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INCLUSIVE
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LAB

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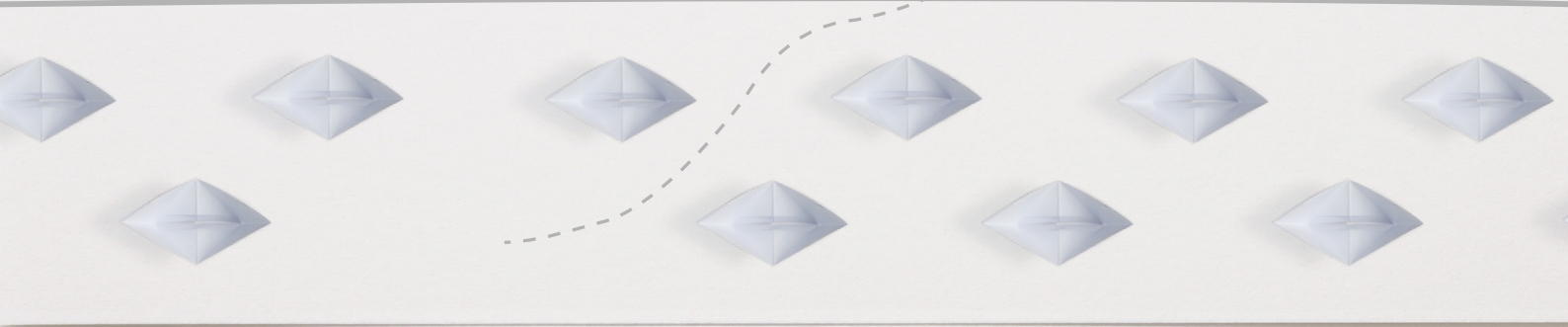
The iii-lab: where insurance innovation sparks real-world impact since 2017

The Access to Insurance Initiative's (A2ii) Inclusive Insurance Innovation Lab (iii-lab) is a dedicated platform for pivotal collaboration among influential stakeholders in the insurance industry, focused on enhancing inclusive insurance market development. Over a rigorous 12-month period, participating jurisdictions collaborate to devise and implement innovative solutions that fortify societal resilience. The iii-lab is instrumental in fostering:

◊ **Strategic Dialogue:** the iii-lab enhances trust and network expansion among participants, facilitating the exchange of ideas and best practices.

◊ **Leadership Development:** participants deepen their expertise in inclusive insurance, leading policy discourse and advocacy within their respective organisations and at the national level.

◊ **Practical Action:** the iii-lab encourages the initiation of new, customer-centric projects, and champions the use of experimental methodologies to deliver tangible results.

This approach ensures that innovation encompasses the introduction of new regulations, tools, or processes, tailored to the unique demands of the evolving insurance landscape.

Facilitation partner:

ReosPartners

The iii-lab defines innovation as any type of change that is new within a particular jurisdiction, for example: new regulations, regulatory tools or approaches, innovation of products, processes, or distribution channels.

Furthermore, the iii-lab aligns with several Sustainable Development Goals (SDGs):

SDG 5: Gender Equality
The iii-lab ensures gender equality within participating teams and includes work on tailoring insurance markets to be relevant and accessible for women.

SDG 8: Decent Work and Economic Growth
Within the iii-lab, participants craft innovative insurance solutions that bolster vulnerable groups against economic setbacks.

SDG 17: Partnerships for the Goals
Multi-sectoral country teams engage with each other to amplify developmental impact.

> The lab has been instrumental in creating a mind shift in how stakeholders can work together through collaboration across industries and different players in an economy to greater positive change. This collaboration helps in understanding what solutions need to be created not only from an individual perspective but a global perspective for sustainability.
>
> iii-lab 2 participant

How does it work?

The iii-lab operates on a social lab methodology, which is a structured approach that convenes a variety of stakeholders to deeply understand and address insurance challenges within specific national contexts.

Innovation methods and tools are used, such as human-centred design and its elements like user research, the design of solution prototypes, and testing. Additionally, the participatory dialogue processes and methods encourage all voices to be heard and to contribute.

These stakeholders work collectively to synthesise insights and pilot ground-breaking solutions. Selection for participation is based on a rigorous application process, with countries chosen to form multidisciplinary teams. Each team, comprising up to 16 key figures in the inclusive insurance sector, is tasked with pioneering and evaluating innovative strategies.

