



# TEA WITH FINEQUITY

**April 14, 2021**

**8:30 until 9:30 am EDT**



Photo: Natalie Brown, 2017 CGAP



Photo: Peter Jacobson, 2016 CGAP



Photo: Tran Van Tuy, 2017 CGAP

# Agenda



- Welcome and Introductions
- FinEquity presentations – learning themes and regional updates
- Small group discussions and networking

# OUR TEAM



Antonique Koning  
**CGAP Gender Lead**



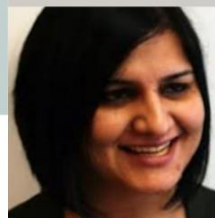
Yasmin Bin-Humam  
**CGAP Financial Sector Specialist**



Diana Dezso  
**FinEquity Facilitator**



Catherine Hight  
**Digitally-Enabled Financial  
Inclusion Thematic Lead**



Nisha Singh  
**Gender-Transformative Solutions  
Thematic Lead**



Alexandra Plazas Rocha  
**FinEquity External  
Affairs Officer**



Mariana Martínez  
**Regional Lead**

# Audience Poll

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Join at  
**slido.com**  
**#902 782**



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Impact Pathways

Digitally Enabled Financial Inclusion

Gender Transformative Solutions

- Build our understanding of how and when financial products and services improve **resilience** for different female customer segments.
- Incorporating **women's economic empowerment** (WEE) metrics into our work.
- **Gender analysis** tools and approaches.

## FinEquity Gender Data Brief

- How can sex-disaggregated data support women's financial inclusion – policy and regulation, implementation, products and services, monitoring and evaluation
- Relevant data sets

## Measuring Women's Economic Empowerment in Financial Inclusion

- A mapping of relevant frameworks



- **Upcoming Webinar – May 11**

## **Building Resilience Through Women's Groups: A Discussion of Why Psychosocial Factors are Critical for Their Success**

In partnership with the Resilience, Evaluation, Analysis and Learning (REAL) Associate Award

Registration and more information on our [website](#)

- **Call for examples** - how are you measuring & defining resilience in your work

- Understanding and addressing the capacity barriers associated with DFS of **digital financial literacy** and its enablers.
- Promoting **design approaches** that enable women to move from access to usage to impact. – This requires collectively ensuring that the wants, needs and realities of women are appropriately considered and addressed.
- Understanding and unpacking the **normative barriers linked with DFS use**, and their impact on adoption and usage of DFS for women

# Digital Financial Literacy (DFL)



- Synthesis will be published at the end of April
- Intended to help unpack common experiences and approaches to DFL
- Focused on user challenges and practitioner/ FSP recommendations
- Includes case studies from BSR, Aflatoun, Good Return and Strategic Impact Advisors and contributions from more than 50 community members
- Join our webinar with CEFI and Women's World Banking on April 28<sup>th</sup> (sign up link in the chat)

# Help me out!



Where have you seen good examples of **heuristics** being used in women's financial inclusion?

Gender-transformative solutions for financial inclusion are focused on **creating equitable financial systems** that enable everyone, regardless of their gender, to overcome supply- and demand-side constraints and improve their lives and livelihoods on equal terms. To this end, FinEquity's current priorities within this learning theme are to promote learning and solutions on:

## Diagnosing Social Norms

- How do we **diagnose the role of social norms** in women's financial inclusion and economic empowerment opportunities?
- How do we intervene to influence social norms and **identify incentives** for different market actors to **support norms shift**?

## Segmentation

- How do we understand the needs and **preferences of different segments** of women based on their life cycle, location, work/sector, and context?
- How do we develop **integrated solutions** to meet the needs of specific segments?

## Changing Provider Behavior

- What **incentives** (including policies) do providers have to pursue practices that are more **inclusive of and empowering for women**?
- What can we **learn from those who are doing it** and how can we **scale** this?



# Upcoming: Conversations with Gender Inclusive Providers



- Highlight gender inclusive financial services providers to understand:
  - Motivation and incentives to serve specific segments of women
  - Measures of success – KPI's
  - Key elements of success

- *What questions do you want answered?*
- *Do you have suggestions on who would be good to feature or which type of providers you most want to hear from?*

# The big question



*Women are more than 50 % of the population.  
Why do we still have to make a business case and  
who are we making this case to?*





## FinEquityALC

Una plataforma regional para América Latina y el Caribe.

FinEquity



SUSCRÍBASE AL BOLETÍN

ÚNASE AL DGROUP

Inicio

Blogs

Eventos

Recursos

#FinEquityALC2020

Cómo participar

- **FinEquity ALC** is a new forum within FinEquity, dedicated to promoting exchange and collaboration around women's financial inclusion in Latin America and the Caribbean.
- **FinEquity ALC** is hosted on the Portal FinDev as a space for regional dialogue for the Spanish-speaking Latin-American community in FinEquity.



Launched in January 2020, with the support from external partners:



## During year 2020:

- 15 blogs published.
- 3 webinars with more than 750 participants in total and more than 1,100 registered professionals working in the LAC region in women's financial inclusion related areas.
- 1 regional event within the Annual Global Meeting of FinEquity with more than 180 live participants.
- A network of 143 members of the DGroup of FinEquity ALC.

## Learning agenda for 2021:

1. Public policies and financial tools for women and their families to cope with the COVID-19 and regain their financial health.
2. Gender intentional financial education with a focus on serving recipients of G2P payments to build out use of broader digital financial tools.
3. Correcting biases in the financial system by raising awareness and highlighting good provider practices.
4. Inclusive rural finance for women.
5. The need for female Leadership in times of COVID-19 to ensure gender transformational responses across stakeholders.



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<https://www.findevgateway.org/es/finequityalc>



<https://uncdf.dgroups.io/g/finequity.alc>



# Questions and Discussion



# Small Group Discussions and Networking



<b>Room 1</b> <b>Share</b>	<b>Room 2</b> <b>Connect</b>	<b>Room 3</b> <b>Learn</b>
<p>Please join this breakout room if you have a recent <b>publication, tool, resource or initiatives</b> to share with the group or are looking to learn about the latest publications!</p>	<p>Please join this breakout room if you are looking for <b>partners and collaborations</b> on specific initiatives <i>or</i> would like to connect with peers!</p>	<p>Please join this breakout room if you have a <b>specific challenge, dilemma, and/or concern</b> you would like to share and discuss with your peers, learn from your peers and others!</p>

# Audience Survey



Please take our 3-question survey to tell us what you thought about our first Tea with FinEquity!

**Survey link in the chat!**

**THANK YOU!**



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