

Summary

Microinsurance Conference 2008

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Centro De Convenciones y Exposiciones
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Session 6 – Capacity building for financial literacy

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Financial education for microinsurance

Microfinance Opportunities is a microenterprise resource center which focuses on the clients of microfinance services. Our microinsurance practice “puts clients first” by concentrating on the demand side of microinsurance.

Our work with market research studies and financial education addresses two of the key challenges to expanding access to microinsurance around the world:

- The development of products that are appropriate for the low income market
- The lack of understanding and appreciation for insurance among low income people

Our presentation will shed light on the second of these key challenges and will make the case for Financial Education for microinsurance.

We propose an interactive, 90 minute session that will cover these topics:

1. What is the importance of Financial Education to encouraging the uptake of microinsurance?
2. Review of the new Risk Management and Microinsurance Education module.
3. Interactive Learning Session from the Microinsurance Module
4. Challenges to Financial Education: Adapting the Learning Session and Developing Delivery Channels
5. Who Should Provide Financial Education?

This session will be highly participatory. The audience will be engaged in role play and group activities drawn from the new risk management and microinsurance education module.

Key messages:

- Lack of understanding and appreciation is a key challenge to expanding access to microinsurance for the low income market
- Low income households ascribe value for money in the context not only of premiums and claims but also in terms of the other risk management instruments at their disposal.
- Financial Education is a means for building the knowledge and confidence of the low income market around microinsurance.

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