



# PROJECT BRIEF GHANA



Agriculture employs 52% of Ghana’s workforce, the majority of whom are smallholder farmers (SHF) practicing traditional and rain-fed farming. They face characteristically low yields for both staple and cash crops. They further lack access to financial services such as credit and insurance, which threatens their livelihood. To improve the productivity and agricultural risk resilience of SHF, the Insurtech Pula Advisors will work together with the Ghana Agriculture Insurance Pool (GAIP) and other partners from the agricultural and insurance sectors in Ghana to provide affordable climate risk insurance solutions covering a wide range of yield-related risks. The insurance product will be bundled with inputs (seed and fertiliser) and agronomic advice from providers the SHF already know and trust.



**Target group**  
Smallholder farmers



**Target region**  
Guinea Savannah Zone



**Insured asset**  
Agricultural production and revenues



**Insured peril / hazard**  
Multi-risk including drought, flood, pest and diseases, hail, animal attacks, etc.

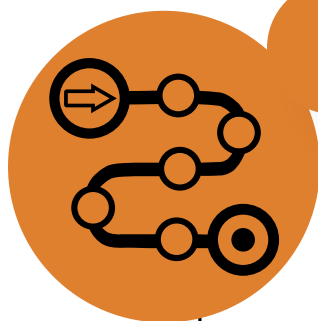


**Insurance type**  
Meso-scheme  
Scale up of existing and development of new index-based insurance solutions



**Own contribution**  
50% of total ISF project costs

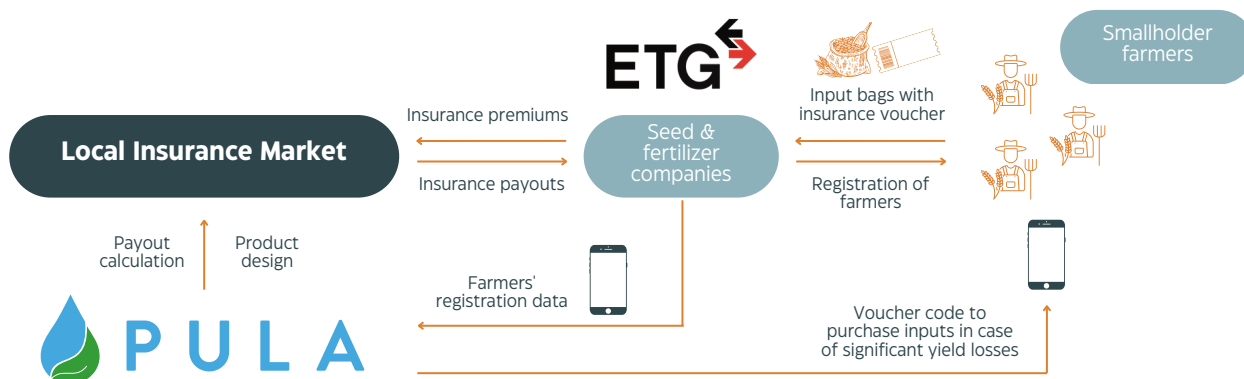
## PRODUCT DEVELOPMENT ACTIVITIES SUPPORTED



- Analysis of country context, risks, and vulnerability of target populations in detail.
- Actuarial pricing and product design.
- Set up of a call centre.
- Set up of the technological infrastructure to manage policies, register farmers and provide agronomic services.
- Innovating new data-driven solutions and de-livery mechanisms incl. bundling of multi-risk area yield index insurance products with inputs (seed and fertiliser) from trusted providers.
- Conduct trainings and awareness campaigns for stakeholders and SHF.

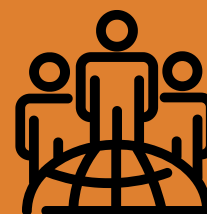


## PROJECT SET UP



## EXPECTED IMPACTS

- Poor and vulnerable policyholders protected against loss of income due to flood, drought, pest and disease, and other risks.
- Income stabilization of poor households and strengthened resilience.
- Increased adoption of improved seeds and fertilisers among smallholder farmers.
- Increased knowledge among farmers on improved agronomic practices.



## PROJECT PARTNERS

### DEMAND

- The Ghana Cocoa Board (COCOBOD) / Trade Association / GH
- The West African Rice Company Ltd Group (WARC) / Fertiliser Company / GH
- Alliance for a Green Revolution in Africa (AGRA) / NGO / TZ

### SUPPLY

- Pula Advisors GmbH / InsurTech / KE
- Ghana Agriculture Insurance Pool (GAIP) / Insurance Company / GH
- GLICO General / Insurance Company / GH

## EXPECTED BENEFICIARIES<sup>1</sup>

 **300,000 by 2025**  
100% poor and vulnerable

## IMPLEMENTATION PERIOD



## GRANT AMOUNT

**EUR 645,951**