



CIVIL SOCIETY/GOVERNMENT PARTNERSHIP WITH WOMEN'S SAVING GROUPS



OXFAM

October 18th, 2017

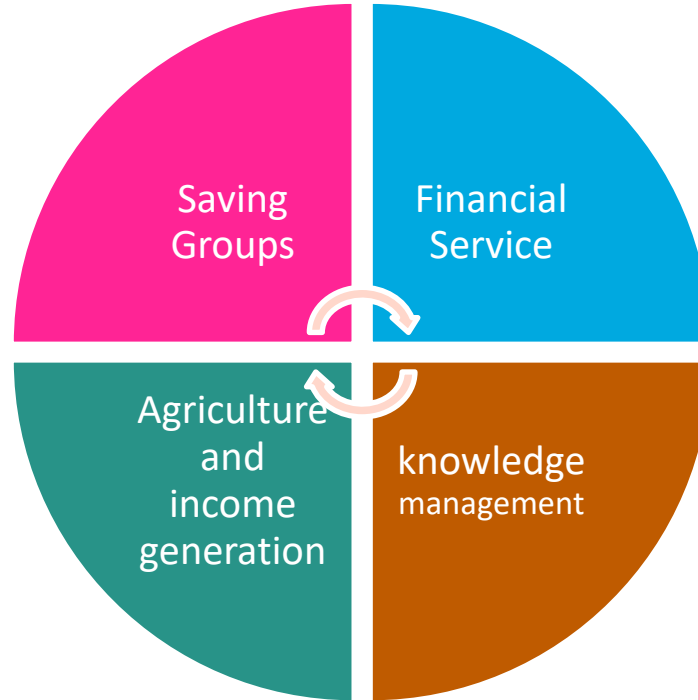


Saving for Change – SfC Metodology



OXFAM

- Groups building
- Saving
- Loan
- Women's Empowerment
- Alliances with state institutions
- Sustainability



- Financial Product Design
- Alliances with regulated financial institutions
- Placement of Exendents from SfC Groups
- Access to credits



- Homegardens
- orchards with market focus
- Microenterprises

- Methodology adaptation for young people, boys and girls
- Knowledge Management - exchanges
- Blogs - Videos - Articles

