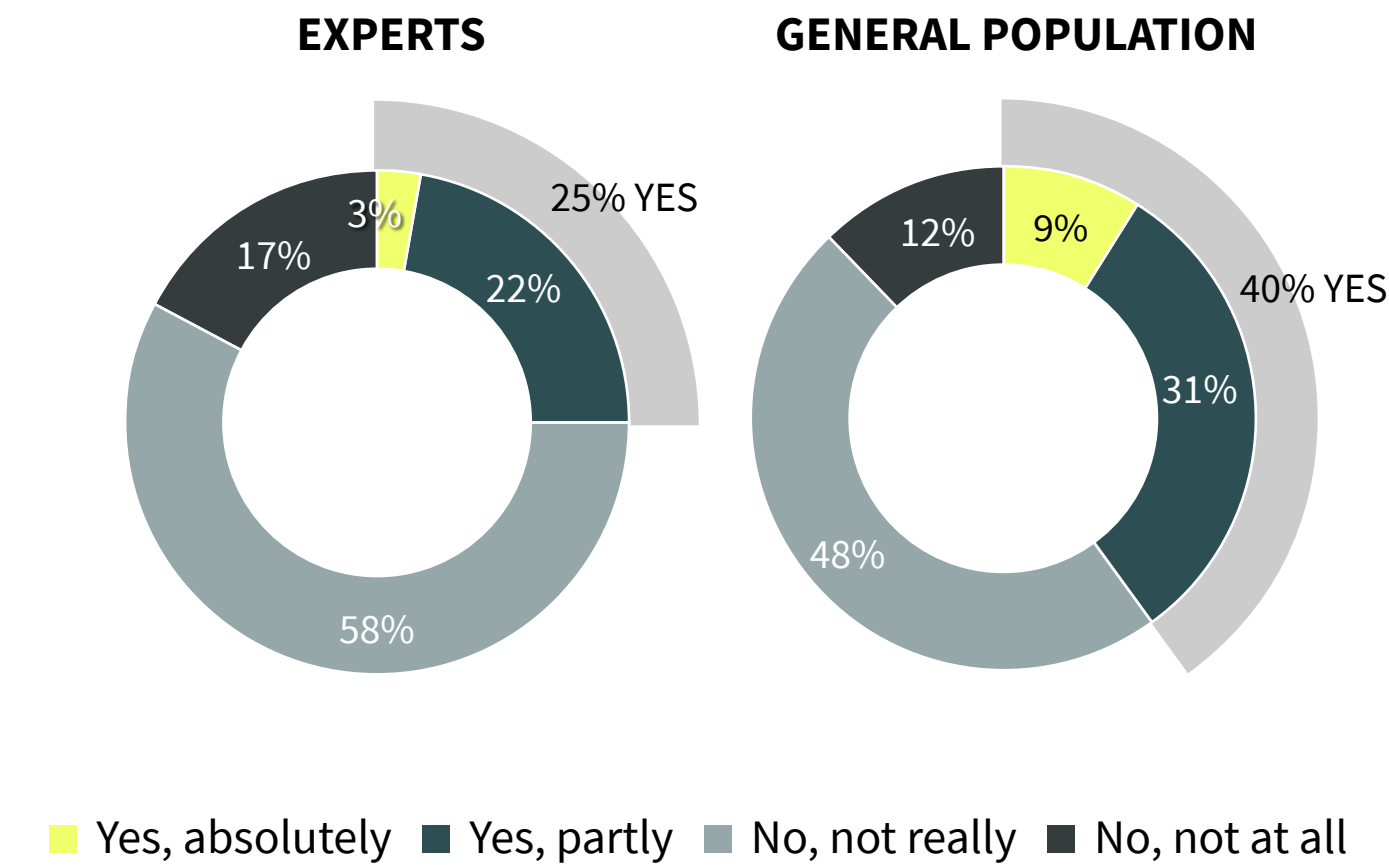
This neglect of their own potential weakness is all the more worrying since the consequences of misinformation can be very serious.



ARE YOU ABLE TO SPOT MISINFORMATION?



DO YOU BELIEVE THAT PEOPLE GENERALLY ARE ABLE TO SPOT MISINFORMATION?



INTERVIEW

Disinformation has reached an unprecedented level



DAVID COLON ✨
@ PROFESSOR AND RESEARCHER
AT SCIENCES PO PARIS

“Strategic use of fake news aims to undermine democratic regimes from within by amplifying divisions, encouraging mistrust, and eroding the ability of citizens and organizations to differentiate what’s true from what’s false.”

David Colon

In your book “The Information War”, you talk about how fake news is used as a weapon of war. Why?

David Colon: Since the end of the Cold War, the information space has become a major battlefield between democracies and authoritarian regimes. The former sees the free global circulation of information as a vector of progress, while the latter sees it as an existential threat. Strategic use of fake news aims to undermine democratic regimes from within by amplifying divisions, encouraging mistrust, and eroding the ability of citizens and organizations to differentiate what’s true from what’s false.

