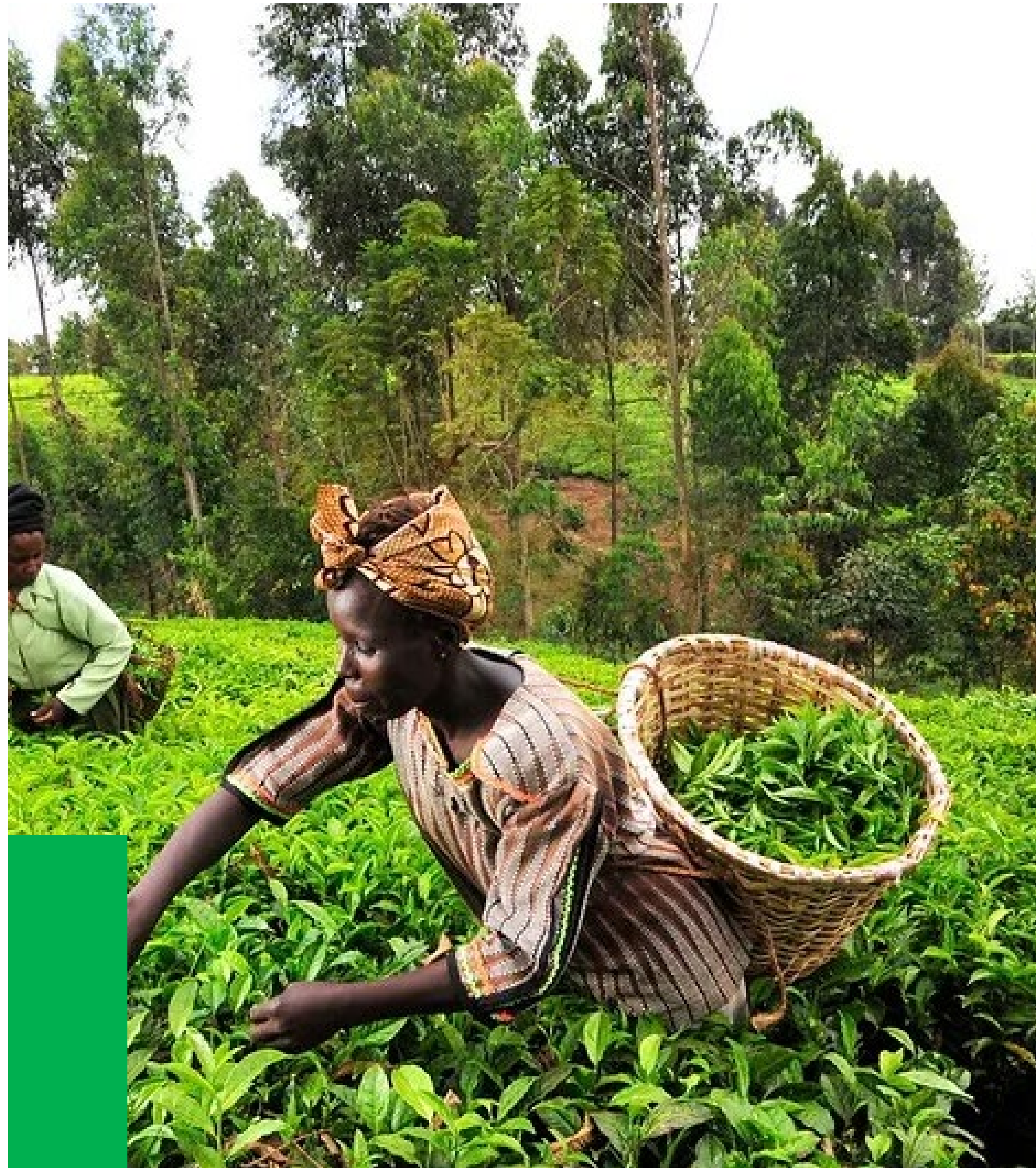


INNOVATING IN THE DESIGN AND DELIVERY OF INSURANCE LITERACY PROGRAMMES WITH FARMER ORGANISATIONS

Benson Njuguna, Microinsurance Lead (Africa), Rural Inclusion

Wednesday 23rd October 2024





**FINANCIAL INCLUSION is
incomplete without FINANCIAL
LITERACY.**

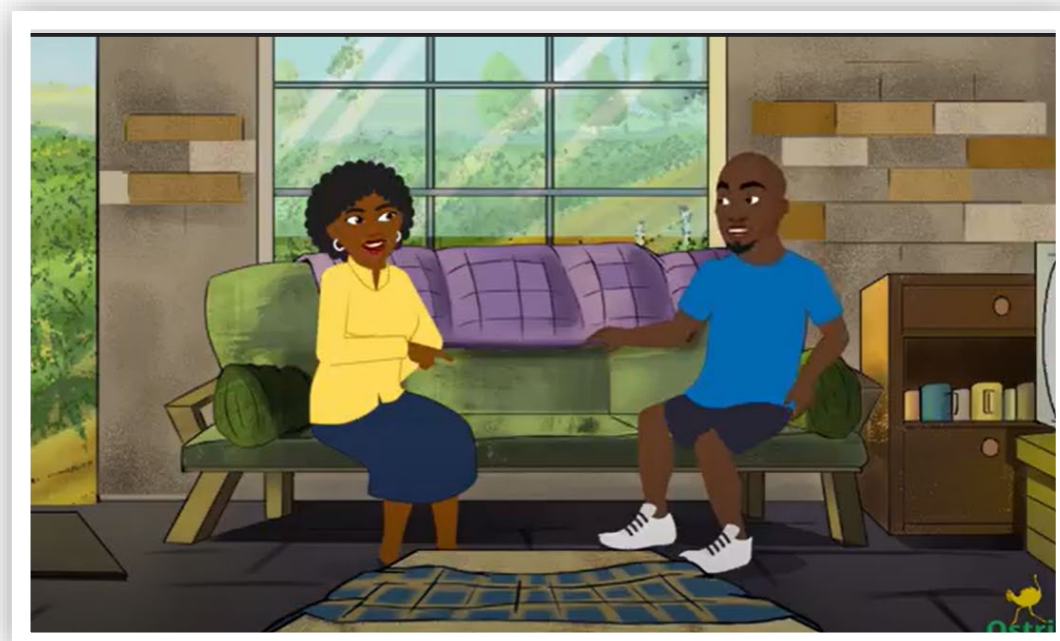
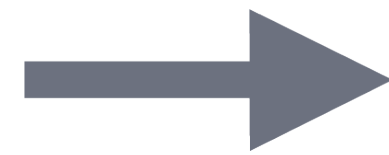
