

## FINANCIAL EDUCATION SUPPORT – FACTSHEET

<b>Financial Education Support</b>	<b>FEW-16: Digitalizing Financial Education Delivery</b>
<b>Country / Region</b>	Guatemala
<b>Partner Financial Institution/s</b>	Fundación Genesis Empresarial <a href="http://www.genesisempresarial.org/">http://www.genesisempresarial.org/</a>
<b>Technical Assistance Provider</b>	Juan Vega Gonzales, financial education consultant (endorsed by SDC)
<b>Overall Budget</b>	CHF 109,672 (28.6% self-contribution)
<b>SCBF Contribution</b>	CHF 78,266
<b>Date of Approval</b>	17.07.2018
<b>Duration</b>	08.2018 until 12.2019
<b>Context</b>	<p>Guatemala is a mid-level developing country with 17 million inhabitants and a GNI per capita of \$ 3,790. About 54% of the population lives below a GDP/capita PPP of \$2 per day. Most of the local community belong to descendants of Mayan populations, with different local languages and low literacy levels affecting their development possibilities.</p> <p>30 Guatemalan microfinance institutions reporting to the Mix Market represent a portfolio of \$300 million and over 400K microcredits. The law does not allow microfinance institutions to mobilize deposits.</p> <p>Limited efforts to disseminate financial education in Guatemala were mainly made using classroom-based training, which, because of its cost, limited the scope and sustainability of such initiatives.</p> <p>The substantive aim of the campaign is to design, implement, and monitor a Financial Education (FE) Campaign for GENESIS Foundation's clients and staff members using technology to deliver FE through a FE platform through interactive elearning and videos distributed through digital channels and branches of the MFI sustainably.</p>
<b>Current Status of the MFI</b>	<p>GENESIS is a double-bottom-line microfinance institution, whose mission is to "Provide agile and timely financial and non-financial services, accompanied by advice and training, to microenterprise, small business, and rural communities, to achieve sustained developments massively, accelerating the progress of Guatemala". GENESIS is the largest Guatemalan MFI reporting to the Mix Market, with over 110K active borrowers (70% women and 87% rural borrowers), with a gross loan portfolio of USD 130 million. It will operate since 2019 with 100 branches covering all Guatemalan governorates. GENESIS's clients are mainly poor and low-income entrepreneurs with limited literacy.</p>
<b>Objective and Main Activities</b>	<p>The substantive aim of the campaign is to design, implement, and monitor a Financial Education (FE) Campaign for GENESIS Foundation's clients and staff members using technology to deliver FE through an online FE platform (featuring interactive FE elearning, video cartoons, scenarios for decision taking and interactive learning), in a sustainable way.</p> <p>The direct target group of the FE Campaign is GENESIS's clients (with most of the MFI's client being low-income entrepreneurs and female-heads of households). GENESIS's loan officers and other staff members will also benefit from the FE Campaign. The FE Campaign's target is to reach up to 10,000 clients trained in FE by July 2019. The project outreach 3 years after project completion will be 30,000 clients trained in FE. GENESIS will deliver the FE using HD TVs and projectors connected to the eLearning Platform, and through social media (Facebook, YouTube, WhatsApp, web pages, etc.). Indigenous languages and gender considerations will be contemplated in the design, implementation, and monitoring of the FE Campaign. The FE materials developed in Spanish will be translated to 4 local Mayan languages. Staff trained at the head office will evaluate the effects of financial education on the financial wellbeing of the clients.</p>