

## FINANCIAL EDUCATION CAMPAIGN – FACTSHEET

<b>Financial Education Campaign</b>	<b>SCBF FEW-05: Financial education in an inclusive finance approach based on the development of Savings and Credit Groups</b>
<b>Country / Region</b>	<b>Mozambique - Nampula</b>
<b>Partner Financial Institution/s</b>	<b>Micro Banco FIDES Mozambique (MBFM), Nampula, Mozambique</b>
<b>Grantee</b>	<b>FIDES, Financial Systems Development Services AG</b> Route de la Fonderie 6, CP 53, 1705 Fribourg, Switzerland
<b>Overall Budget</b>	CHF 182'931 (27% self-contribution)
<b>SCBF Contribution</b>	<b>CHF 133'181</b> (73% SCBF funding share)
<b>Date of Approval</b>	26.06.2014
<b>Duration</b>	7.2014 until 6.2015 (12 months)
<b>Context</b>	<p>The majority of the Mozambican population never had access to formal financial services and financial education. The low education level and the only marginal exposure to formal financial services in the past is the reason why the Inclusive Finance Academy (INFINA) and Micro Banco Fides Mozambique (MBFM), supported by SDC and LED, have identified the need to design a financial education program that will be an integrated part of the MBFM capacity building and financial services approach.</p> <p>MBFM is a pro-poor microfinance bank based in central Mozambique. INFINA is a vocational training institution for MFI staff. Both, INFINA and MBFM are related in the effort to establish best microfinance practices in Mozambique.</p>
<b>Current Status of the MFI</b>	The project is implemented by the vocational training academy INFINA in partnership with the microfinance bank MBFM. The capacity and content for financial education is created in the academy INFINA whose privileged partner initially is MBFM. MBFM has already disbursed more than 1'000 loans in cooperation with INFINA. It is expected that a growing part of new clients will go through the financial education pilot project.
<b>Objective and Main Activities</b>	<p>The objective is to integrate financial education of clients into the current operational procedures of MBFM in such way that clients can choose the best available financial products and services. Furthermore, the campaign wants to develop and implement a sustainable financial education model between INFINA and MBFM that will progressively open up to other banks and microfinance institutions. In this context, the SCBF intervention will strengthen MBFM and INFINA in developing new competence in a very innovative field of knowledge. The FE approach will include the following key elements:</p> <ol style="list-style-type: none"> <li>1. Methods to assess and characterize the demand for financial education. Here simple methods applicable by MFI field staff will be privileged.</li> <li>2. Methods to design out of the understanding of the demand a simple tool box that will be the support for financial education with clients.</li> <li>3. Methods to organize a low cost education campaign.</li> <li>4. Methods to evaluate the financial education campaign.</li> </ol> <p>Upon completion, MBFM should be in a position to reach more than 30'000 clients within three years, at least 50% of them being women and 50% living in rural areas. A positive impact of financial education on client drop out and portfolio quality is expected.</p>