You talk in terms of a “global cyberwar”. How would you say misinformation has evolved with the emergence of new digital tools?

D. C.: The advent of smartphones, social media and artificial intelligence has taken disinformation to an unprecedented level in both its scope and reach. By its nature, the business model of major online platforms - dedicated to maximising advertising revenues - has encouraged the proliferation of fake news and conspiracy theories. In parallel, many companies’ use of programmatic advertising has resulted in their unwittingly and frequently funding unreliable websites. With today’s convergence of influencers, algorithms and digital crowds, our information space has become more volatile than ever before.



Is there an effective way of countering fake news? Do you believe we can actually be resilient in the face of this mounting risk?

D. C.: Some progress has been made not only in raising awareness of these issues, but also in adopting measures to address them. France has led by example in launching the [Information and Democracy Partnership](#) in 2019, setting up the [Viginum](#) agency to detect digital interference from foreign entities, and more recently in passing legislation to counter foreign interference. The [EU Digital Services Act](#) marks a significant advance for Europe, and the OECD’s significant report entitled [Facts not Fakes](#)¹ makes a series of practical recommendations to protect the integrity of our information space internationally. Provided that we tackle the subject, I have no doubt in our society’s resilience. This is particularly true for businesses, for they too, have a democratic responsibility.

The Brazilian Supreme Court recently deplatformed X in Brazil to “combat fake news”. So, can democracy coexist with freedom of expression?

D. C.: My view is that, firstly, such measures are ineffective: suspending the media platform in Brazil was circumvented by X, just as the European Commission’s suspension of RT was circumvented in 2022. Secondly, they are counter-productive, because they appear, albeit falsely, to attack freedom of expression. All too often, our democracies try to combat fake news by containing freedom of expression, freedom of opinion or freedom to inform. Along with other researchers, I advocate for an approach that involves regulating how content is disseminated, rather than the nature of the content. Making a malicious statement is one thing, but instantly making it public is quite another. As Renée DiResta has written: *“Freedom of speech is not freedom of reach.”*

1. Source: OECD

Misinformation could influence votes and lead to election results being challenged

With around half the world's population due to vote in national elections in 2024, this year's survey set out to gauge concern about the potential electoral impact of misinformation. A large majority of both experts (90%) and the general public (83%) expect attempts to use misinformation on social networks to influence the vote in upcoming elections.

Our survey also found that 66% of experts and 69% of the public see a significant risk of election results being challenged due to misinformation.

88%

More broadly, 88% of experts and 78% of the general population agree that **misinformation has serious consequences for the functioning of political institutions.**



FOCUS

Asia stands out from other regions on misinformation

Experts in Asia are much more likely than those in other regions to express confidence in the public's ability to distinguish true from false information (38% in Asia versus 22% in Europe, 18% in America, and 9% in Africa). Among the general public, respondents from Japan are notable for their modesty: only 50% believe they have this ability, compared to 78% globally.

Perceptions also differ about the most serious impacts of misinformation. While respondents elsewhere are more likely to mention "violence and hatred", the

top responses in Asia were "the functioning of political institutions" for experts and "the safety of property and people" for the public.

Finally, experts in Asia are more likely than those on other continents to say they prioritize curbing misinformation over protecting freedom of expression (70% versus 56% in Europe and 54% in America). They are more likely to support government measures such as temporary internet restrictions (71% vs. 57% in Europe and 51% in America).



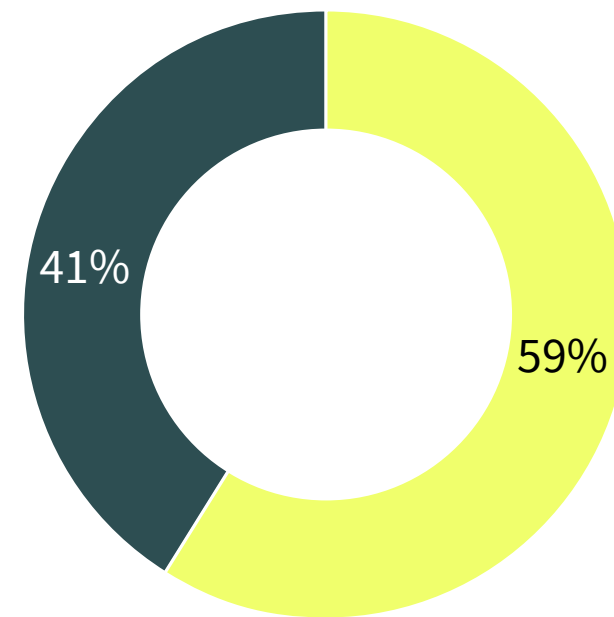
People want governments to act on misinformation

We presented survey respondents with five ideas that have been put forward as having the potential to help tackle misinformation, and asked if they agreed or disagreed with each. The proposal which commanded most support (96% of experts and 88% of the general public) was teaching social media literacy in schools to help children learn how to fact-check and form their own opinions.

