



ssnup

Smallholder Safety Net
Upscaling Programme

PROMOTING INSURANCE SERVICES FOR SMALLHOLDER HOUSEHOLDS IN KENYA



Africa



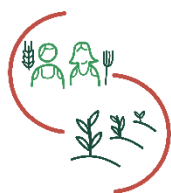
Latin America



Asia



Financial services



Non-financial services



Market building



Internal management

CONTEXT

The agriculture sector in Kenya continues to play a vital role in the country's economy, contributing 26% to the Gross Domestic Product (GDP) with another 27% of the GDP indirectly linked through other sectors. The sector employs over 40% of the total population and more than 70% of Kenya's rural people (FAO).

CURRENT STATUS OF THE BENEFICIARY ORGANISATION

Agriculture and Climate Risk Enterprise (ACRE Africa) is a for-profit, social impact organisation and an investee of Grameen Credit Agricole Foundation since 2014. It is an insurance intermediary and agent working closely with local insurers and other stakeholders in the agricultural insurance value chain to link farmers to innovative agricultural risk management solutions empowering them to make confident investments in their farms.

The institution provides integrated risk management solutions in agriculture including risk transfer solutions such as insurance products, access to finance, advisory services for farmers and extensive knowledge and information sharing on strengthening the resilience of smallholder producers in Africa.

OBJECTIVE OF THE PROJECT

The project aims to enhance the effectiveness and efficiency of ACRE's Africa's Village Champion model in order to improve efficiency, sustainability, and livelihoods of at least 50,000 households in Kenya, through training and insurance products thereby enhancing their resilience against the effects of climate change.

The expected results of the project are:

- Cover at least 50,000 smallholder farmers with a bundled product or as a commodity product on its own.
- Create over 250 direct jobs via the Village Champion model for selling insurance, performing training and linking farmers to input suppliers and offtake market.
- Capacitate 60% of female Village Champions.

IMPACT INVESTOR



BENEFICIARY ORGANISATION

ACRE (insurance intermediary) – Kenya

TARGET

50,000 smallholder households

AGRICULTURAL VALUE CHAIN

Maize, pulses, beans, rice, and potatoes.

STARTING DATE

February 2024

DURATION

24 months

TOTAL TA BUDGET

€ 199,515
Including € 153,976 (77%)
contribution from SSNUP

