

Creating a Culture that Empowers Innovation and Creativity at Scale

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A silhouette photograph of the Great Pyramids of Giza at sunset. The pyramids are dark against a vibrant orange and yellow sky. The word "Culture" is overlaid in white text on the left side of the image.

Culture



Empower

Empower

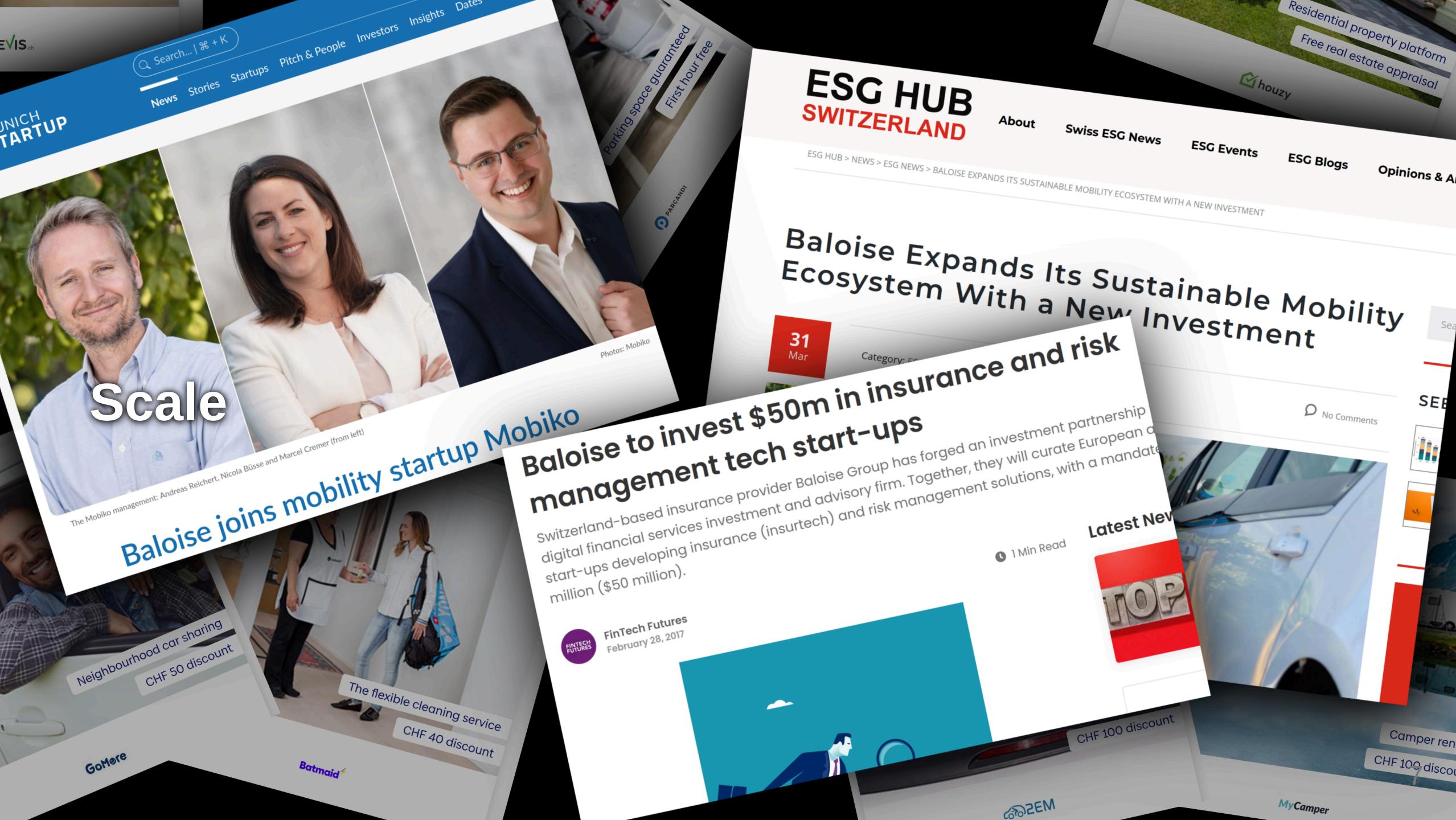


Empower





Empower



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**Ad hoc announcement pursuant to
Art. 53 LR
Baloise delivers an operationally
successful year and increases its
dividend**

Creativity



A long-exposure photograph capturing the motion of steel wool sparks. The sparks form several concentric, glowing orange-yellow circles that radiate outwards from the center. The background is dark, making the bright sparks stand out. In the lower-left foreground, there are some wooden planks and debris. The overall effect is abstract and artistic.

