THE INSURANCE INNOVATION CHALLENGE IN UGANDA

Detailed Call for Applications

1. Background

Uganda's micro-insurance market remains underdeveloped despite its decade-long presence. Additionally, the sector faces challenges such as limited uptake and other significant market barriers. UNDP, through its Insurance and Risk Finance Facility (IRFF) initiative[1] seeks to address these challenges by fostering sustainable, scalable, and commercially viable insurance solutions. Among other interventions to address this, UNDP Uganda, in collaboration with IRA, has launched the 2026 Insurance Innovation Challenge (IIC) to identify and support inclusive insurance solutions, expand market reach, and address protection gaps for underserved communities.

2. Objective of the Insurance Innovation Challenge (IIC)

The overall objective of the Insurance Innovation Challenge is to leverage insurance and risk financing to protect lives, livelihoods, and assets, contributing to economic growth and resilience in Uganda. More specifically, the Insurance Innovation Challenge aims to:

1. Identify and support insurance solutions for underserved markets, in the focus areas of resilient households, communities and countries, businesses, nature and food systems.
2. Promote innovative, inclusive insurance models that target underserved populations, leveraging technology, new distribution channels, and partnerships.
3. Enable local insurers and private sector actors to develop and implement tailored products and services.
4. Share insights and create guidance materials to support the replication of successful models globally

3. Who can participate

The Insurance Innovation Challenge is open to the following categories

A. Established/standard organisations

- Graduates and participants of IRA InsureX programme
- Micro-insurance companies
- Insurance players (insurers, brokers, bancassurance agents) with micro-insurance solutions
- Technology companies (Agri-Techs, Fin-techs, Insure techs and health techs)

B. Early-stage/non-standard innovators

- University-based Innovators
- Start-up companies/ individual innovators in Uganda with a clear roadmap for development and a viable strategy for formalisation or collaboration with an established entity to ensure successful implementation and scaling.
- Early-stage organizations, entrepreneurs and community-based innovators developing solutions that can address insurance access barriers for underserved population

[1] UNDP's Insurance and Risk Finance Facility is charting new pathways to build resilience, incentivize growth and safeguard development. Housed within UNDP's Sustainable Finance Hub, the Facility is using insurance and risk transfer to increase the financial resilience of countries, communities, households, small businesses, farmers and nature. Learn more at: irff.undp.org.

Additional information on the application criteria can be found in document **A- Mandatory and Evaluation Criteria**. You are also invited to attend three scheduled information sessions and Webinars to provide additional information that can guide your applications for the insurance innovation challenge.

- **Information sharing session 1:** Overview of the Innovation Challenge and guidance on the application to be held on *Wednesday, 5th August 2026*

- **Upfront Webinar session 1:** Introduction to the Inclusive Insurance Landscape in Uganda to be held on *Wednesday, 12th August 2026*

- **Information sharing session 2:** Product, Market and Regulatory Dynamics, which will be held on *Wednesday, 19th August 2026*

Methodology of the Insurance Innovation Challenge (IIC)

Shortlisted Participants will enter a Hackathon-style accelerator, gaining Intensive training, mentorship and an opportunity to win an award. Prior to the Hackathon, participants will attend a series of information sessions to build capacity to understand inclusive insurance in Uganda, the regulatory frameworks governing it, and how to engage customers through research and testing. The hackathon will then serve as a platform for crowdsourcing innovative ideas, both new and existing, from a diverse group of participants. The collaborative nature of a hackathon will enable participants to co-create solutions to specific challenges in Uganda's microinsurance sector.

Preference will be given to solutions that are ready to scale. This includes solutions that have obtained the necessary approvals and have the operational arrangements in place for market launch and expansion. Innovative solutions that are already in the market but have not yet achieved scale will also be considered, provided they present a clear and credible strategy for scaling.

The IIC will be implemented using the timelines below.

Activity	**Period**
Application period	July 2026 and August 2026
Virtual Information Sessions and Webinars	August 2026
Screening, shortlisting and Onboarding	August 2026
5 - day Hackathon and pitch day	28th September to 2nd October 2026
Post-Hackathon mentorship and monitoring of Winners	October – December 2026

Participants will have access to intensive accelerator training, one-on-one mentorship from industry experts, and regulatory guidance from IRA. The winning solution(s) will receive **a cash award equivalent to USD 12,300**, disbursed in instalments tied to key milestones, alongside post-hackathon support to refine prototypes and prepare for the regulatory sandbox.

Expected Outcomes

1. **Pipeline of Innovative Solutions:** A robust pipeline of insurance solutions that are scalable, sustainable, and designed to meet the unique needs of the Ugandan market
2. **Capacity Building:** Enhanced capacity of local insurance companies, intermediaries, and insur-techs to scale innovative products and services.

3. **Case Studies and Best Practices:** Development of case studies and best practices that can be shared globally, encouraging replication and scaling of successful solutions.
4. **Partnership and collaboration platforms:** Avenues for interaction, identification and creation of partnerships that can further enhance the insurance sector.

6. The Application Process

To apply for the Insurance Innovation Challenge (IIC), applicants must follow these steps

Step 1: Visit any of the following websites using the links provided to download the detailed call for applications, the application criteria, the declaration forms and the application submission template

1. IRA Website (https://ira.go.ug/other-publications/)
2. UNDP Website (https://www.undp.org/uganda)
3. Adroit Consult International Website (https://adroitconsultinternational.com/)

Step 2: Fill in the application submission template using the guidance provided in the submission criteria
Step 3: Sign the declaration form(s)
Step 4: Record a 2- minute short video with your phone/ camera, providing a summary of your innovation, what it needs to address, how it works and why you should be selected for this innovation challenge

Step 5: Submit the following documents to projects@adroitconsultinternational.com, copying in ira.sandbox@ira.go.ug

1. The filled-in application submission form
2. The signed declaration form
3. The 2-minute video
4. Any other attachments (e.g., company registration, etc)

The application period will run from Thursday 30th July 2026 until Mon 24th August 2026
Late submissions received after the deadline will not be considered.

Please send any queries or areas of clarification to projects@adroitconsultinternational.com, copying in ira.sandbox@ira.go.ug or contact 0760760760