



# Market Systems Symposium

## Incorporating a Gender Lens to Increase Women's Access to Financial Services

May 2022



**WIN**  
WOMEN IN BUSINESS



**TechnoServe**  
Business Solutions to Poverty



Sweden  
**Sverige**

# Women micro entrepreneurs face several barriers in accessing financial services

Access to  
information

Use of  
products

Time and  
mobility

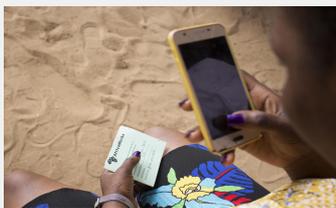
Companies do not know the needs of this target audience and they need a proven business case to invest with more confidence and integrate a gender lens with BOP in mind

So, we looked for the right partners to address this barriers and we tested:

- Improving products and services targeting women clients
- Agency networks

# We “worked” the system at different levels as there are many players and we wanted to create a ripple effect

## Improving Products and Services



### M-Pesa

Make changes to the digital savings products to meet low income women's needs

### Futuro Microbank

Upgrading of the financial literacy training for microfinance clients and inclusion of gender sensitive business management content

### Africa works

Migration from cash to digital money loan repayment model and creation of Social Performance survey

## Agency network



### MZ Nyeleti

Provision of financial incentives to the team of promoters in effort to reach more women clients

### Access Bank

Development/ expansion of financial agent networks and increase their female client base



# Lessons learned

- It is important to **work with a large number of players** (big, small) and in different areas and address many of the barriers that women face at the same time
- Sometimes we have to do small activities with the partner to make them **understand our added value and especially the MSD approach**
- Financial services actors are a promising vehicle through which to improve financial education, however **there is a trade-off in terms of the level of depth they are willing to invest in**

# Results to date



**1,800** women empowered through safer savings through M-Pesa's Xitique



**2,000** Africa Works clients accessing digital loan repayments via M-Pesa



**1,030** Futuro Microbank clients aware of improved business practices



Market changes with partners responding to gender trainings (Futuro Microbank, MZ Nyeleti, Access Bank and Africa Works)

# Sustainability plans

1

Prove the business case of designing products and services for BoP women

WIN should produce business cases to prove that it **is effective to invest in women as clients** and to provide more confidence to the private sector to integrate gender in their operations with BoP in mind

2

Investing more in product and services designed for BOP women

Use the learnings and identify companies with an interest in **co-designing Products and Services targeting low income women**

3

Identify replication partners

After the end of the interventions, WIN will share results, lessons learned and the business case to new potential partners. WIN will identify partners for **replication of these interventions and train them in our gender tools**, providing support



**TechnoServe**  
Business Solutions to Poverty

**Thank you!**

