

Old Mutual Highlights Sustainability, Product Innovation at Editors' Media Engagement



Insurance firm Old Mutual has reaffirmed its commitment to sustainability, climate resilience, and financial innovation as part of its broader strategy to support communities and expand access to insurance and investment solutions. Speaking during the company's Editors' Media Engagement held at Four Points by Sheraton Kampala recently, company officials highlighted how the institution is integrating environmental sustainability, financial protection, and product innovation to address emerging risks affecting individuals, businesses, and communities. During the discussion on climate change and sustainability, officials explained that the company has increasingly prioritized initiatives that strengthen community resilience while promoting responsible business practices. They noted that the insurer is working closely with partners including hospitals, banks, and community organizations to support initiatives that promote health and social wellbeing. Among the notable collaborations is the company's involvement in the annual Rotary Cancer Run, a nationwide initiative that raises funds for cancer treatment and awareness.

Through such partnerships, the company supports efforts aimed at improving access to healthcare while raising awareness about preventive health measures. Officials explained that sustainability efforts also extend internally, where the company regularly conducts staff training programs to build awareness on environmental responsibility and sustainable practices within the organization. On the social front, the company has also intensified training and awareness campaigns targeting customers and communities. These sessions focus on financial literacy, risk awareness, and how insurance can help individuals and businesses manage climate-related shocks such as floods and extreme weather events. The firm noted that its insurance products already play an important role in supporting individuals and businesses affected by disasters, particularly as climate change continues to increase the frequency and severity of such events. Internally, the company is also exploring ways to expand its portfolio with products specifically designed to address environmental and climate-related risks. "We are looking at how we can



Caroline Tayebwa, Head of Marketing and Distribution for General and Medical Insurance

develop more insurance solutions that respond to environmental challenges while helping our customers remain financially secure," one of the officials explained. In the agricultural sector, where climate change continues to threaten productivity and livelihoods, the company said it is collaborating with industry partners and consortia to ensure that key agricultural facilities such as partner factories are fully insured against operational and environmental risks. The insurer has also stepped up outreach programs targeting rural communities where agriculture remains the main source of income. Through these programs, representatives engage farmers in community forums and field meetings, providing guidance on risk management, financial planning, and the role insurance can play in protecting their investments. Beyond sustainability, the company also used the engagement to highlight new developments within its investment and insurance products. Daniel Opiyo, Head of Marketing and



Daniel Opiyo, Head of Marketing and Distribution at Old Mutual Investment Group

Distribution at Old Mutual Investment Group, spoke about the recent launch of an enhanced investment product designed to provide both financial growth and insurance protection. He explained that the upgrade was informed by customer insights showing that many clients had been using Unit Trust accounts in a similar way to bank accounts—depositing and withdrawing funds when emergencies arise. To address this behavior while strengthening financial security for clients, the company introduced an improved solution known as Old Mutual Unit Trust Life Cover. According to Opiyo, the product enables clients to grow their income through investment while also unlocking life insurance benefits that can support families during difficult moments. These benefits include Life Care, Lifetime, and Safe Scholar, which are designed to provide financial support to policyholders and their loved ones in times of crisis. Opiyo called upon members of the media to help amplify the message and increase public awareness about the product and the broader benefits of investing in financial protection solutions. "We believe the media plays an important role in helping the public understand the opportunities available to them through these products," he said. The discussion also addressed strategies to increase insurance

uptake, particularly among young people and low-income earners who remain largely underserved by the insurance sector. Caroline Tayebwa, Head of Marketing and Distribution for General and Medical Insurance, explained that the company has been implementing targeted awareness campaigns to educate the public about the importance of insurance. She said initiatives such as interactive webinars, Insurance Week activations, and collaborative programs with strategic partners are helping the company reach new audiences and encourage more people to sign up for insurance coverage. Tayebwa noted that the company has also developed a wide range of products tailored to the needs of different segments of the population, including youth and low-income earners. The session was opened by Caroline Owomuhangi, Marketing and Communications Specialist at Old Mutual, who welcomed participants and shared updates on the company's recent developments. Owomuhangi highlighted how the company continues to improve its products and services while embracing digital innovation to better serve customers. She explained that Old Mutual is increasingly integrating digital solutions into its offerings, enabling clients to access financial services more conveniently while improving efficiency across the company's operations. As climate change, economic uncertainty, and digital transformation continue to reshape the financial services sector, the company said it remains focused on developing innovative solutions that empower customers while supporting sustainable development. Through partnerships, product innovation, and community engagement, the insurer hopes to strengthen financial resilience among individuals and businesses while contributing to broader economic growth.