



# AGILite

Developing the digital and entrepreneurial competences  
of VET trainers to support agile entrepreneurship training





Co-funded by the  
Erasmus+ Programme  
of the European Union

# AGILite

- [SANTAM – Crop insurance and Climate Change](#)
- [South Africa](#)
- [2016](#)
- [Asset Management & Sustainability](#)

Santam also took an in-depth look at Africa's climate resilience strategy.

## ***The initiative***

Santam, the leading short-term insurer in South Africa, was actively pursuing a strategy and associated initiatives to build climate change resilience in South Africa. The company claimed over 22% of all insurance business in South Africa and provided over half of the country's crop insurance.

Crop insurance provided farmers with a hedge against climate, environmental, and other risks. Around 40% of grain farmers in South Africa purchased hail insurance, the most common policy in agriculture. In years when crops were damaged before they could be harvested and sold, crop insurance provided resources that allowed farmers to be able to plant the following season. Settlements for weather damage not only made it possible for growers to continue their livelihoods, but also helped stabilize the region's food supply. However, many small landholders were priced out of the market for crop insurance. Unlike the government of many other countries, South Africa did not provide subsidies for crop insurance.

## ***Time frame***

2015 - 2016

## ***Areas of Focus***

Innovation, creativity, problem solving.

## ***People Behind the Case Study***

Yale School of Management

# THE JOURNEY

## Finance

*Crop insurer in South Africa*

## Outcomes to date

Company officials therefore had to take a hard look at where the company should focus its efforts in the future. How could the company increase revenues, decrease costs, or reduce risk to make crop insurance more feasible? How should Santam evaluate potential resilience projects? And how could the company share its expertise in risk management and mitigation to benefit South Africa and the rest of the continent?

## Origins

[University of Cape Town Graduate School of Business](#) [Yale School Of Management](#)

## Why it's relevant to AGILite

Santam was also taking a deep look at the strategy of climate resilience and how it might build its crop insurance business in the rest of Africa. The company faced considerable challenges in this area as crop insurance had low penetration in other parts of Africa. Company officials therefore had to take a hard look at where the company should focus its efforts in the future.

## REFLECTION & DISCUSSION POINTS

*Think about a creative idea you have had.*

- What path did you take to come up with this idea?
- What alternatives did you consider earlier on?
- How did your final work change from the initial intentions?

### MORE INFORMATION

Website: <https://cases.globalnetwork.io/santam>

Contacts:

# AGILite

Developing the digital and entrepreneurial competences  
of VET trainers to support agile entrepreneurship training



Co-funded by the  
Erasmus+ Programme  
of the European Union

"The European Commission's support of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission can not be held responsible for any use which may be made of the information therein." Project Number: 2020-1-IE01-KA226-VET-082937