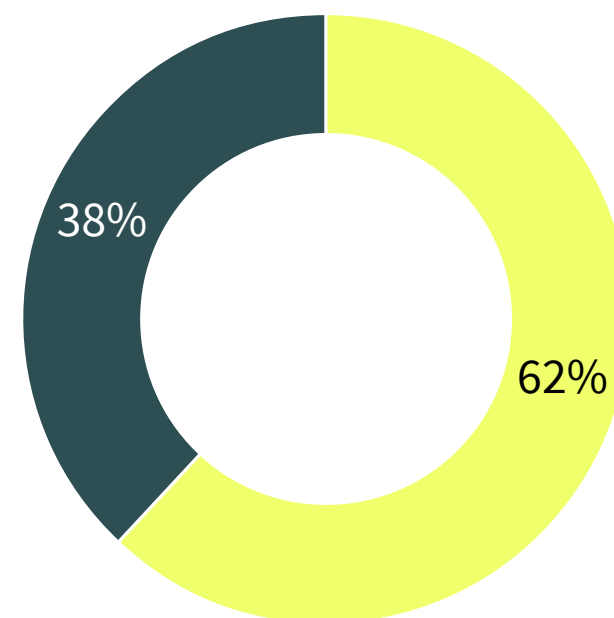


OPINION ON THE STANCE TO ADOPT ABOUT MISINFORMATION AND FAKE NEWS

EXPERTS



GENERAL POPULATION



- The most important thing is to ensure that misinformation and “fake news” do not circulate and influence citizens, even if this reduces freedom of speech.
- The most important thing is to guarantee freedom of expression for all citizens, even if this can lead to misinformation and “fake news” circulating more easily.

59%

of experts and 70% of the public supported the idea of government interventions to help tackle misinformation, such as temporary restrictions on the internet or directly removing content during crisis situations.

The next most popular ideas were penalizing misinformation by holding people accountable for spreading fake news (supported by 91% of experts and 87% of the public), and enforcing stricter rules and penalties for platforms (90% of experts and 85% of the public).

The most controversial idea – though still supported by 59%

of experts and 70% of the public – was government interventions, such as temporary restrictions on the internet or directly removing content during crisis situations. A majority of the public in every country expressed their agreement, with support ranging from 62% in Switzerland to 89% in China.