Ideation .

Innovation

A photograph of a man with a beard and short hair wearing over-ear headphones, relaxing in a white bathtub. He is looking upwards and to his right. A black faucet is visible on the right side of the frame. In the foreground, there are two glass bottles: a large brown one with a textured surface and a smaller clear one with a copper-colored cap.

In the tub

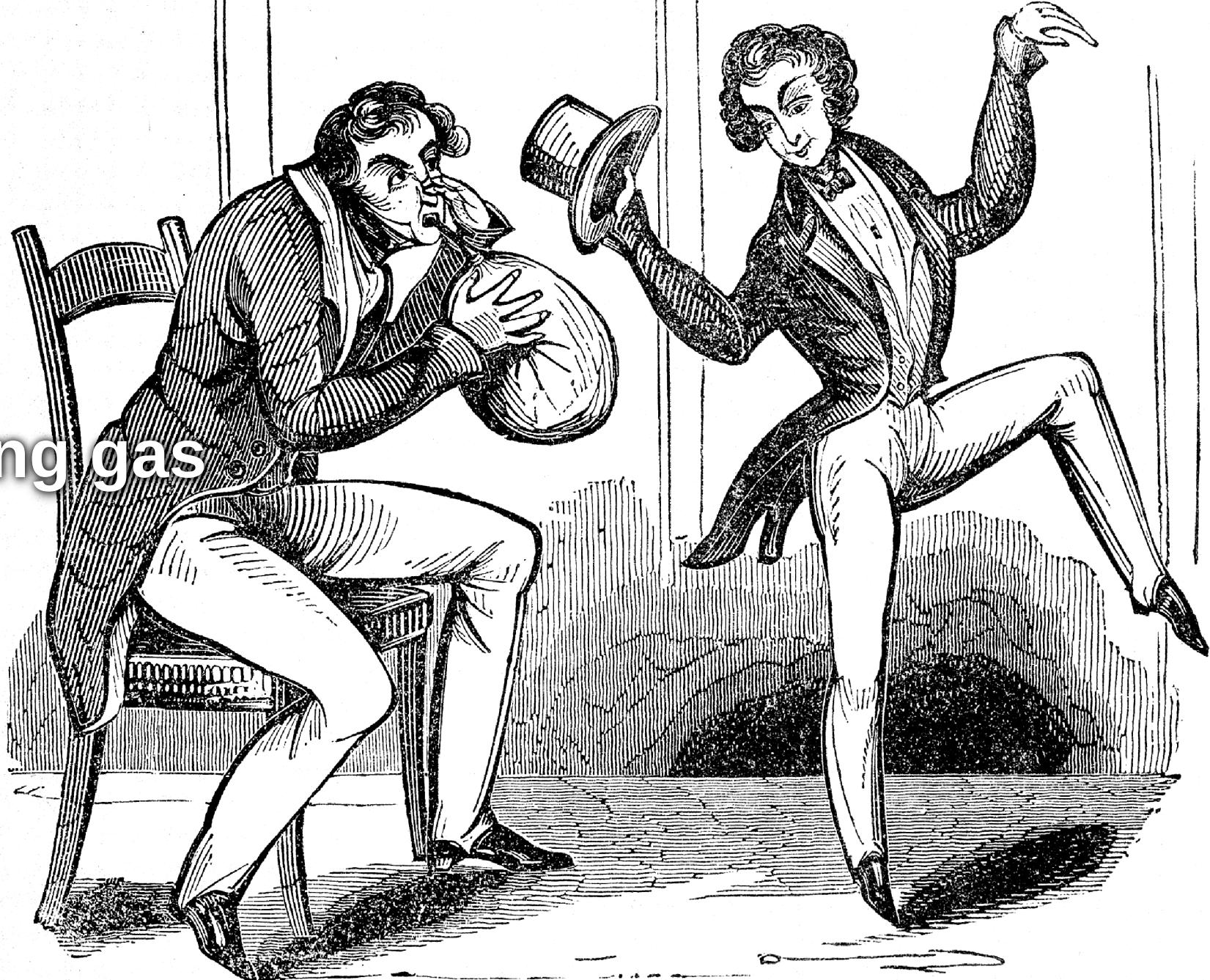
Density





