ILO-MIN WEBINAR SERIES
"LEARNING FROM THE LEADERS"

WEBINAR 3: BUILDING TECHNICAL CAPACITY FOR INCLUSIVE INSURANCE

17 JUNE, 2025
3:00 - 4:00 PM CEST

REGISTER NOW

Moderator & Co-Host

Sara Orozco, LATAC Regional Coordinator Microinsurance Network

Lisa Morgan, Technical Specialist The ILO's Impact Insurance Facility

Speakers

Mabyr Valderrama Villabona Sustainability Director, Fasecolda

Camyla Fonseca Knowledge and Capacity Building Officer, ILO

Eileen Kirui Business Development Lead-Inclusive Insurance APA Insurance Limited

International Labour Organization

IMPACT INSURANCE

Building technical capacity for inclusive insurance

Learning from the Leaders webinar series

June 17, 2025

International Labour Organization

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The challenge

Inclusive insurance models globally struggle to scale and be sustainable despite urgent protection needs by the most vulnerable

- Insurers face technical and operational barriers to serve vulnerable customers
- Distributors struggle with client engagement
- Consumers receive products that don’t meet their needs
- Consumers often lack financial education

The ILO's comprehensive capacity building programme

Built on 15+ years of experience working with insurers, distributors and governments

We focus on

- Training
- Communities of practice
- Practical tools and guides

Our goal

- To create a sustainable capacity building model that supports lasting impact

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Capacity building through training

The core of our programme

- Delivered globally and locally
- Practice-oriented
- Hundreds of practitioners trained across Africa, Asia, and Latin America

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Global training initiatives

Bringing together global stakeholders to foster cross-border knowledge sharing

- Impact Insurance Academy (one-week program, face-to-face)
- Insurance for Development (five-week program, e-learning)
- Seguros para el Desarrollo (five-week program, e-learning)

Local training initiatives

Partnering with local insurance institutes to ensure local ownership, sustainability and practical expertise adapted to local needs

- Bangladesh – Academy of Learning
- Côte d'Ivoire – Centre Professionnel de Formation en Assurance (CPFA)
- Egypt – Financial Services Institute
- Nigeria – College of Insurance and Financial Management (CIFM)
- Philippines – Insurance Institute for Asia and the Pacific (IIAP)
- Tanzania – Africa College of Insurance and Social Protection (ACISP)
- Uganda – Insurance Training College (ITC)

Our training curriculum

A modular approach

- Core modules: Basic inclusive insurance concepts, market research, business models, client value
- Product-related modules: Complementary health insurance, index insurance, insurance for MSME
- Process-related modules: Pricing, claims, promotion and marketing, sales, distribution, partnerships

Our training modules

Core modules	Product-related modules	Process-related training modules
Introduction to inclusive insurance and its business case	Complementary inclusive health insurance: Getting started	Pricing in inclusive insurance
Introduction to inclusive insurance and customer-centric product design	Introduction to index insurance	Promoting inclusive insurance products: A 10-step planning model
Market research for inclusive insurance: Translating consumer insights into improved results	Insurance for small and medium enterprises	Managing partnerships in inclusive insurance
Unlock the demand for your products: How to deliver what your clients see as value	Making index insurance better through a client-oriented approach	Managing inclusive insurance distribution
Pathways towards greater impact: Improving your MFI's inclusive insurance offering		Ensuring customer-centric partnerships and distribution
Make change happen: Getting insurers ready to serve low-income and emerging markets		Ensuring a positive experience through customer-centric marketing, education, servicing, and claims management
Building the internal capacity to provide inclusive insurance		Claims management in inclusive insurance
Providing insurance responsibly		Proportionate risk assessment for insurance products
Public-private partnerships in inclusive insurance		Effective insurance selling
		Going digital: Creating multiple access points

Capacity building through communities of practice

Platforms to share insights and learnings

- Peer exchanges between institutions and countries
- Collaboration to co-develop solutions
- Ongoing engagement through events, forums, and digital platforms
- IFC-ILO’s Women’s Insurance Community of Practice
- ILO-MiN Inclusive Insurance Community of Practice

CoP success stories

Société de Coopération pour le développement International - SOCODEVI, RESILIENCE Project, Senegal

Commitment: Design Customer-Value Propositions/Solutions for Women Using Human-Centered Design

SOCODEVI used a human-centered design approach to understand how agricultural risks affect men and women differently. Based on these insights garnered through the CoP, the non-profit organization implemented a project to economically empower female members of agricultural groups in rural Casamance, Senegal. They helped 7,000 women from 150 women's groups to access financial services, including gender-inclusive insurance against agricultural risks.