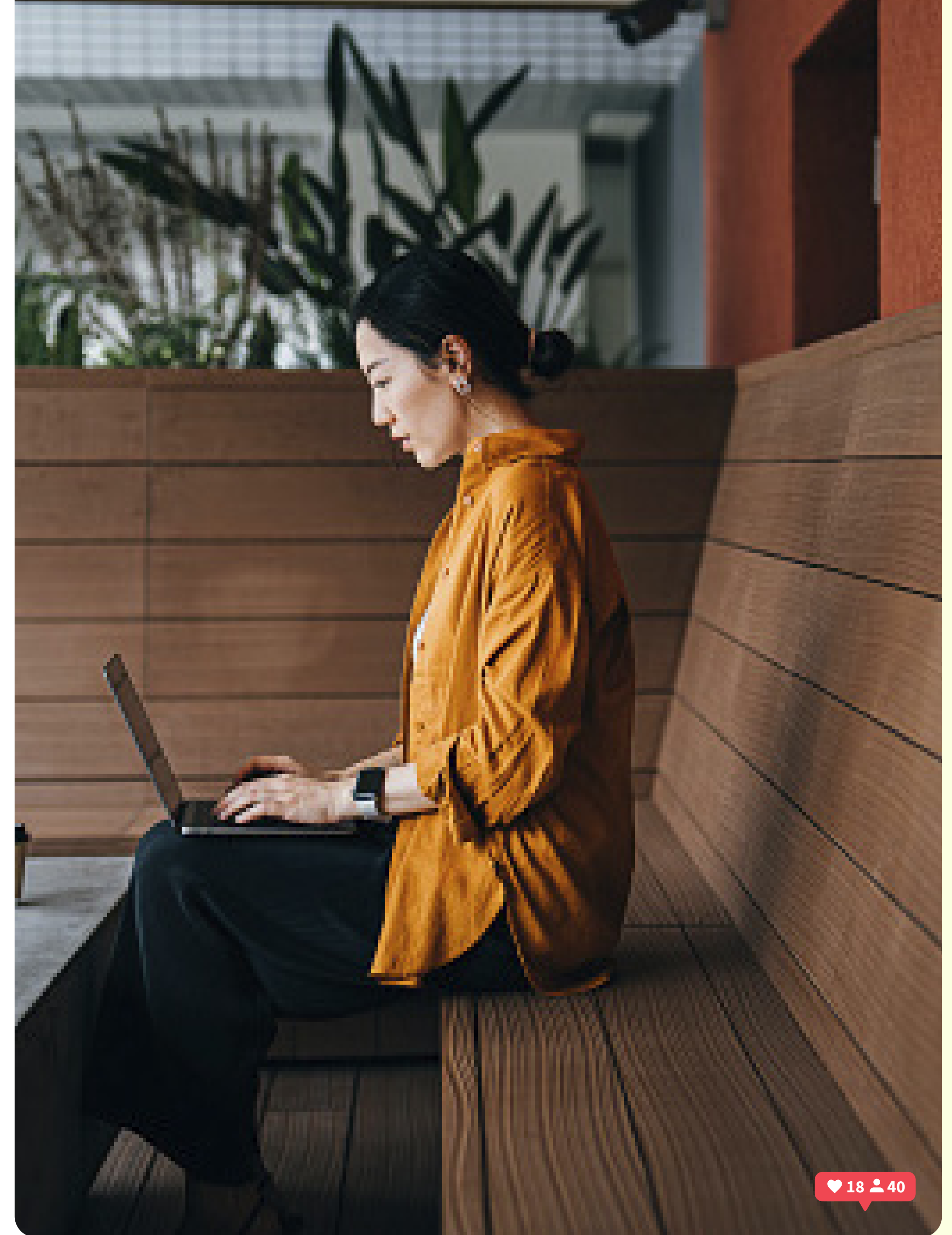
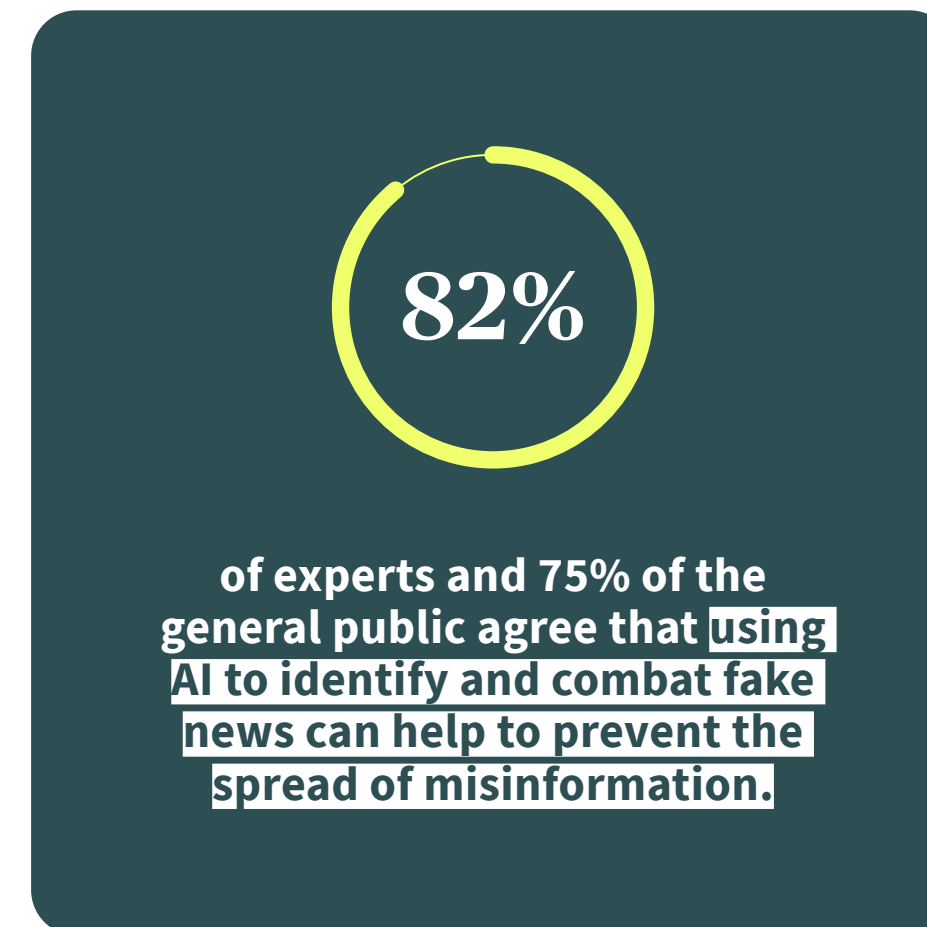
AI is turbocharging misinformation but could also help to address it



Generative AI enables bots to publish content that looks original and is hard to distinguish from content posted by real people. AI also facilitates the dissemination¹ of disinformation to a targeted audience at scale.

Governments around the world are attempting to understand how best to respond.

Although it exacerbates the problem of fake news, AI could also become part of the solution: 82% of experts and 75% of the general public agree that using AI to identify and combat fake news can help to prevent the spread of misinformation. Researchers are currently working to develop tools that can improve transparency, in combination with other approaches.