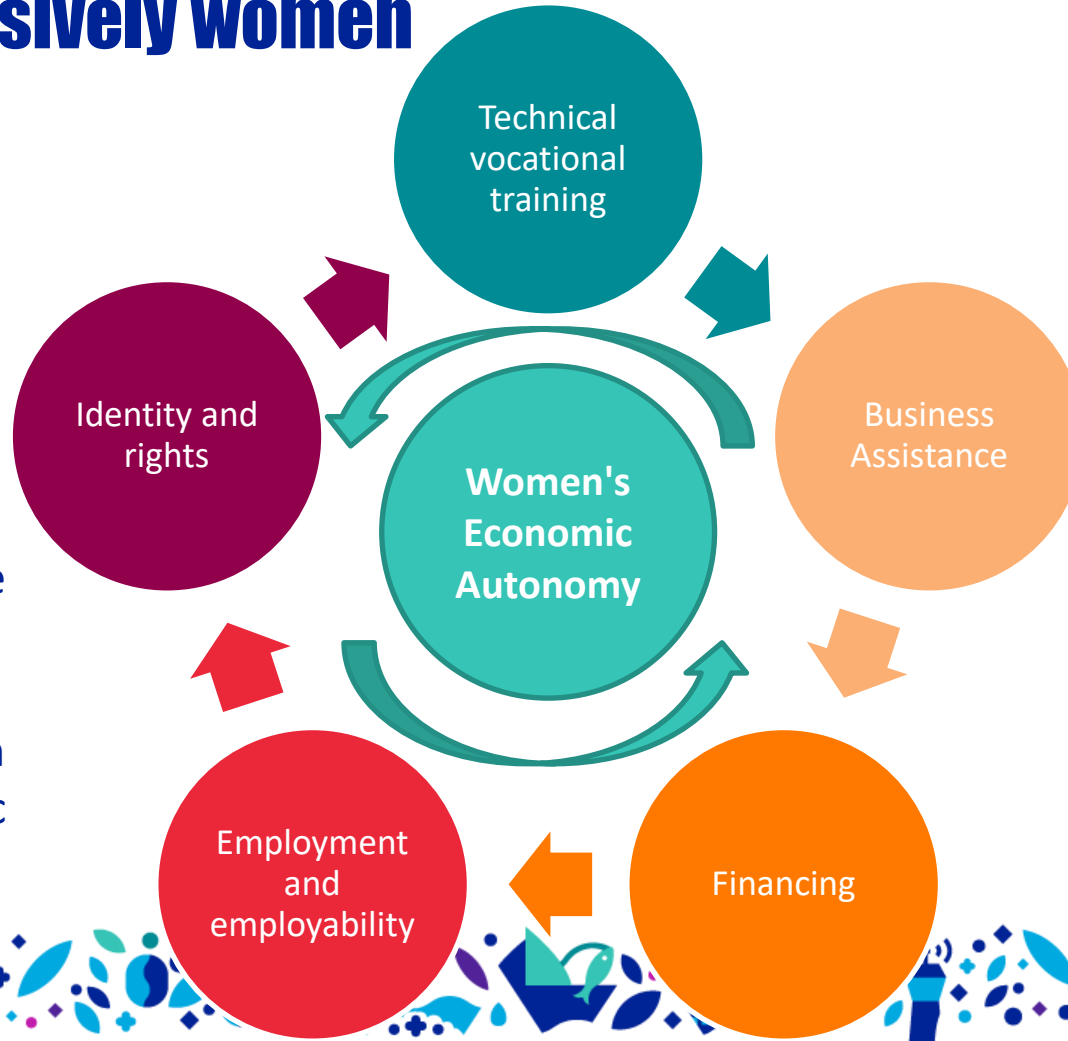


Ciudad Mujer: Program that provides specialized services comprehensively women



**CIUDAD
MUJER**

Establishment of key alliances with civil society to promote innovative initiatives with a high impact on women's lives, with an impact on public policies



16 public institutions

5 modules of attention





Agreement Signature

Technical assistance and training to "Ciudad Mujer" Users on SfC Methodology and attention SfC groups

Agreement objectives

- SfC groups participate in CM
- CM entrepreneurs train SfC groups
- CM services are provided to SfC groups
- Assembly of a greenhouse in CM (ECA)

Agreement Results

- SfC women trained in rights, entrepreneurship and CM services
- Technical training in ECA
- 3 productivity initiatives developed by women

Projections

Expand and strengthen the work Oxfam - Ciudad Mujer





**October 31th,
2016**

**Signing of
cooperation
agreement OXFAM-
BFA**

**New approach for financial
gender-inclusion**

**Participative
design in
substance and
form**

Savings

**Savings account for
Women's Savings
Group**

Loans

**Credit line for
Women's Savings
Group**



Designing gender-inclusive financial products



Strengthening
internal capacities

Participative
decision-
making

Fulfill
regulatory and
legal
requirements

Product
launch

Pilot project
implementation

Spread and
sustainabil
y of the
new
product

‡ New profile of
the financial
services advisor

‡ Empowerment
through
participative design

‡ Superintendence
of the Financial
System

‡ Pre-validation of
final product

‡ Follow-up on
user experience

‡ Knowledge of
women's savings
and credit
methodology

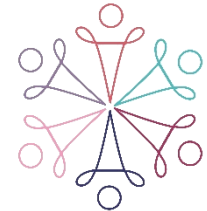
‡ Women were able
to choose
substantive issues
such as the interest
rate and style
issues such as the
graphic image of
the products

‡ Law for Banks

‡ New internal
regulations

‡ Education and
financial literacy

‡ Explanation of
product use and
characteristics



CRECE CON
NOSOTROS
— Unidos hacemos más —

Top rated logo for
account and credit line



Results and lessons learned

Joint savings account

Interest rate: 1.5%
Amount to open \$1
No extra charges
Pilot project:
5 accounts per \$2,700

Credit line

Interest rate: 2.5%*
per month
Until \$3,000 per
group
Disbursement with
promissory note
Pilot project:
7 loans per \$12,000

Lessons

Savings Groups
empower women for
financial inclusion
Strategic alliances
facilitate financial
inclusion

Lessons

To improve financial
inclusion, women's
idiosyncrasies must be
respected
Financial inclusion
involves designing
products adapted to the
needs of people

Potential beneficiaries

351 groups
7,381 saving women

*Regular BFA: 2.85%
Average financial
system: 4.06%



Muchas gracias
Thank you



**CIUDAD
MUJER**



Banco de Fomento
Agropecuario



OXFAM



EL SALVADOR

Grande como su gente

