

## Women's Financial Inclusion Community of Practice



## Data and Measurement Working Group

### Overview

### What is a Working Group

The working groups are an opportunity for members of the Community of Practice (COP) to collaborate on a common theme of interest. Each working group identifies themes, together with goals associated with each theme - and activities in furtherance of those goals. Members of the working group commit to leading and participating in the activities to further the goals identified.

### Themes, Goals, and Activities

#### Themes

- Metric design on access, usage and empowerment
- Data collection and quality by FSPs, NGOs, and governments.
- Research design tied to (i) analysis of household decision making, power, and agency, to (ii) resources for power and to (iii) perception of well-being and women's financial health
- Best practices in RCT design and impact evaluations and innovative research methodologies
- Know your customer metrics - Data on ability of women to meet KYC requirements (as compared with men) when it comes to multiple forms of identity documents.
- Digital financial product use by women
- The customer journeys of women

#### Goals

- Enhance peer review and engagement to strengthen data collection, measurement, and evaluation

- Promote knowledge around existing and future data sets and measurement tools (surveys etc), their granularity, their capabilities and access points, and potential use for measurement frameworks through webinars and training events.
- Consolidate measurement toolkits by theme, sector, or method (quantitative vs. qualitative)
- Achieve uniformity across actors in definitions, measurement tools used and the type of data that is collected to ensure quality and adherence to standards.
- Improve insights from analyzing large data sets on women's financial inclusion
- Use data for effective product design and better understanding of customer behavior (uptake and usage)
- Leverage data for policy change (advocacy)

#### Working Group Sponsored Activities

- May 25, 2017 [Working group meeting](#) in Bangkok, Thailand
- September 27, 2017 – Webinar: [Overview of Demand-side datasets on Women's Financial Inclusion](#)
- October 28, 2017 – Webinar: [Gender in the Global Findex](#)
- December 5, 2017 – Webinar: [Gender in the Financial Inclusion Insights](#)
- January, 2018 – Webinar: Gender in Finscope

### Working Group Members

Jenny Aker, Tufts University  
Jaclyn Bedford, Women's World Banking  
Gina Chowa, University of North Carolina  
Julio Espinoza, Oxfam  
Rebecca Ruf, Global Banking Alliance  
Lauren Murphy, Inter America Development Bank  
Shelley Spencer, Net Hope  
Johanna Ryan, Vision Fund International  
Nellie Moore, Innovations for Poverty Action  
Maria Luz Martinez Sola, KIT  
Kabinda Kabesha, Bank of Zambia

Aly Salman Alibhai, World Bank Group  
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Leora Clapper, World Bank Group  
Neli Esipova, Gallup  
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Mollie Liesner, ITAD

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