WHO IS RURAL INCLUSION?

Rural Inclusion is a social enterprise that focuses on designing innovative capacity building solutions for rural communities on topics including CDRFI, inclusive insurance and digital financial services.

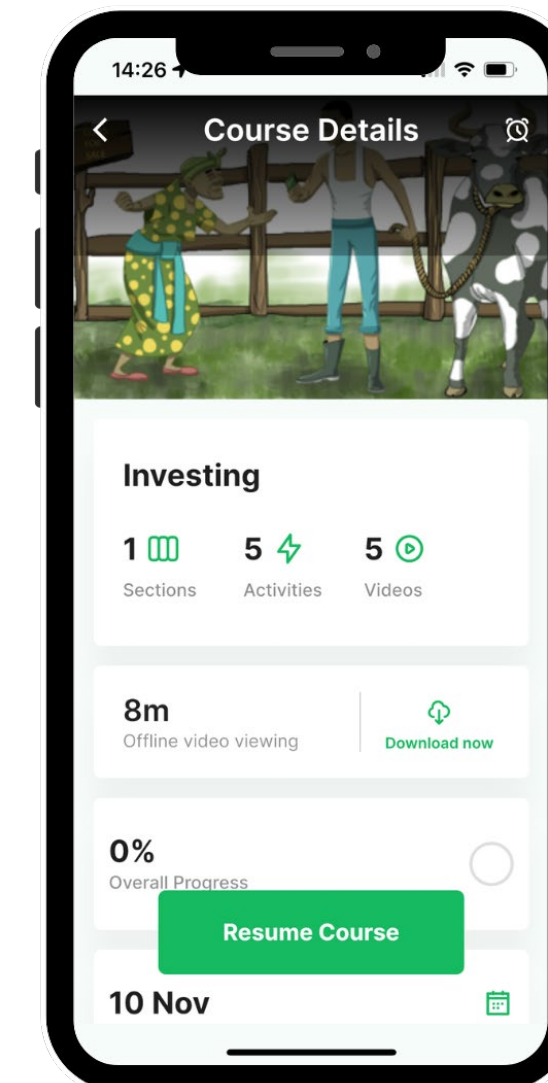
- 6,500 smallholder farmers in Village Saving Groups
- Only 9% had heard that agricultural insurance exists
- Less than 0.5% had access



