

QUARTERLY NEWSLETTER



Strategic goal

To contribute to a deeper and more inclusive financial sector that supports the livelihoods and well-being of low-income people in Rwanda



Main objective

Low-income Rwandans, especially women and youth, benefit from use of a variety of appropriate financial services.

About AFR

AFR began its operations in 2010 with the core objective of stimulating the development of the financial sector in Rwanda. AFR's intention is to remove the systemic barriers that hinder access to financial services by putting the low-income people particularly the rural poor and women at the centre of its interventions. AFR supports the development and provision of financial services including savings, credit, insurance, payments and remittances. AFR is funded by DFID, Sweden, USAID, and the MasterCard Foundation.

To ensure long-term sustainability and consistency of its achievements, AFR supports the Government of Rwanda's development objectives and aligns all her interventions to the national policy frameworks such as the Financial Sector Development Programme (FSDP) II and the Economic Development and Poverty Reduction Strategy (EDPRS).

NEWS

Airtel and Tigo, Radiant Insurance Company and AFR launches mobile health insurance



In partnership with AFR, Tigo and Airtel Rwanda, Radiant Insurance Company, and Inclusivity Solutions have launched an exciting and ground-breaking new insurance enabler called Ingoboka Cash in Rwanda.



Ingoboka Cash was launched on March 7th, 2018 at Kigali Marriott Hotel

With a customer base of 4.1million and total mobile wallets of 1.4 million, this product is expected to provide increased access for many Rwandans, particularly low-income earners, to health related insurance products and services.

Airtel and Tigo, Radiant Insurance Company and AFR launches mobile health insurance

Ingoboka Cash comprises two insurance products:

Ingoboka Cash comprises two insurance products that are developed to protect Tigo Cash and Airtel Money customers who stay in a hospital for three nights or more in a row. Eligible customers will be entitled to a minimum of RWF 4,000 per day spent at the hospital to cover needs such as food, transport and medical supplies. The insurance money is paid directly to the policyholder via Tigo Cash.

"Through this first and one of a kind product Ingoboka Cash, we continue to demonstrate that our customers' health and welfare is important to us. Ingoboka Cash is our continued promise of care and love for our customers".

Phillip Amoateng
Airtel/Tigo Managing Director

"Inclusivity Solutions is excited by the prospect of contributing to Rwanda's financial inclusion progress with Ingoboka Cash. Ingoboka Cash brings real social impact to those who most need it in Rwanda by providing insurance protection that is affordable and accessible for everyone. As an expert in creating digital insurance markets, Inclusivity Solutions is proud to have played a pivotal role in the design and implementation of this product in partnership with Tigo and Airtel Rwanda and Radiant Insurance, and through the support of AFR."

Jeremy Leach
CEO of Inclusivity

PRODUCT 1



Ingoboka Cash y'ubuntu

Ingoboka Cash y'ubuntu is an option that is offered free for a limited period of time to customers who have used Rwf 1,000 or more in airtime in the previous month.

"Radiant Insurance Company is thrilled to serve as the preferred local insurer responsible for underwriting the most exciting technologically based product named Ingoboka Cash. With this important initiative aimed at providing affordable insurance in collaboration with other partners like Tigo and Airtel Rwanda, Inclusivity Solutions and AFR, Radiant Insurance Company is able to help protect Rwandan citizens from potentially devastating unplanned events like sicknesses and related cases that require their financial input especially when one gets hospitalised for a long time. With this amazing insurance product, our clients are guaranteed of quick cash to help them resume their usual life without any problem. At Radiant Insurance Company, A promise is a Promise."

Marc Rugenera
Managing Director, Radiant Insurance Company

PRODUCT 2



Ingoboka Cash yishyuwe

The insurance policy is offered to customers for a small premium in return for a higher insurance cover. Ingoboka Cash yishyuwe includes options for both individual and family cover.

"As a financial sector market facilitator, we are keen on increasing insurance penetration through digitisation. We believe digitisation of insurance products and services will rapidly deliver appropriate solutions for the low-income people to mitigate risks and improve livelihoods in Rwanda. We are therefore grateful for the partnership between AFR, Inclusivity Solutions, Tigo, Airtel and Radiant Insurance to provide a solution designed to disrupt the insurance market and accelerate the insurance penetration in the country. At AFR, we continue to work with market players to ensure sustainability and scalability of new innovations."

Waringa Kibe
Country Director, AFR



4-6 days

Average number of nights spent at hospital



RWF 3,400

Economic loss as a result of being hospitalised at an average minimal income of RWF 700 per day

Ingoboka Cash effectively supports the 83.5% of the population in Ubudehe Categories 2 (♠3,077,816) and 3 (♠5,766,506) whose livelihood is financially affected due to their illness.

