



The Insurance
Institute of London
Chartered Insurance Institute

Continuing Professional Development Certificate

The impact and market potential of microinsurance

Date: Tuesday 12 March 2019

Time: 1.10pm - 1.55pm

Speaker: Joan Lamm-Tennant, CEO & Founder Blue Marble Microinsurance

In this IIL reinsurance lecture, Joan Lamm-Tennant talked about an innovative business model, involving the collaboration of nine multinational insurance entities in developing a microinsurance market. Her presentation aimed to give participants some insights into the impact insurance can have on development and the potential premium volume of microinsurance. Joan noted that while there have been microinsurance efforts to date, several barriers constrain the development of a microinsurance market. She outlined the Blue Marble collaborative approach which worked with partners to extend socially impactful, commercially viable insurance protection to the underserved, advancing food security, financial inclusion and micro-entrepreneurship. The aim, she said was to develop a microinsurance market that economically empowered the financially underserved.

By the end of this lecture, members would have gained an insight into:

- The importance of changing how we do business through developing new business models and behaviours
- The role of insurance in economic development, particularly in emerging markets
- The market potential of microinsurance



This lecture or podcast can be included as part of your CPD requirement should you consider it relevant to your professional development needs. It is recommended that you keep any evidence of the CPD activity you have completed and upload copies to the recording tool as the CII may ask to see this if your record is selected for review.

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