

PROJECT FACTSHEET

Title of project	SCBF 2013-05: Replicating Caregiver: Providing health microinsurance to low-income clients of Association Al Amana
Country / region	Morocco
Financial Intermediary(ies)	Association Al Amana
Competence Centre mandated for execution	Women's World Banking, (WWB) 8 W. 40 th St. 9 th Floor, New York 10018, USA
Overall project budget	CHF 362'685.50 (69% self-/third party contribution)
SCBF contribution	CHF 112'750.00 (31% SCBF funding share)
Date of project approval	05.09.2013
Project period	12.2013 until 01.2016, extended to 12.2016
Context	<p>Bolstered by large-scale support from both domestic and international actors, the Moroccan microfinance sector has seen impressive growth over the last decade and now accounts for about half of all microfinance clients in the MENA region. Following a significant drop in repayment rates beginning of 2008, various initiatives, focused on strengthening the regulatory framework and addressing client over-indebtedness, have been launched and a shift towards individual lending has taken place. In spite of the growth of the Moroccan microfinance sector, formal financial inclusion remains low. As of 2011, 39% of adults (aged 15+) had an account at a formal financial institution in Morocco; only 27% of women had an account. 12% of adults saved at a formal financial institution over the past year and 4% received a loan.</p> <p>With the support of SCBF and WWB, Al Amana will be able to offer an innovative health microinsurance product, Caregiver. Given that the Moroccan microfinance sector is dominated by credit product offerings, the introduction of a health microinsurance product is of particular value in this market and will serve to deepen financial inclusion among low-income Moroccans.</p>
Current status of the MFI	<p>Association Al Amana was founded in 1997 and in 2000 received approval from the Ministry of Finance to work as a microcredit association. Al Amana's mission is to be an important player in the economic and social development of Morocco through financial inclusion.</p> <p>Al Amana has expanded rapidly since its inception and by the end of 2008 had operations in all 16 administrative zones of Morocco. Al Amana now has 523 points of services in both rural (43%) and urban (57%) areas, and more than 2'100 staff members, roughly half of which are loan officers. Al Amana provides financial products (including microinsurance) such as individual and solidarity group loans for income-generating activities and housing loans. Furthermore, it offers non-financial services such as financial education, assistance and training for microentrepreneurs. Al Amana joined the WWB network in 2003.</p>
Objective and main activities	<p>The aim of the project is to promote uptake and use of the Caregiver product by low-income women in Morocco, thus enhancing their ability to cope with medical emergencies while mitigating the associated financial burden and any negative impacts on household well-being. The product will be mandatory for all credit clients as a value-added product and therefore, after roll-out of the product to all branches and clients (by project end, 1/31/16) there will be an estimated 325'000* policyholders of Caregiver. The implementation of the project includes the following main activities:</p> <p>Phase 1 – Assessment and Development of Action Plan Phase 2 – Pilot Preparation and Launch Phase 3 – Product Roll-Out and Monitoring and Evaluation</p> <p>Upon project completion, Al Amana will be in a position to continue to offer the Caregiver product on a sustainable basis. Moreover, it will provide a powerful catalytic effect and prompt other institutions to design and offer similar products.</p> <p><i>*Outreach estimates to be reassessed and revised throughout the first year of the project.</i></p>