1. Source: Cambridge University Press

5 Future risks AND STRATEGIES FOR PREVENTION

In a new question this year, we asked: “When you think about the risks that worry you most, would you say they could be avoided with strong preventive action?”

Large majorities of both experts (88%) and the general public (84%) said “yes”.



Experts say public awareness and authorities' preparedness must both improve

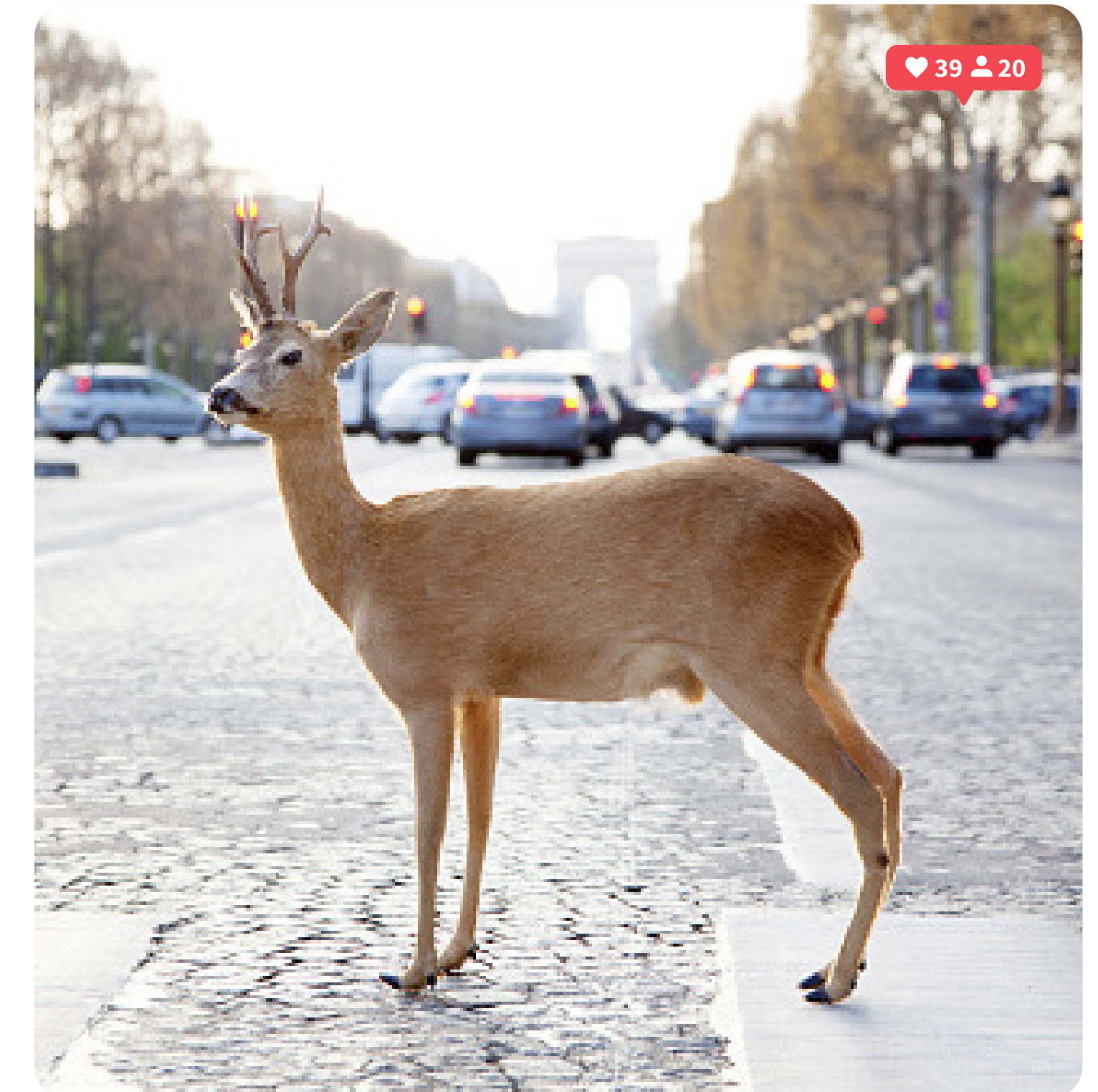
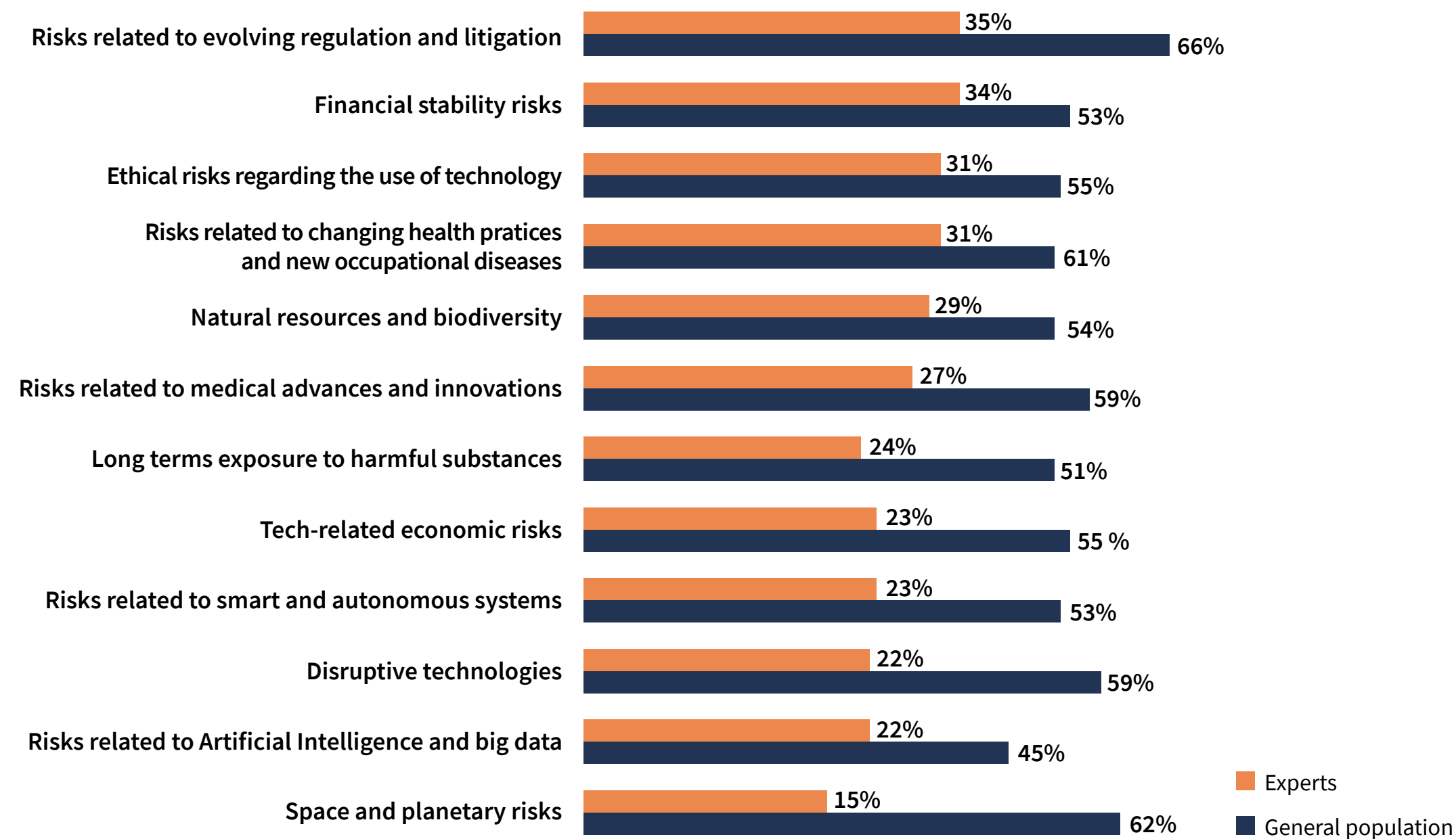
If risks are to be prevented, public authorities must be prepared for them and the general public must be aware of them. In both cases, the experts in our survey are more likely than the general public to believe that there is much work to do.

