

# UNDP ICMIF Insurance Innovation Challenge Fund – Winning Project



## REPLICATING THE MICROINSURANCE MBA MODEL TO EXPAND OUTREACH

Award recipient	Microinsurance MBA Association of the Philippines (MiMAP), also known as RIMANSI
Location	Philippines
Product	life insurance
MiMAP co-funding	USD 25,000
IIC co-funding	USD 25,000

Duration of project	1 August 2024 to 31 March 2026
Target population	10,000 low-income households, about 90% are women
Projected total policies issued	10,000
Projected total lives covered	30,000
Projected total number of individuals educated/trained	15,000 MBA member-owners

### What is the project and why is it needed?

Mi-MBAs typically encounter challenges due to limited operations automation and slim margins. As a start-up, SEDMFI Mutual Benefit Association (SEDMFI MBA) lacks the resources for a management information system and may have to rely on manual operations, which limits member management and claims processing. Through this project, MiMAP (RIMANSI) will assist SEDMFI MBA and its MFI-partner, SEDMFI, in developing operational and IT systems aligned with the Mi-MBA business model. The project will be providing business training to develop microinsurance policies and support information systems development.

The beneficiaries of this project will be low-income households earning a combined monthly income below PHP 21,194 (USD 424). Most are microentrepreneurs in trading, services, agriculture, and labor, with about 90% being women. Through Mi-MBAs low-income households, especially women, pool resources to provide death, disability, and health benefits. As member-owned microinsurance providers licensed by Philippine regulators, they offer life and health insurance, process claims within 1 to 5 days and use partner MFIs and cooperatives to deliver affordable microinsurance products.

### What is innovative about it?

The proposed project aims to enhance microinsurance outreach by replicating and customizing the Microinsurance MBA business model and best practices, particularly the operational and IT systems needed for pre-operating Mi-MBAs. Training on Governance, Management, and Operations for SEDMFI MBA will establish policies and procedures for essential microinsurance processes. The project will implement the e-MUTUALS management information system, co-developed by MiMAP, to help smaller Mi-MBAs automate data capture and reporting. It features member profile management, payment and claims history, and standard reporting, ensuring accurate information.

Furthermore, the family Basic Life Insurance Plan (BLIP), recently approved by regulators, will have contributions of PHP 30 (approximately USD 0.53) weekly, making it more affordable than traditional insurance, thanks to its refundable Equity Value component.

# How does it follow a value-orientated solution framework?

The project takes a holistic value-oriented approach, intertwining economic empowerment, education, community resilience and gender equality. This project will collaborate closely with SEDMFI, which currently serves over 20,000 microentrepreneurs. The development and enhancement of SEDMFI MBA and the BLIP will incorporate member input and recommendations, ensuring the products remain relevant.

<b>Gender equality</b>	In the mutual and cooperative microinsurance sector, policies are often owned by women, who provide protection for their families. Mi-MBAs are member-owned organizations that support socially and economically challenged women and families through community-based development, enhancing their quality of life. Additionally, Mi-MBAs empower women to become decision-makers and leaders by enabling them to volunteer for governance positions within their organizations.
<b>Education</b>	MiMAP will concentrate on technical assistance such as business training and planning to establish essential policies and procedures for SEDMFI's microinsurance program. This training will also cover the technology systems necessary to align with the association's Mi-MBA business model and best practices. Furthermore, the BLIP will be continuously reintroduced to members as part of the member-education program.
<b>Community building and resilience</b>	The Mi-MBA model emphasizes community building and resilience, such as through MBA Coordinators. Through coordinators, along with digitalization of the claims process, claims payments are expedited, allowing members to submit requirements more efficiently. MBA Coordinators play a crucial role not only in speeding up claims settlements but also in fostering community support by guiding beneficiaries through the claims process and verifying document authenticity.

## What is the scaling up strategy?

The Mi-MBA business model has had a successful track record for two decades, growing from one Mi-MBA in 2005 to 20 in the Philippines, with ongoing support for new microinsurance programs. These highly regulated institutions build their Guaranty Fund from member contributions and premiums, ensuring financial stability while regularly monitoring operational performance through early warning indicators. They also conduct periodic assessments of product pricing and benefits based on member feedback.

The strategy focuses on establishing effective systems, processes, and technologies for microinsurance, with MiMAP following standard procedures for operation and performance monitoring. Despite holding at least 50% of the microinsurance market share, there remains significant untapped potential for replication of the Mi-MBA model.

## Who is MiMAP?

[The Microinsurance MBA Association of the Philippines \(MiMAP\)](#), also known as RIMANSI, is a technical resource center that assists microfinance institutions and cooperatives in implementing microinsurance programs through the mutual benefit association (MBA) approach pioneered by CARD MBA. Since becoming the official association for Microinsurance MBAs (Mi-MBAs) in 2015, RIMANSI has focused on promoting financial inclusion and has established and strengthened 19 Mi-MBA network partners in the Philippines and introduced microinsurance programs across the Asia-Pacific.

## How to get involved?

Through the UNDP ICMIF Insurance Innovation Challenge (IIC), the United Nations Development Programme's (UNDP) [Insurance & Risk Finance Facility](#) and [The ICMIF Foundation](#) are helping mutual and cooperative insurers scale up innovative, affordable and inclusive insurance products which specifically serve the needs of underserved households and/or micro, small and medium-sized enterprises (MSMEs) in developing economies, with a particular focus on women.

For more information and how to get involved please contact the ICMIF Foundation [foundation@icmif.org](mailto:foundation@icmif.org)

### About UNDP

UNDP is the leading United Nations organization fighting to end the injustice of poverty, inequality, and climate change. Working with our broad network of experts and partners in 170 countries, we help nations to build integrated, lasting solutions for people and planet.

### About The ICMIF Foundation

ICMIF has been providing development support to its members in emerging markets for over sixty years and in 2015 established a charitable organisation called [The ICMIF Foundation](#) (registered charity in England and Wales No. 1179919) to take the work to the next level. To date, The ICMIF Foundation has as reached over three million low-income households in total with insurance and resilience building efforts, equating to over 16 million lives being impacted.