

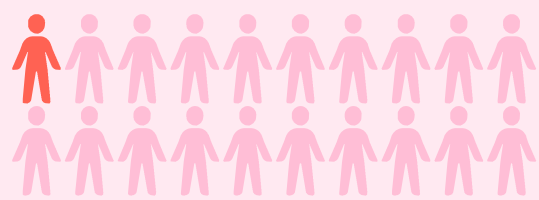
Bridging the MSME Protection Gap

From a UNDP-WPI joint study of 71 MSMEs in Tirana, Durrës, & Lezha

Protection Gap

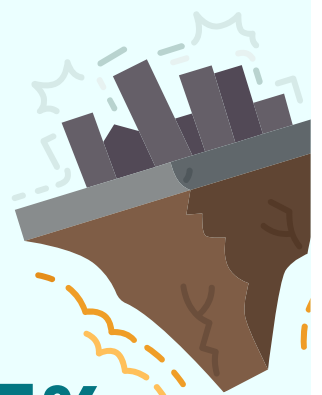


70% damaged by disasters



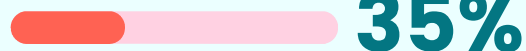
4% had insurance

What causes the protection gap?



Lack of Awareness

Unfamiliar with DRI



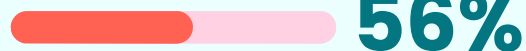
Pricing

Unwilling to pay over €100/yr



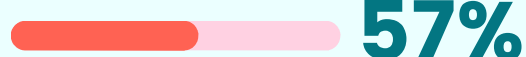
Risk Perception

Expect little future disaster damage



Distrust

Distrust Insurance Companies



A business profile

Supermarket Gjoni

by Bardh Gjoni in Shenkoll, minorly damaged in 2019



No insurance



Familiar with insurance



Distrusts insurance



Too expensive



Doesn't expect disaster
"in another 30 years"

Looking Ahead

Outreach



Spread disaster awareness



Inform about DRI

Improve resiliency



Help MSMEs implement preventative measures



Promote insurance