For each of the top five risks they chose, we asked survey respondents how aware of the risk they believe the general public to be. Across all 25 risks in our sample, experts were more likely than members of the public to say that people are not sufficiently aware of the risk.

Only in the case of two risks – climate change and geopolitical instability – did a majority of experts say they thought the general public is aware.

FOR 23 OF 25 RISKS, ONLY A MINORITY OF EXPERTS CONSIDER THE GENERAL PUBLIC TO BE AWARE OF THE RISK

Percentage of selection by those who selected the risk in their top 5: "Given the current knowledge of this future risk, how would you rate the awareness of the general public?"



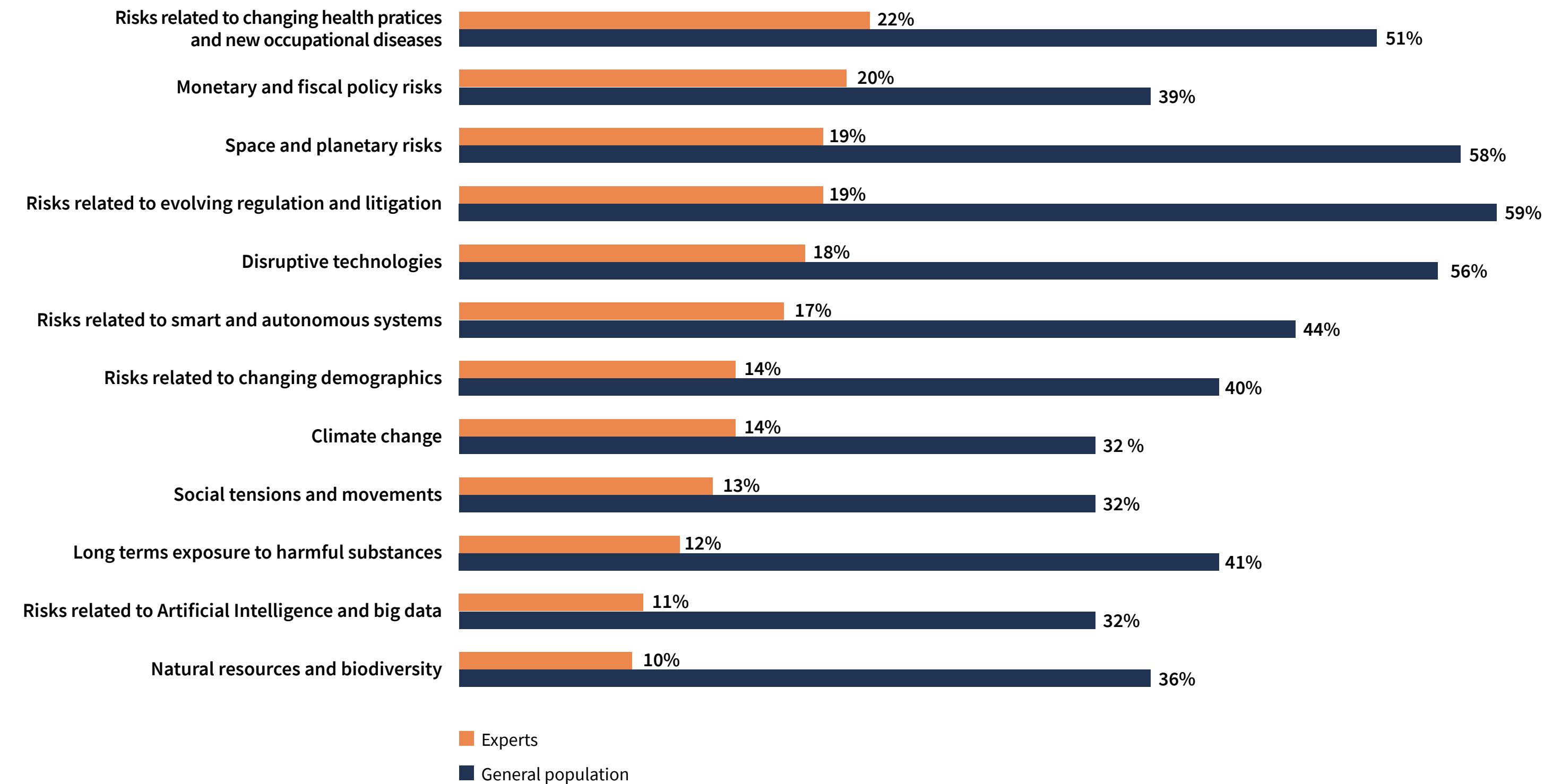
EXPERTS SAY PUBLIC AWARENESS AND AUTHORITIES' PREPAREDNESS MUST BOTH IMPROVE ↓

Similarly, when we asked “Would you say that public authorities are well prepared for the emergence of this risk?”, experts are much more pessimistic than members of the public. For the general public, the lowest score for any risk (32%) was higher than the highest score for any risk among experts (22%).

Members of the public have become generally more confident in authorities' preparedness for risk, with scores averaging 1.5 points higher than in last year's survey. Among experts, there is hardly any overall change. Experts in Europe and America tend to be more critical of authorities' level of preparedness than their peers in the Asia-Pacific region.

PREPAREDNESS OF PUBLIC AUTHORITIES FOR FUTURE RISKS

Percentage of experts and of the general population answering “yes” to the question: “Would you say that public authorities are well prepared for the emergence of this risk?”



INTERVIEW

In a world where insurability is questioned, innovation is key



NANCY BEWLAY ✨
@ AXA GROUP CHIEF
UNDERWRITING OFFICER

“Data and analytics are a part of our culture, guiding our strategic underwriting and risk decision-making.”

— Nancy Bewlay

How can product innovation address concerns about climate change?

Nancy Bewlay: As an insurer, our priority is always to provide coverage that answers to our customers’ needs and problems. That means we must adapt to new and evolving risks, constantly reinventing and improving ourselves. In a world where insurability is increasingly questioned, innovation is key.

When it comes to how climate change is increasing the frequency and severity of natural disasters, we need to move beyond the traditional approach of looking solely at the past to predict future risks. For example, in partnership with Kayrros, a global environmental intelligence firm, we recently launched a new service to allow corporate customers in France to understand their exposure to the risk of wildfires. It uses innovative predictive engineering, based on satellite imagery and combining more than 20 risk factors, to support our clients in making informed decisions about risk management and risk transfer measures.

