



# Advancing Microinsurance through Awareness Campaigns

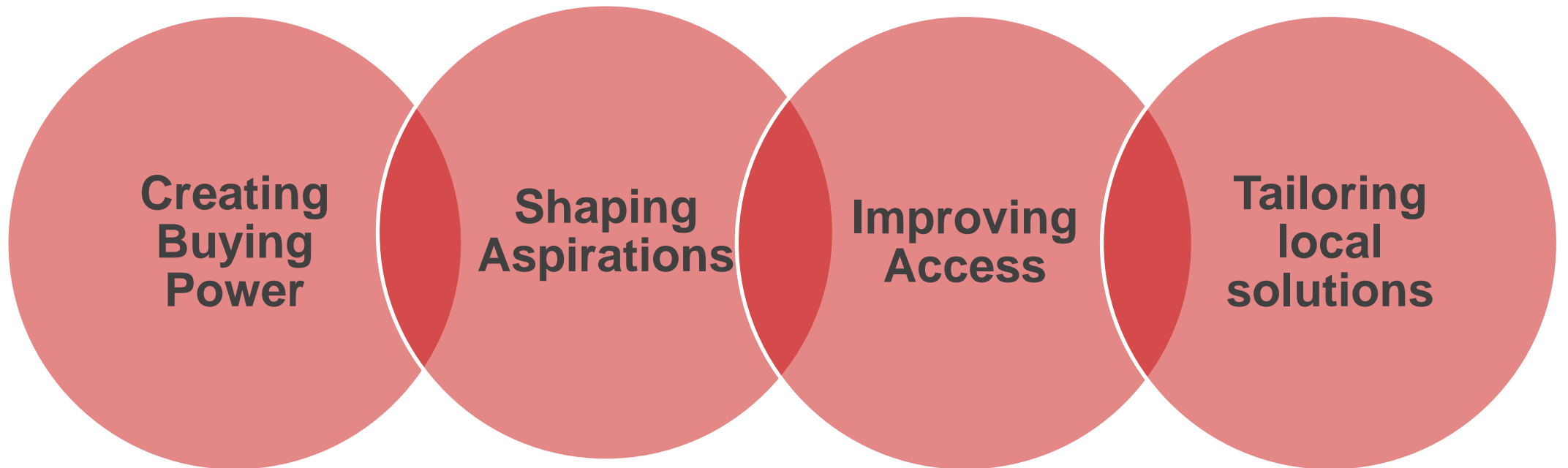
**Shayne Rose Bulos**  
**Senior Advisor**