The iii-lab process is split into three phases, each consisting of a national and an international component.

The iii-lab process officially comes to an end after one year, while the implementation of innovations continues under the responsibility of the country teams.

DISCOVERY PHASE

Participants get to know each other more closely and reflect on pressing issues regarding inclusive insurance in their country. Based on this analysis, teams define their focus/innovation areas. All country teams meet in global sessions to discuss the main challenges identified at the national level. Participants share knowledge, practice and experience from different jurisdictions, sectors and perspectives.

INNOVATION PHASE

Country teams start developing the ideas for the innovations needed in their respective countries and prototype the most promising ones. During an international innovation event, all country teams present their prototypes and receive feedback from their peers and international experts. Experience and knowledge are transferred across teams. Each country team leaves with a designed experiment and testing plan to check if their prototypes work in the real world.

IMPLEMENTATION PHASE

The country teams start experimenting, testing and implementing the newly developed prototypes. Peer support sessions are held in which all country teams participate. Country teams can learn from each other's challenges, receive feedback, and renew their motivation for implementation.

Over the years (2017 – 2023)

Legend:
- First iii-lab (2017 – 2018)
- Second iii-lab (2020 – 2021)
- Third iii-lab (2021 – 2022)
- Fourth iii-lab (2023 – 2024)

Countries shown: Mongolia, Albania, Armenia, Morocco, Nepal, India, Senegal, Ghana, Rwanda, Kenya, Costa Rica, Grenada, Zambia, Zimbabwe, Argentina

Since 2017, three international cohorts went through the iii-lab, extending its reach to **147** participants from the inclusive insurance sectors in **12** countries with **19** prototypes developed. At the end of 2023, the fourth iii-lab cohort embarked on its one-year journey.

Although not all 19 prototypes have been fully implemented, many have led to increased partnerships, alternative innovations, or adjustments to existing regulations.

These prototypes range from educational campaigns to product development, interactive web platforms and other technological innovations for greater access to insurance.

> **We, the regulators normally listen but we are not the ones building something together; I have never been in an activity like this before; the impact is different.**
> iii-lab 3 participant

The first iii-lab

In the first iii-lab, the **Ghanaian Team** modelled a "seamless customer journey" in microinsurance to create a better customer experience. The main pain points identified were related to claims and complaints. The team therefore decided to design an electronic complaint and claims management system, which was included into the country's financial inclusion strategy. The system enables everyone with an insurance complaint to find out how the companies are dealing with claims.

In **Kenya**, one of the ideas that arose in the lab context was the BIMA lab, a regulatory sandbox to support the development of InsurTech products and to provide anenvironment for the testing of innovative insurance solutions with real consumers. The BIMA lab was launched after the iii-lab had come to an end, as an initiative of the regulator. Since then, the concept has been rolled out to other countries in the region and has enabled dozens of innovators to develop innovative insurance solutions, especially for the low-income sector.

The second iii-lab

During the second iii-lab, different awareness campaigns were developed by the country teams. The **Argentinian team** developed a social media campaign #mejorconseguros (better with insurance), focused on low-income women, which has reached over 700,000 people so far. In addition, and as a result of the participation in the iii-lab, a second campaign called "Superadoras" was recently launched offering products developed specifically for female entrepreneurs to make them more resilient against financial shocks.

The team from **India** developed a combi-product model for rural and semi-urban communities, recruiting women to distribute the product and build trust among local communities.

The third iii-lab

Team Grenada intended to create a Mutual Risk Pool to assist farmers and fisherfolk severely impacted by the effects of climate change. However, due to the various challenges encountered by the team, an alternative instrument was explored. As a result, the Supervisor approved a parametric insurance product offered in other countries in the region. The team is now planning to promote the product and raise the awareness of the target group using different channels like town hall style meetings, television, and radio.

In **Zimbabwe**, the team developed a parametric product called "Farmer's Basket" that aims to strengthen resilience and provide protection from climate and disaster events for smallholder farmers in rural areas. The product is bundled with inputs like pesticides, fertilizers, and irrigation equipment, among others, and is just about to be launched.

For further updates, please refer to the ↪ iii-lab websites.

Implementation Partner: Supported by: Hosted by:

IAIS International Association of Insurance Supervisors

Federal Ministry for Economic Cooperation and Development

Ministry of Foreign Affairs of the Netherlands

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