



PlaNet Guarantee
PLANET FINANCE GROUP

GENDER IMPACT OF MICROINSURANCE



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INTRODUCTION

Gender equality is gaining increasing attention as illustrated by the third Millennium Development Goal (MDG number 3): “promote gender equality and empower women”. This goal was set after the realisation that women and men face the same obstacles but have unequal access to resources enabling them to overcome these obstacles: unequal access to resources, education, technology, labour, capital and credit.

In sub-Saharan Africa, women contribute between 60 and 80 percent of the labour for food production and constitute the majority of smallholder farmers¹. PlaNet Guarantee brings support to this population through a variety of projects and has developed tailored products

ROLE OF WOMEN IN PLANET GUARANTEE’S ACTIVITIES

1. Parity in our team (25 staffs)

- France = **40 %** of women
- Côte d’Ivoire = **100%** of women
- Mali= **50%** of women
- Burkina Faso = **40%** of women
- Senegal = **50%** of women

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http://www.unep.org/training/programmes/Instructor%20Version/Part_2/Activities/Human_Societies/Agriculture/Supplemental/Women-Farmers_Productivity_in_Sub_Saharan_Africa.pdf

2. Importance of women in our activities

- **40 %** of our clients are women
- **8153** women reached and insured through crop index insurance products
- **103 165** women subscribed to the death and disability insurance product

DEVELOPING TAILORED PRODUCTS FOR WOMEN

- **Partnership with gender oriented organizations.**

The MFI CAURIE MF (Coopérative Autonome pour le Renforcement des Initiatives Economiques) was created in 2005 with the support of the women entrepreneurship Ministry. This MFI counts 47,000 beneficiaries in Senegal, all women. A credit life product destined to female entrepreneurs was developed in partnership with PlaNet Guarantee. This product ensures women a pay-out for their family in case of death or an accident that oblige them to stop their activity. This service secures the livelihood of women families

- **Development of products tailored to the needs of mothers:**

Road accidents are a great risk in West Africa and one of the concerns of mothers is the protection of their children be it as pedestrians or passengers in motor vehicles. To respond to this concern, we developed a road traffic accident product which provides payment of a capital in case of death, permanent or total disability following a road accident.

➤ **Partnership with the president of the Moronou region in Côte d'Ivoire:**



Mrs Véronique AKA BRA KANON, chairwoman of the Moronou region with Mr Jean-Marie PETIT, President of PlaNet Guarantee during the launch of our health project for the Moronou populations.

In accordance with Moronou's priority to improve their healthcare system, PlaNet Guarantee initiated a partnership with Mrs BRA Kanon, the only female president of a region in Côte d'Ivoire and in Western Africa. This project which intends to implement a health insurance system enabling access to quality healthcare has a specific usefulness for women. Indeed, during the preliminary studies it was noted that labour and giving birth were main difficulties and the project aims to bring a specific response to this.



Project: Development of a health product with a strong obstetric emphasis distributed in favour of women in the Moronou region in Côte d'Ivoire

IN THE CONTEXT OF INDEX INSURANCE

➤ **Development of index insurance products for coverage of food crops which producers are in majority women.**

Women have a significant role in farming and post-harvest activities; since their activity is mostly concentrated in food crops (men mostly harvest cash crops), they are in most cases the “responsible” of family’s food security.

Crop insurance covers cash crops in case of poor agricultural season. Since family farming is an activity involving both men and women in a family, by protecting farmers (men or women) this mechanism allows women not to carry the burden of bad harvest due to climate hazard.

In addition to crop insurance product designed for cash crops, we also designed products tailored to the needs of the women and family for their daily use, covering crops such as:

- groundnut
- maize
- millet
- rice

➤ **Women training and capacity building**

Our implementation strategy of insurance includes an important focus on training and capacity building. The targeted population, which is in its majority women, often lacks business knowledge and skills to approach banks or other financial products.

These training and capacity building activities help women acquire business skills and better understanding of financial products that aim to equip them properly and help them have better resources to leverage their activities.

○ **women training :**



Training of sales operators in 2014, Mali

○ **women awareness raising**



Awareness raising session in Burkina Faso

➤ **Development of saving products distributed through the mobile phone aimed primarily at women**

In 2014 a mobile insurance product was launched in partnership with Orange Mali. The product, specially designed for women, already includes risk guarantees for the saver in case of accident or death and covers healthcare expenses in case of childbirth complication.



 PORTRAITS AND CASE STUDIES

Seynabou Ndao, groundnut producer, Sénégal

Seynabou Ndao is a groundnut farmer in Ndrame Escale village, outside the town of Kaolack in the central part of Senegal. She has been insured with PlaNet Guarantee for one season as a member of a co-operative of about 500 farmers.

“Last year the rain was good but it didn’t come at the right time for the crop. Early in the cycle there was a lot of rain, but then when the plants needed to mature there was no water.”



“There are rainfall stations, and there are three moments in the cycle; start, middle and end. The weather stations calculate the rainfall to see if it’s enough. If it’s not enough, then the index insurance triggers.”

“PlaNet Guarantee gave the co-operative more than 5 million CFA in pay-out, and each farmer that had received input was given 15,000 CFA.”

Erratic weather is one of the main challenges facing small-holder farmers in the area, along with inadequate tools, poor quality inputs and pests such as crickets. Farmers are often financially constrained, and many of them say they operate only on a constant cycle of credit from local microfinance institutions and banks.

“Even if there were better tools on offer we would not be able to afford them.”

“The bank is not for everyone. Everyone can’t get a credit, and even if you get a credit and you can’t pay back then you’re in an even worse position. As a farmer, you’re at God’s mercy.”

Seynabou Ndao pays 25,000 CFA to the co-operative per year for inputs and insurance. Instead of spending the 15,000 CFA per farmer pay-out the co-operative received for lost harvest last year, the money was saved collectively to cover this year's costs at the start of the season.

"It's really not expensive, the only problem is that we are very poor. This season, thanks to the insurance, we only have to pay 10,000."

"We were wise to save money. It would have been hard at this time if we didn't have the saved money from the insurance."

"The farmers that did not join the program last year, now they see the benefit and they also want to join."

Interview of Nimna Diayite, president of maize producers cooperative (FEPROMAS), Senegal, 2013.



How would you qualify your collaboration with PlaNet Guarantee?

Our partnership with PlaNet Guarantee since 2012 has been really positive and we hope to strengthen it in the upcoming years. We have been for a long time in search of a way to protect ourselves against the risk of bad harvest due to climate hazard, and PlaNet Guarantee brought us the index insurance solution.

What is the added value of the 4970 dollars your cooperative received as payout from PlaNet Guarantee?

This compensation has been really useful; it allowed us to repay the credit to the bank and save some money that will serve for other useful purposes. We hope this initiative will be extended to farmers that couldn't benefit from it this year.

How do you see the future of your collaboration with PlaNet Guarantee?

We would like to emphasize the awareness raising on insurance so that more farmers can benefit from it because such a positive action should be generalized.

We welcome our work with PlaNet Guarantee in 2013 and we hope to continue along that path and deepen our collaboration.