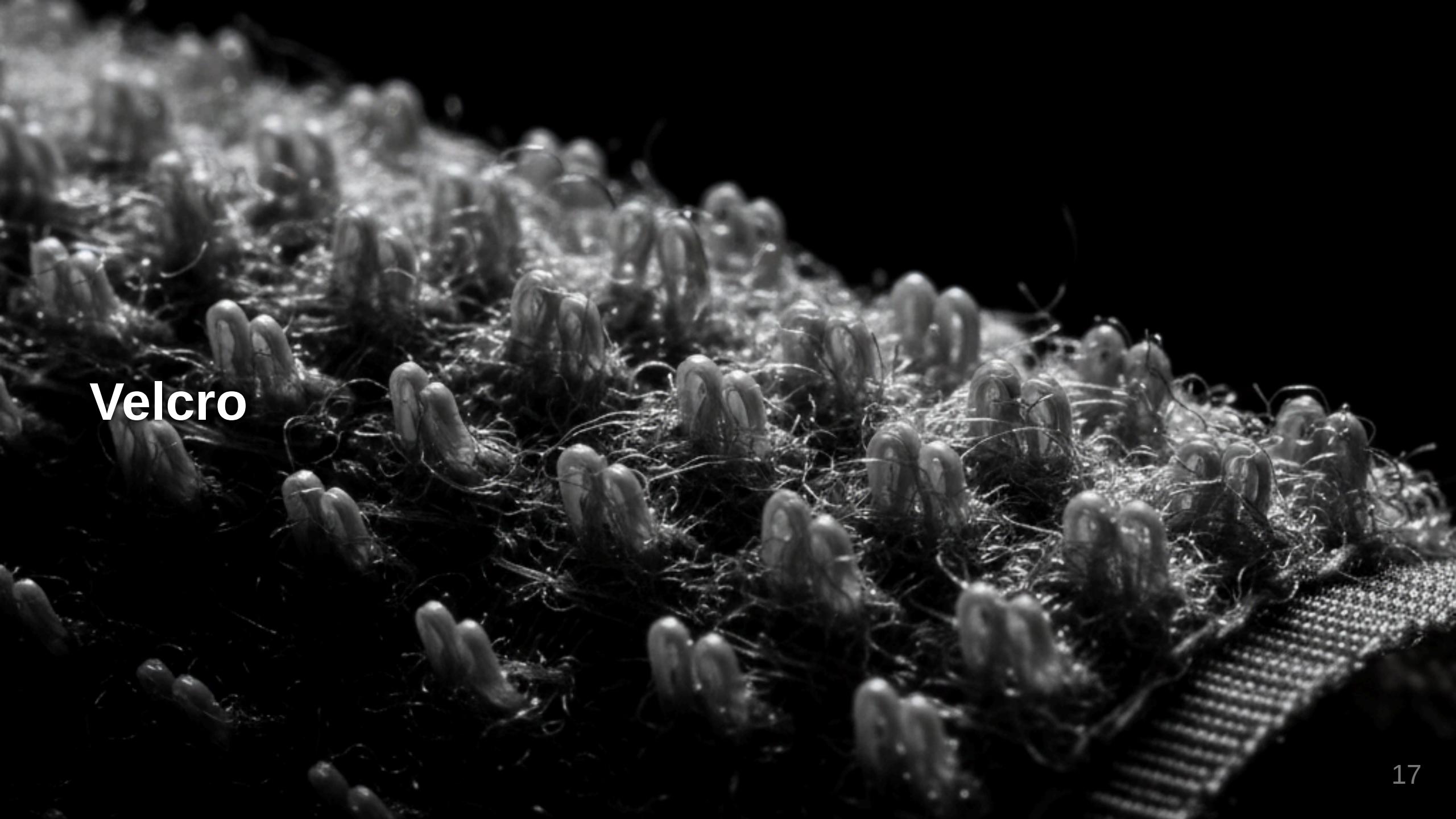
Pogo dancing

Laughing gas



A black and white photograph capturing a moment in a park. In the foreground, a man is seen from the side, wearing a fedora hat and a dark coat over a light-colored shirt. He is walking a dog on a leash. The dog, a large breed with dark and light patches, is looking towards the right. The background features a large, multi-story building with a prominent steeple, surrounded by trees under a clear sky.