AFR engages with stakeholders to design Rwanda's model for interoperability

Given the current state of interoperability in the market, the National Bank of Rwanda (BNR), government agencies, and payments industry have expressed the need for an open and cost-effective national system with end-to-end interoperability.

In the second week of March, AFR and Enclude, an advisory firm, organised a week-long workshop at Ubumwe Grande Hotel in Kigali. The workshop attracted a significant number of participants from the financial sector who engaged in discussions on how to develop a rigorous, participative and interactive business model and plan for improved interoperability of digital financial services in Rwanda.

The workshop was wrapped up with a CEOs' workshop, where a summary of suggested ideas from the technical discussions was presented. The key rationale behind the invitation of the CEOs was to garner visibility and ownership of improving interoperability in Rwanda. The majority of the CEOs agreed to allow sharing of infrastructure, create a larger addressable market and increase digital liquidity.



Participants at the workshop



THE SEEP NETWORK IS HOSTING SG2018:

The Power of Savings Groups in Kigali, bringing together Savings Groups professionals from across the globe

Kigali Convention Centre, May 22-24

The conference is organised in collaboration with AFR and the National Bank of Rwanda (BNR) to provide a platform for attendees to connect, engage and learn from each other about the challenges and opportunities they face in supporting Savings Groups – including VSLAs, SHGs, indigenous savings groups, and other forms of community-based microfinance – worldwide.

During the conference, participants will attend two plenary sessions and two debates on critical topics facing the sector, highlighting the perspective of the government, NGOs, and members of savings groups.

The conference agenda also includes 22 Peer Learning Sessions, carefully selected by the committees, under the four Technical Tracks: Systemic Approaches to Increase Scale, Sustainability and Impact, Access to Formal Financial Services, Expanding Outreach to More Vulnerable and Diverse Populations, and Savings Groups and Gender-transformative Initiatives. SG2018 will also host five engaging Innovation Stations, designed to highlight new and experimental strategies to achieve sustainable impact through Savings Groups and other forms of community-based microfinance.



May 21 • Pre-conference

Participants will join pre-conference Peer Exchanges - hosted by CARE Rwanda, Catholic Relief Services, World Relief Rwanda and VisionFund Rwanda – to visit Savings Groups members.



May 25 • Savings Groups Technology Fair

The post-conference event, hosted by the SEEP Network in partnership with FSD Africa, will enable participants to view and test tools and connect with leading technology service providers. On the same day, CARE will host the POWER Africa Learning Event to disseminate findings and lessons from the program's learning agenda.

This is a free event.

Please register here if you are interested in attending.

<https://www.mangotree.org/SG2018>

AFR launches Insurance Client-Centric Cycle (I3C) facility

In February, AFR launched an Insurance Client-Centric Cycle (I3C) facility to influence the development of inclusive insurance services for low-income people in Rwanda. The launch was well attended by CEOs and Commercial Directors from Insurance companies and FSPs. The initiative is part of AFR's inclusive insurance market development intervention strategy which aims to increase access and usage of insurance services for low-income households and individuals.



From the launch of the I3C



The I3C facility was launched at a breakfast meeting at Kigali Marriott Hotel on February 27th, 2018.

"I3C is part of AFR's innovation support to the insurance industry and this launch event is an open application invitation to insurance companies, financial institutions, distribution channels and other market actors interested in developing customer centric insurance solutions."

Waringa Kibe
Country Director, AFR

This approach leverages end-user evidence and insights and helps Financial Service Providers (FSPs) to adopt new business models in the pursuit of business viability and client value. The I3C approach is based on the Human-centered design (HCD) – a creative approach to problem solving - a process that starts with understanding problems faced by users and ends with new solutions to address them.

AFR recognises that the HCD approach to product development is an important step in identifying opportunities that would help financial service providers deliver appropriate financial products for their existing and new customers.

For the low-income customers, the application of the HCD approach in the product development cycles helps FSPs develop high-impact products that enable poor people to improve their lives. The I3C will provide technical and financial support to selected partners throughout the entire product development cycle. The support also includes possible learning and exposure visits to successful micro insurance providers outside Rwanda.

The I3C starts with an orientation to HCD method and tools. After this, the FSP invests in a client market segmentation which also involves understanding the needs of the targeted clients and opportunities for risk management solutions. This is followed by an iterative process of product design and rapid prototyping to test the products against the realities of client needs.

Once a prototype has been signed off, the product can be launched for pilot testing. Pilot testing may evolve to rollout or backward to redesign. In principle, proceeding forward on any stage in the cycle requires a positive outcome and sign off. The I3C will provide technical and financial support to selected partners throughout the entire product development cycle.

I3C Components



UNDERSTAND



DESIGN



TEST



EVALUATE



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