**GIZ - Regulatory Framework promotion of Propoor  
Insurance Markets in Asia II (RFPI Asia II)**

**04 September 2017**  
**Hanoi, Vietnam**



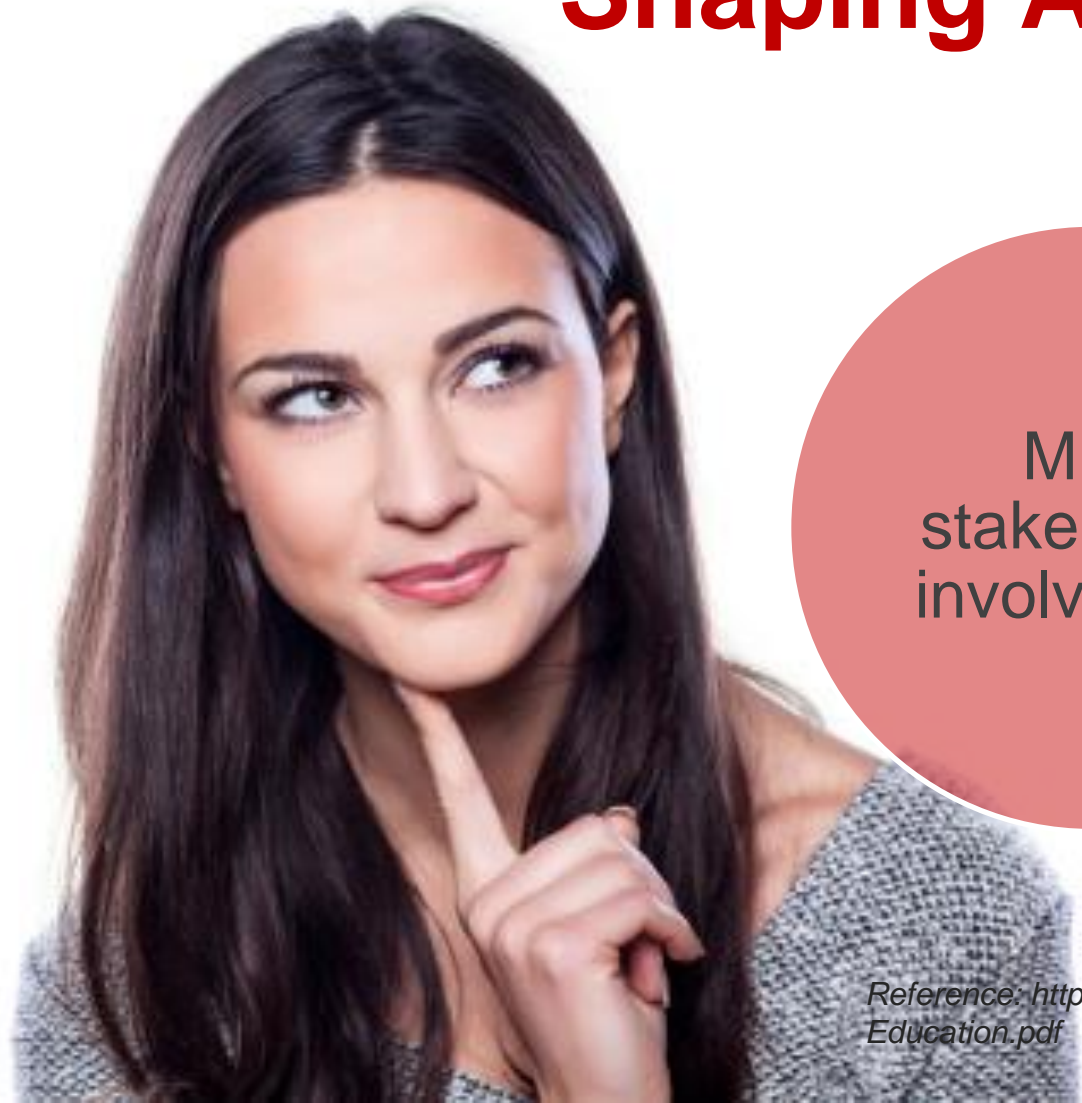