Seguros Bolivar, Colombia

Commitment: Market Research Using Human-Centered Design

Seguros Bolivar learnt through the CoP how to tailor market research and then develop innovative solutions targeted at women customers. They have since developed Harmony Care, a form of maternity insurance with value-added services and benefits, focused on the entire pregnancy journey, including miscarriage.

doctHERs, Pakistan

Commitment: Market Research using Human-Centered Design

The CoP helped doctHERs delve deep into cultural perspectives on gender and insurance using a human-centered design methodology in surveys and focus group discussions. They identified social taboos around women's health, especially regarding breast cancer, family planning, gynecological problems (for single women), and the need for caregiving support. With Naya Jeevan, their insurtech arm, doctHERs developed a solution for small businesses that also caters to the health of women employees.

Capacity building through tools and guides

Tools to support practitioners in their work

- Pricing for microinsurance: A technical guide
- Managing microinsurance partnerships
- Partnership assessment questionnaire
- How to conduct a PACE client value assessment
- "3-D" client value assessment tool
- Making insurance work for microfinance institutions
- Health microinsurance schemes: Feasibility study guide

Other programmes out there

- Microinsurance Master: Industry accelerator
- Access to Insurance Initiative (A2ii): Index Insurance Training for all Stakeholders
- The Microinsurance Academy and The Infinite Actuary: Core, Implementation and Data for Microinsurance
- SDG Academy: Insurance and the SDGs
- Frankfurt School: Certified Expert in Microinsurance

Interested in partnering or attending a training?

Reach out!

- Contact us at impactinsurance@ilo.org
- Follow us on LinkedIn
- Sign up for our monthly newsletter

fasecolda
Federación de Aseguradores Colombianos

Fortalecimiento de capacidades técnicas en seguros inclusivos

JUNIO 17 DE 2025

Convenio entre:

Fasecolda – Federación de Aseguradores Colombianos | Banca de las Oportunidades | UNDP

Exploración y buenas prácticas

Sesiones de Aprendizaje,
Talleres, seminarios y eventos temáticos

1. **Seguros Inclusivos**
2. ***Legal Design***
3. ***KYC***
4. **Experiencia de Usuario**
5. **Seguros Paramétricos**

Exploración y buenas prácticas

Mapeo de Seguros:
Taxonomía social

2.492 seguros que atienden diferentes segmentos poblacionales

Acompañamiento a la industria

Laboratorios de Soluciones y retos de innovación

Retos de innovación

1. **Convocatoria abierta:** Dirigida a actores del ecosistema asegurador, financiero y con conocimiento del cliente.
2. **Caracterización de segmentos y diagnóstico**
3. **Vinculación de expertos:** Contratación de profesionales especializados en el diseño y desarrollo de pilotos.
4. **Contextualización temática:** Realización de *webinars* y espacios de información para participantes.
5. **Formación y acompañamiento técnico:** Soporte metodológico y técnico para estructurar las propuestas.
6. **Evaluación y selección:** Identificación de soluciones ganadoras de apoyo técnico y recursos financieros.

Resultados Retos de Innovación

Reto para Pequeño Alojamientos

Objetivo: Seguro para pequeños alojamientos en Colombia.

Ganador: Seguro embebido que integra coberturas de infraestructura y para el cliente y empleados.

Reto de Biodiversidad

Objetivo: Asegurar proyectos de conservación.

Ganadores:

- **Natinsure:** Ampara daños sobre el activo ambiental e incluye coberturas de *human-wilflife conflict*.
- **Seguro del Agua:** Paramétrico preventivo y Protección de ecosistemas de páramo

Reto para Tenderos

Objetivo: Seguro embebido en productos financieros para pequeños comercios.

