



TERMS OF REFERENCE

Request for proposals for the services of a Communication and Knowledge Management Specialist for the development of knowledge products for MiCRO

1. Introduction

The Microinsurance Catastrophe Risk Organisation SCC (MiCRO) is a licensed reinsurance company committed to creating insurance solutions for the productive vulnerable population. As a social enterprise, it focuses on the development and sale of microinsurance products, which protect against natural perils like earthquake, drought, and excess rain. Where others see intractable challenge, MiCRO see the opportunity for risk management solutions that make it possible to build better lives.

As a reinsurer focused on natural hazard risks, MiCRO not only aims to secure reinsurance capacity for its target clients, but also to provide modelling expertise in designing affordable and appealing index insurance, and by optimally structuring and dividing layers of insurance and reinsurance. In doing so, MiCRO provides the most cost-effective solutions to clients, whilst also confronting product design challenges such as basis risk.

MiCRO operates as a specialty start-up reinsurance company, starting operations in Haiti in 2011. The company has now entered into the market in Central America with products that will hopefully truly meet the demands of micro-entrepreneurs and smallholder farmers.

MiCRO's initial products in Central America are simple to understand, connected with tangible services and designed using a widely applicable insurable interest. These three elements facilitate "replicability" of the model with other aggregators and in other jurisdictions while ensuring that the product responds to specific and relevant needs. MiCRO is initially working with microfinance institutions as aggregators, but will consider additional opportunities to partner with other aggregators in order to reach vulnerable low-income populations with uninsured exposure to natural hazards, which is key to ensure scale and financial sustainability.

By providing direct technical assistance and product development to a wide range of local partners, MiCRO is installing capacity in each jurisdiction, a key element that will enable the offer of different index-insurance products in the market over time, and allow consumers to chose the products that fit the most to their needs and particularities.

MiCRO stands with the belief that the best way to improve the lives of vulnerable low-income populations is to design socially impactful solutions that can be financially sustainable in the long-term. As its first products launch, MiCRO continues to take steps in this direction and unlock the solutions that could expand natural hazard microinsurance across the world.

2. Objective

With the support of MiCRO's team and tools already created by the MiCRO team in the past, the communication and Knowledge Management Specialist should conceptualize, draft and develop knowledge products to meet the needs of different audiences in communicating MiCRO's business model, strategy, experience and results in a clean and visual way in collaboration with the MiCRO team.

3. Deliverables

The following set of knowledge products are expected to be delivered by the applicants:

1. **MiCRO Innovation Info Sheets:** A series of up to 6-8 documents, each 1-2 pages that highlight MiCRO's key innovations and strategy. Where possible, the documents would contain a graphics and photos, accompanied by brief content explanations on the respective topics. Some examples of topic areas could be – insurable interest, MiCAPP, product design, etc.¹
2. **Infographic documents:** A series of info graphics to highlight key statistics from MiCRO's work context and impact.²
3. **Two Case Studies:** Each document should present the case of “*Esfuerzo Seguro*” (Guatemala) and “*Produce Seguro*” (El Salvador). The document should contain a short and visual description of each product, numbers and KPIs to date, partnership details, project lessons, M&E results to date, challenges, and next steps (No more than 4 pages in the format of “Case Brief”³)
4. **Parametric Insurance Events Reports:** The document should present the organization of and participation at events to disseminate the lessons learned from the project. This report should focus on the event organized by MiCRO focusing on parametric insurance. The document should contain highlights on the first event organized in Guatemala back in October 2016 (participants, main topics discussed, etc.), and on the future highlights of the event which will be organize in 2017. The final document should not contain more than 15 pages with the description of the topics discussed, participants, lessons learned, pictures, statistics, etc.⁴
5. **Friendly MiCRO's pitch deck:** A review of MiCRO's pitch deck for investors to ensure simplicity, understandability and consistency with the deliverables 1,2,3 and 4.

It is expected that in the proposal it will be specified the following:

- Approach to produce each document: indicating creative ideas and examples, estimated hours of production and effects of art to be used.

¹ See ILO Emerging Insights

² For reference: http://www.fomin.org/Portals/0/Topics/Infographic_microinsurance2013pdf.pdf

³ For reference: <http://www.impactinsurance.org/publications/cb1>

⁴ MiCRO will provide the video script but is will also request the advice and support of the film studio for the adaptation of this script in the best way possible. MiCRO can also provide video recordings and pictures of the events based on the above specifications to facilitate the development of the documents.

4. Delivery

The estimated time for the delivery of each knowledge documents (initial draft and final document) is listed bellow:

1. **MiCRO Innovation Info Sheets and Infographic Documents:** Draft: August 30, 2017 Final Report: September 15, 2017
2. **Case Studies and Reviewed Pitch Deck:** Draft: October 5th Final Report: October 30, 2017
3. **Parametric Insurance Events Reports:** Draft: September 30 Final Report: November 15, 2017.

5. Profile

Successful responses to this ToR will exhibit the following qualities and competencies:

- Being a national of the IADB member countries is an absolute must.
- The Communication and Knowledge Management Specialist should have the following qualifications:
 - An advanced degree in, journalist, marketing, knowledge management, or similar;
 - Relevant experience in visual design;
 - Relevant experience in financial inclusion, access to insurance, agriculture insurance or parametric insurance is desired;
 - Relevant experience in producing knowledge and evaluation documents to different audiences;
- Exceptional creativity
- Strong knowledge of Latin America a very strong plus;
- Fluency in Spanish and English required.

6. Duration of the Consultancy

The consultant will start on approximately on 01th August 2017 and the term of the consultancy is expected to last until November 15th, 2017. The level of effort should be of at maximum 30 days from the initial date until the deliverable of the last knowledge product.

7. Coordination and Supervision

The Regulation and Consumer Protection Director and the Business and Marketing Strategy Director at MiCRO will act as focal points with the selected Communication and Knowledge Specialist to ensure the deliverables are accomplished smoothly and up to the standards required by MiCRO.

8. MiCRO's Responsibilities

Provide the film/ audios of the 2016 Parametric Event, relevant documentation, information and pictures regarding MiCRO and the project, which is essential for the development of the knowledge documents.

9. Selection

The selection process will follow the price comparison process where the selection will be based on the most economic price. The financial proposal must establish a total amount for the provision of the deliverables listed under section 3 by identifying the applicable costs for each deliverable.

Candidates are invited to send their expression of interest, CVs and economic proposal of the applicant by June 20, 2017 to the following email with the title of the consultancy in the subject line: jobs@microrisk.org with a copy to acamargo@microrisk.org, lgoncalves@microrisk.org and nsawaya@microrisk.org