

## Proposal submission template – A filled in example

<p><b>Date</b> 6 January 2016</p>
<p><b>Your name, Organisation and contact details</b> (Not specified in example)</p>
<p><b>Proposal Title</b> Developing Microinsurance Benchmarks</p>
<p><b>Key Timely Issue: (max 250 words)</b></p> <p>The performance working group has for years been working on key performance indicators for microinsurance, and while progress has been made in terms of insurers tracking microinsurance data, the question often comes up, “I know where I am, but where <i>should</i> I be?” That is, what are realistic targets, or benchmarks, for microinsurance providers that indicate good, healthy MI products? The recent landscape studies of microinsurance and other publications, have provided some indication of where the industry is, but it is not clear this is where it wants to be or should be. In its 2015 meetings, the Performance working group has debated this question. It believes the Microinsurance Network is well positioned to foster the debate and come to a set of aspirational goals. Setting such goals will serve as inspiration for the sector and promote good practices. It will contribute to the Network’s mission to drive the sector’s improvement and contribute to an increased supply and improved client value. To make the ‘aspirational goals’ relevant and concrete, the Performance working group suggests to set goals by identifying champions in defined performance areas. By doing so, these organisations get recognized for their leading role, while inspiring other microinsurance actors to incorporate the underlying good practices. Existing research (like the MIN’s landscape study and the recent MILK project) can be the starting point for the identification of these champions. Thus the performance working group is proposing the secretariat to organize a series of wider discussions around the topic of Microinsurance Benchmarks.</p>
<p><b>How does the proposal relate to the Network’s strategic framework (<a href="#">pdf</a>)? (max 150 words)</b></p> <p>The issue of benchmarks applies directly to both the strategic outcomes of increasing supply and improving client value. Having appropriate benchmarks can inform the strategy of microinsurance providers, and many indicators are directly related to client value.</p>
<p><b>Why is this idea cutting edge? (max 150 words)</b></p> <p>Thanks to the landscape study, the transparency in the microinsurance sector is increasing. This leads to an increasing understanding of the whereabouts of the sector. The Microinsurance Network is best placed in the sector to now lead the debate on where the sector should go to. Setting ‘aspirational goals’ for the microinsurance performance indicators, will advance the debate and thus the entire sector.</p>
<p><b>How does this proposal bring value to Network members? (max 150 words)</b></p> <p>Where should I be and how do I get there are fundamental questions that Network often hears from its provider base. Facilitating open discussions around these issues will certainly provide value for this stakeholder group. Other stakeholder groups such as consultants, investor and donors would also benefit from such a discussion as it can help to bring expectations for microinsurance programs into alignment.</p>

(E.g. donors expect an 80% claims ratio, while insurers believe 50% is an acceptable 'aspirational' benchmark.)

**What are the suggested next steps? (max 150 words)**

We propose the following next steps:

- Develop format, performance categories and identify champions in existing research and via call for leads via MIN newsletter (Network secretariat in coordination with Performance working group).
- Elaborate (half) pagers per champion (consultant)
- Organise discussion around identified aspirational goals at International Microinsurance Conference in November 2016 (Performance working group).

Set up a structure for continuous updates (eg. Incorporation in landscape project or, self-reporting template).