# Influencing Consumer Behaviour



*Reference: The Fortune in the Bottom of the Pyramid, CK Prahalad & Stuart Hard*



# Shaping Aspirations

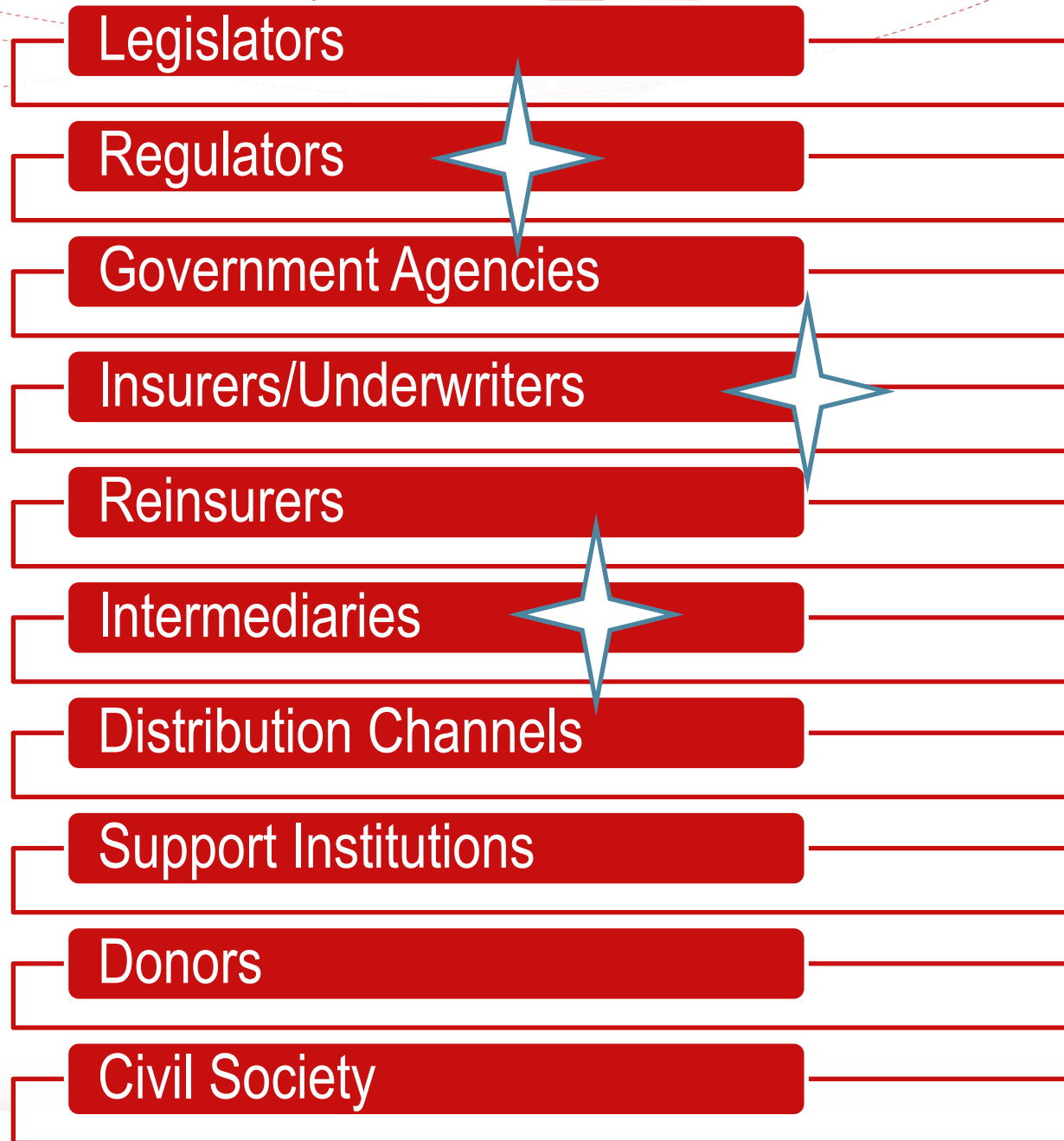


Multi  
stakeholder  
involvement

