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UNDP, JIF launch training to boost change management, responsible insurance practices



AMMAN — As part of the Insurance and Risk Finance Facility (IRFF) initiative, the United Nations Development Programme (UNDP) in Jordan, in collaboration with the Jordan Insurance Federation (JIF), launched the fourth module of its national capacity-building programme on Inclusive Insurance.

The module, titled “Building Internal Capacity for Inclusive Insurance – Change Management and Responsible Insurance,” focuses on boosting the internal systems and leadership capacities of insurance companies to foster customer-centric and responsible business practices, according to a UNDP statement.

Being held in Amman from November 9 to 12, the training marks the final stage in a year-long Training of Trainers programme that aims to empower the Jordanian insurance industry to provide innovative, inclusive, and sustainable services that better serve vulnerable populations, including low-income households, small-scale farmers and entrepreneurs.

In her opening remarks, UNDP Deputy Resident Representative in Jordan Majida Assaf highlighted the importance of institutional transformation as the foundation for inclusive insurance.

She noted: “Inclusive insurance begins from within — it requires leadership, systems, and values that put people first. Change management and responsible insurance are not just business tools; they are pathways to fairness, trust, and resilience.”

Assaf also stressed UNDP’s commitment to enhancing partnerships between the public and private sectors to build a more sustainable, equitable, and climate-resilient financial ecosystem in Jordan.

CEO of the Jordan Insurance Federation Muayyad Kloub highlighted that the fourth module represents an “advanced” step in the strategic partnership between UNDP and JIF to enhance the technical and managerial capacities of the insurance industry.

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He added that the federation remains committed to supporting the transformation of the insurance sector into a model of innovation, accountability, and social responsibility.

The training, led by international expert, focused on key topics such as organisational change management, preparing institutions to become more customer-centric, and responsible insurance frameworks aligned with sustainable development goals (SDGs).

Participants engaged in interactive sessions, presentations, and peer-to-peer discussions designed to build a deeper understanding of how to integrate inclusive values and ethical standards into their business models.

This module follows three previous trainings held earlier this year on customer-centric product design, inclusive partnerships and distribution, and marketing, service delivery, and claims management. Together, the four modules form a comprehensive national programme to build the foundation of an inclusive insurance ecosystem in Jordan, according to the statement.