Walking the dog



Velcro



Creativity



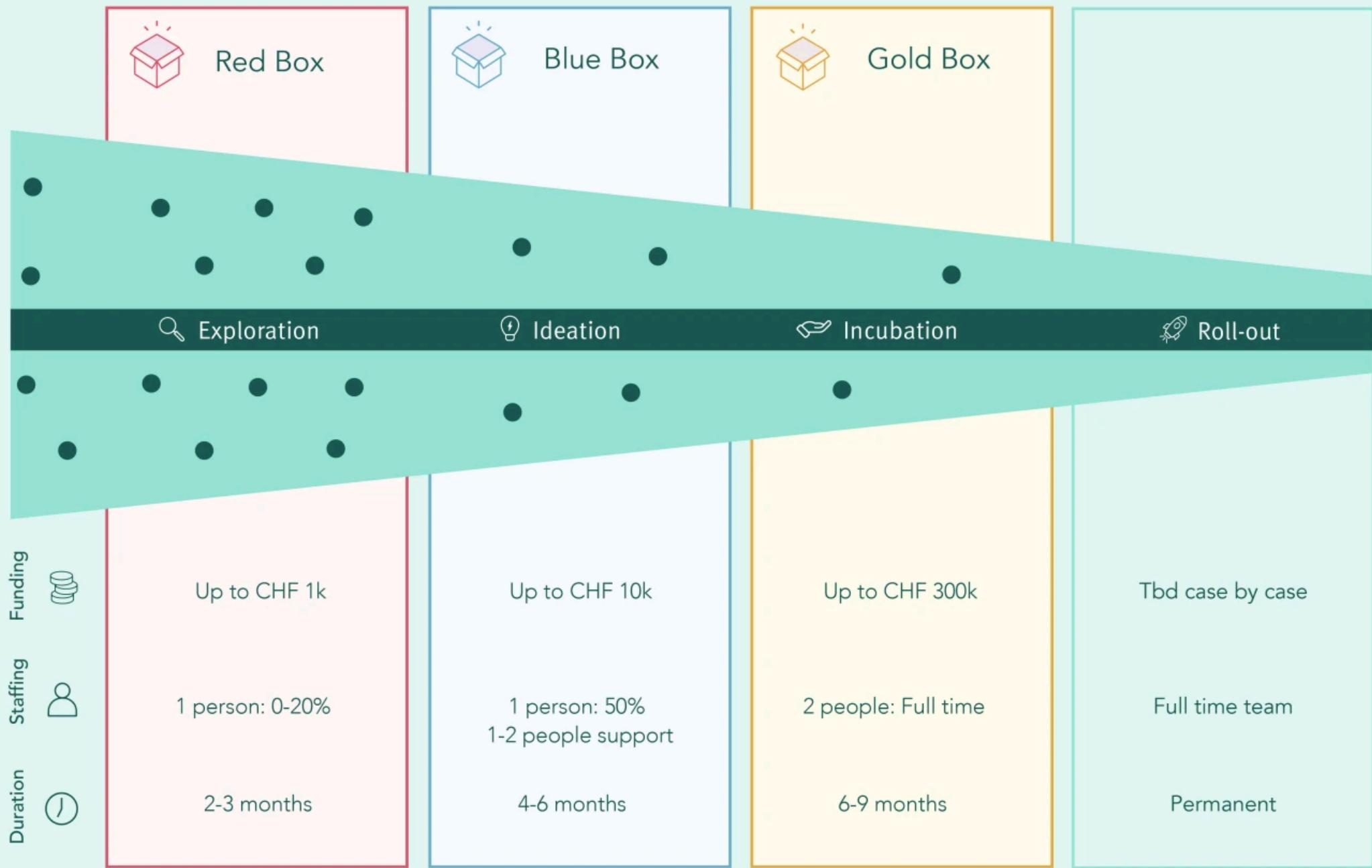
Group Strategy and Innovation

Slack



A large procession of hooded figures in white robes and blue stoles is marching down a city street. They are carrying ornate silver reliquaries on poles. The procession is moving away from the camera, creating a sense of depth. The buildings in the background are light-colored with some architectural details. The overall atmosphere is solemn and traditional.

Ideation and Innovation Process



**Ich habe nicht
die Wand beschmiert.**

Ich habe gelernt,
warum Lippensstift
«Lippensstift» heisst.

Manchmal klappt's. Manchmal lernt man.
Wir versichern deine Kreativität.



 **baloise**



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Baloise recognised as one of Switzerland's most innovative insurance companies of 2023