Ganadores:

- **Sencillo:** Crédito rotativo, seguro contra daños y hurto, educación financiera y herramientas de ahorro.
- **Veci Ágil:** Préstamo rotativo con seguro paramétrico, desembolso a proveedores y fase inicial de crédito digital para capital de trabajo

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¡GRACIAS!

THE APOLLO GROUP

Building Technical Capacity for Inclusive Insurance

17th June 2025

APOLLO CENTRE
APOLLO ASSET MANAGEMENT

APA INSURANCE
GENERAL • LIFE • HEALTH

THE APOLLO GROUP

About APA Apollo

APA Apollo is one of the leading Financial services provider in East Africa offering financial and risk solutions to both corporates and individuals.

We have various divisions within the Group i.e. General Insurance, Health Insurance and Life Insurance and Wealth creation and Asset Management.

APA Insurance, a subsidiary of Apollo Group, is currently the largest general Insurer by Market Share in Kenya.

APA Life, a subsidiary of Apollo Group, is currently the fastest growing Life Insurer in Kenya offering all classes of life insurance, Retirement savings, group life, credit life and Individual life plans.

APA Microinsurance Ltd is a new subsidiary of Apollo Group offering General, Life and Health. Under General we have agriculture(crop & livestock) and non-life. From 542 farmers to over 3M beneficiaries. 4% of APA Apollo Groups' GWP.

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OUR GROUP

- Swiss Re
- Kenmac
- Hollard

Apollo Investments
(Holding Company)

- 100% — APA Insurance (General & Health Insurance)
- 100% — Apollo Asset Management (Asset & Wealth Management)
- Gordon Court (Property Management)
- 100% — APA Life Assurance (Life Insurance & Pension)
- 100% — APA Microinsurance (General, Life & Health)
- APA Insurance (General & Health Insurance)
  - 36% — RelianceInsurance (Tanzania) (General Insurance)

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What we will cover

1. What Motivated APA to enter into Inclusive Insurance Space.
2. Internal efforts taken to build the technical skills needed to offer inclusive insurance products and benefits.
3. Challenges faced along the way.

Our Motivation

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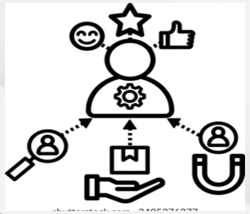
Opportunities

- Started in 2010 with 2 pilot projects

Financial Inclusion and Impact

- Portfolio diversification
- New Market segment



Customer Perspective

- Ever changing needs of the customer

Strategic Partnerships

- Collaborations with develop-ment agencies, government, reinsurers & NGOs

Regulatory Support

- Supportive frameworks
- Enabling environment

Internal Efforts

- **Active involvement/engagement in forums and trainings (Capacity Building)**
- **Institutional Culture:** APA Academy & Induction Trainings
- **Product Champions**: Promote ownership and peer learning
- **Collaborating with Global & Local Partners;** provided valuable insights product design, scaling strategies, and sustainable business models
- **Innovation and Agility:** Experiment with new ideas, pilot and flexible systems
- **People, Process, System:** Regular upskilling, process review and platforms

Benefits

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ILO Fellow

- Expansion-untapped markets
- Revamp of our products
- Data Analysis
- Trainers of Trainers
- Streamline operations
- Networking

Benefits of other programs

- Parametric product training-product design
- Impact Insurance Academy-create & measure client value, learning tools & distribution models

Shared Resources

- Reinsurance
- Actuarial
- Finance
- Marketing
- ICT & Digital
- Health & Life

Others:

- Human Resource
- Audit
- Risk & Compliance
- Customer Experience

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Challenges

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- **Limited Internal Expertise at the Start**
- **Lack of Quality Data** e.g. weather patterns and historical data
- **Customer Awareness and Trust Gaps;** Limited experience with insurance and viewed it with skepticism
- **Distribution and Access;** Target customers living in remote areas
- **Technology Gaps:** Onboarding process and Claims Payout
- **Balancing Affordability and Sustainability:** High costs for skilled personnel and trainings
- **Changing Customer Needs:** Costs related to frequency of customer engagement
- **Dependency on External Partners:** Donor driven timelines not market driven and distribution for aggregators

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