Climate change also impacts people’s health, from wildfire smoke worsening respiratory illnesses to the spread of tropical infectious diseases into new areas and the rise in heat-related mortality among the elderly. Climate-related health risks are disproportionately felt by the most vulnerable and disadvantaged: women, children, ethnic minorities, poor communities, migrants or displaced persons, older populations, and those with underlying health conditions.

For years AXA has been addressing this need by developing insurance specifically for low-to-middle income customers. We recently renamed our service as AXA EssentiALL, to emphasize the universality of our mission to cover the essential needs of our customers all around the world.

How can advanced data analytics support insurers in making well-informed decisions to handle future risks?

N. B.: We hear from our customers, individual and corporate alike, that they have two main priorities. First, they want to pay a fair price for insurance. Second, they want more from insurers than simply paying out claims. They want personalized support to help them prevent risks. Access to data is obviously essential to achieve this level of personalization.

Data and analytics are a part of our culture. We use them to develop scenarios for strategic decision making, making predictions about future risks and monitoring them against changing conditions and early warning indicators, which allows us to pivot quickly when needed. This is how we shape our overall portfolio to achieve sustainable and long-term profitability.

Our constant work on developing advanced and non-biased analytical tools is also how we develop more personalized, efficient and predictive insurance solutions for our customers. For example, AXA has recently partnered with Mistral AI, a French start up specialized in generative artificial intelligence, marking a milestone in developing AI applications for the entire insurance value chain.




The role of insurers

↓
Not only 91% of experts but also 72% of the general public believe that insurers' role in safeguarding against emerging risks will be crucial in the future. To fulfill their role, insurers must be transparent and communicate effectively to build trust with people during times of crisis.

Insurers build advanced models and data analytics to quantify and evaluate emerging risks, and can apply their expertise to assist individuals, businesses, and the public sector to enhance their resilience to a range of emerging risks.

Insurers are also important as institutional investors, with around €9.5 trillion assets under management¹ in Europe alone and a long-term business model that lends itself to supporting the transition to more sustainable economies.



Our survey asked respondents from AXA's corporate clients and commercial partners to choose their main expectations of insurers in relation to future risks. The top three answers were risk management and transfer for innovative solutions (74%), knowledge sharing and education on risks (71%) and support in prevention and resilience building (63%).

AXA remains committed to protecting individuals and assets from emerging risks, while collaborating with all stakeholders to provide value to our clients and partners. This includes advocating for collective action when necessary and dedicating time and resources to future generations.

1. Source: Insurance Europe

About the research

The AXA Future Risks Survey 2024 was conducted by Ipsos on behalf of AXA. It involved presenting online questionnaires to two distinct groups: experts and members of the public.



Experts

We surveyed 3,012 experts in 50 countries from May 14th to June 27th, 2024. The average age of respondents was 45; 55% of respondents were men and 44% women, with 1% preferring to self-describe. Most of our experts come from the insurance industry: 87% worked at AXA, with distribution/marketing and risk management the most represented professions. The remaining 13% were drawn from AXA's professional networks, primarily working in the financial services sector and for large companies.

The global spread comprised:

- **Europe:** 1,354 (top countries: France – 530; United Kingdom – 222; Belgium – 124)
- **Asia-Pacific:** 867 (top countries: Indonesia – 345; Japan – 135, Thailand – 95)
- **Americas:** 749 (top countries: Colombia – 399; Mexico – 161; United States – 137)
- **Africa:** 35

General public

We surveyed 19,003 members of the public in 15 countries between May 14th and June 15th, 2024. Respondents were sampled among people aged 18 and over to be representative in terms of age, gender and occupation, with countries chosen by region and market size.

We surveyed 5,000 people in the United States, and 1,000 in each of Australia, Belgium, China, France, Germany, Hong Kong, Italy, Japan, Mexico, Morocco, Nigeria, Spain, Switzerland and the United Kingdom. Country results were weighted to produce the global and regional results.

The 25 risks

We presented survey respondents with 25 risks, divided into five categories, and asked them to choose their top five. We ranked the results by assigning 5 points to each top answer, 4 to the 2nd answer, etc.

Health and medicine: chronic illnesses; long-term exposure to harmful substances; pandemics and infectious diseases; risks related to changing health practices and new occupational diseases; and risks related to medical advances and innovations.

Environment and energy: climate change; energy risks; pollution; space and planetary risks; natural resources and biodiversity risks.

Technology and data: cyber security risks; disruptive technologies; ethical risks regarding the use of technology; risks related to smart and autonomous systems; risks related to artificial intelligence and big data.

Economics, finance and business environment: financial stability risks; macro-economic risks; monetary and fiscal policy risks; risks related to the future of work; tech-related economic risks.

Society, politics and regulation: geopolitical instability; new security threats and terrorism; risks related to changing demographics; risks related to evolving regulation and litigation; social tensions and movements.



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