Tell Better  
Stories

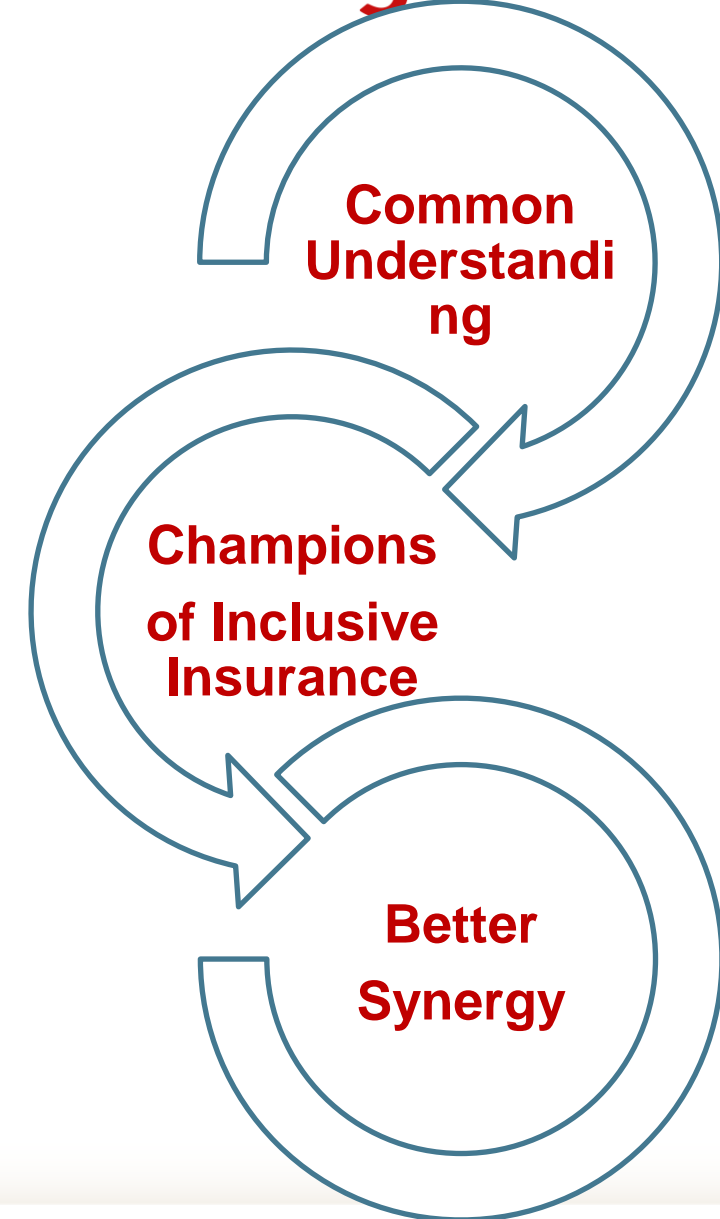
Harmonize  
w/  
processes

Reference: <http://www.ebf-fbe.eu/wp-content/uploads/2015/06/The-Importance-of-Financial-Education.pdf>