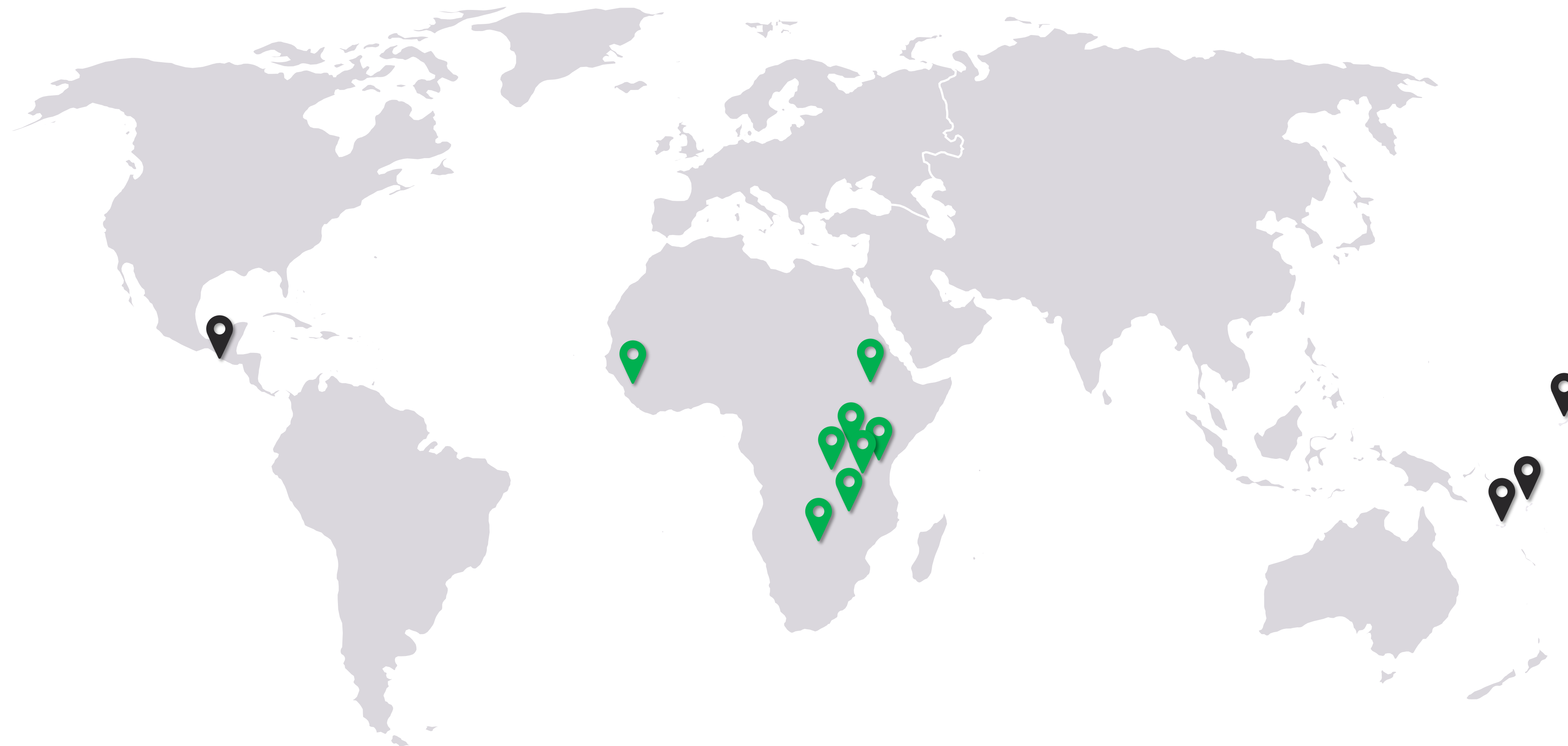
OUR METHODOLOGY - THE 3Ds APPROACH



Award Winning

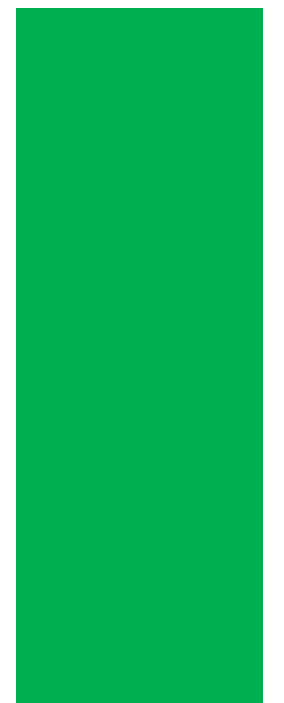


WHERE HAVE WE WORKED?