## Stakeholders

**giz** Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH





# The Mutual Exchange Forum on Inclusive Insurance (MEFIN) & Financial Literacy

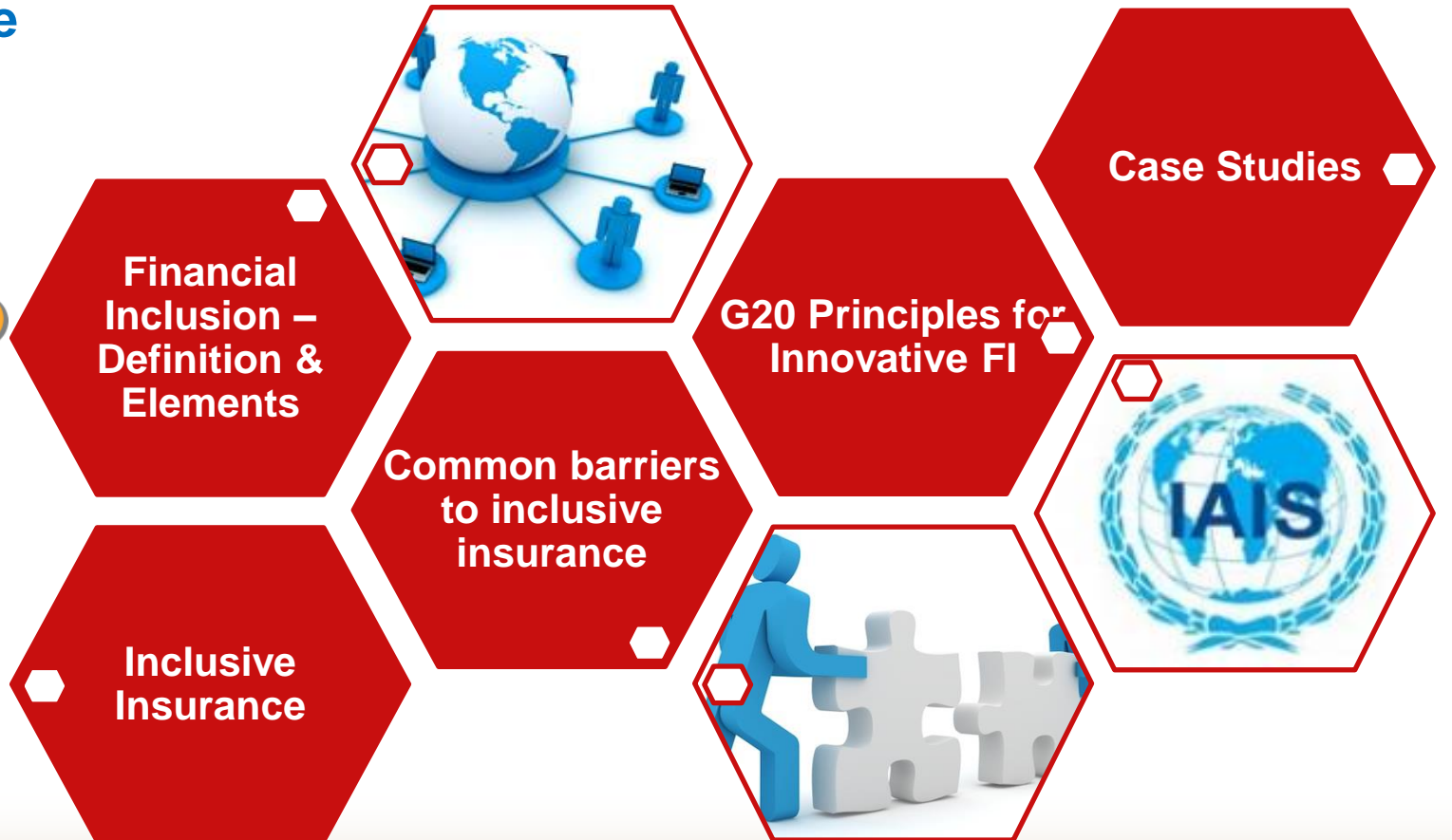


Ready-reference material

Personnel of various stakeholder/key decision makers/potential champions of inclusive insurance



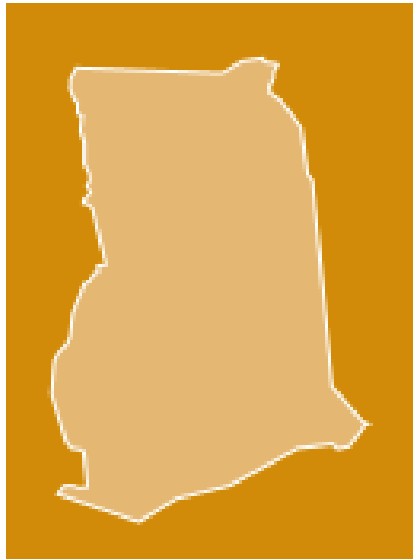
More dynamic insurance regulatory environment





# GIZ Programmes

## GHANA



**Main partners:** National Insurance Commission; Ghana Insurers Association  
**Partner in conducting the awareness campaign:** selected life insurance companies

Microinsurance edutainment movies which were low- budget yet professional, locally produced and culturally adapted. The movies were screened during roadshows, followed by Question-and-Answer sessions

Radio jingles and a radio drama with a radio quiz

Community advocates serve as local resource persons supporting the campaign

Pocket guides and booklets as support materials



# GIZ Programmes

## INDIA



**Public Private Partnership on Microinsurance between Allianz SE and GIZ  
(GIZ-Allianz PPP)  
PARTNERS/FINANCED BY **BMZ; Allianz SE****

**Insurance education film**

**Demand  
assessment  
tool**

**Training  
assessment  
tool**

**Puzzles**

**Jingles and  
slogans**

**Flip book**

**Insurance  
game**



# GIZ Programmes

## PHILIPPINES



**Regulatory Framework Promotion of Pro-poor Insurance Markets in Asia (RFPI)**

**Main partners:** Ministry of Finance; Insurance Commission

**Other partners:** Securities and Exchange Commission; Central Bank and Cooperative Development Authority; the insurance industry; other stakeholder

Posters, Flyers, & Videos

The roadshows were conducted for local communities.

Media campaigns & Microinsurance Month

Roadshows





# Insurer-MFIs B2B Microinsurance Platform

Literacy and  
Advocacy  
Materials

Enrollment  
and  
Application

Product  
Menu

Claims  
Management

E-Payment





# Further Concerns

**Access to Financial Inclusion products and tech tool does not mean better financial responsibility and empowerment**

**Data Analytics on Customized Financial Education – how and when?**

**Financial Literacy Materials, Tech Platforms – how do we increase value and utility?**



# Thank you.

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