- Uganda
- Malawi
- Kenya
- Tanzania
- Rwanda
- Zambia
- Ethiopia
- Senegal
- El Salvador
- Fiji
- Tonga
- Samoa

WHO WE HAVE WORKED WITH?



SAMPLE **CONTENT** *(59 SEC)*

CASE STUDY: FINANCIAL LITERACY FOR COFFEE FARMERS IN UGANDA

Rural Inclusion partnered with Ugandan coffee company Agri Evolve to develop and deliver financial literacy training to over 5,000 coffee farmers in the Rwenzori Mountains, including on topics of Insurance Basics, Parametric Insurance, Savings, Budgeting and Responsible Borrowing.

Previous Challenges:

- "The challenging topography of the mountainous region, with its sparsely populated and remote communities, makes it difficult to deliver training to farmers.
- There is a lack of digital content available in the local language of Lukonzo (Has about 800k speakers)
- Literacy levels amongst the farmers are extremely low.



OUR 3Ds

APPROACH

Develop	<ul style="list-style-type: none">- Developed the strategy for how to leverage on the local infrastructure of Village Saving Groups and local change agents to deliver training on a regular basis- Focus group discussions to understand the current relationship of groups with financial services, to inform the concepts and storylines.
Digitise	<ul style="list-style-type: none">- Development of 2D animated videos with local character voiceover in Lukonzo to be accessible to all farmers.- Included content and environments that represented the Mountains
Deliver	<ul style="list-style-type: none">- Modified the Ostree application for the new language- Delivered training of trainer sessions for staff and change agents- Over 55 change agents accessed the platform to use within their existing face-to-face engagements with farmers.- Leveraged on Ostree's capabilities to conduct quizzes and surveys on the platform to capture data to evaluate the impact of sessions.



We started working with Rural Inclusion to tackle our challenge of having consistent training material in local languages to use with our farmers. Working with the team has been an excellent experience as they are proactive, communicative and friendly. The content they developed for us is engaging, relevant and relatable for local communities.

Beth Rowland, Director, Agri Evolve

A **research project** led by University of Nottingham and University of Bristol, which explored the effectiveness of three different training methods in increasing the financial literacy with Agri Evolve's coffee farmers found that the use of **Ostrii combined with a trusted community-based agent** was preferred across interviews with individual farmers and field agents.



Dissemination Workshop – Kampala, Uganda – 24th November 2023



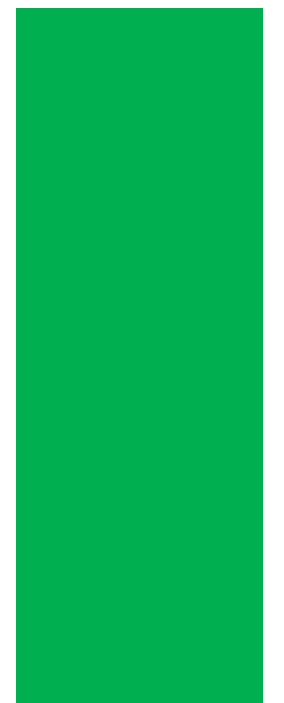
WHAT WE HAVE LEARNT?

1. Edutainment is key
2. Financial education content needs to be short and frequent
3. Microinsurance education campaigns without an available product do not work
4. Leveraging local infrastructure to deliver content is critical.
5. Use of video increases agent confidence in the field and reduces misinformation and mis-selling.

THE OUTCOMES

Innovative consumer education programmes can lead to:

- Reduced costs to build to deliver training
- Increased willingness to pay for insurance products
- Increased levels of loyalty



JOIN OUR FREE 2 HOUR TRAINING ON “5 Things to Avoid in your next Insurance Literacy Campaign.”

Deadline for Applications – Friday 1st October

 benson@ruralinclusion.org

 @Rural Inclusion CIC

 www.ruralinclusion.org

 @rural_inclusion

