

FINANCIAL EDUCATION CAMPAIGN – FACTSHEET

Financial Education Campaign	FEW-24: Development of a Regional E-learning Financial Education (FE) Platform with National Microfinance Bank of Jordan
Country / Region	Jordan
Partner Fin. Institution	National Microfinance Bank (NMB) Jordan
Grantee	Center Of Arab Women for Training and Research (CAWTAR)
Overall Budget	CHF 149'883 (13% self-contribution of NMB Jordan and 17% self-contribution of AGFUND as a third party contributing to the non-TA costs)
SCBF Contribution	CHF 52'255 (35% SCBF funding share)
AGFUND Contribution	CHF 52'255 (35% AGFUND funding share)
Date of Approval	26.2.2020
Duration	05.2020 until 02.2022
Context	In recent years, Jordan recorded a general improvement in terms of financial inclusion. The share of adults with an account in a financial institution (FI) increased from 24.6% in 2014 to 42.08% in 2017 ¹ . Nevertheless, the gender gap (48%) is still persistent as women (26.61%) are much less likely than men (55.51%) to have an account at a FI. Moreover, lower-income earners ² and rural area residents (age 15+) are considerably less financially included than wealthier individuals. Only 32.88% of adults in the low-income bracket and 45.58% of rural area residents had an account at a FI. Borrowing from a FI is at 16% for low-income and 20% for rural area population. It is worth to mention that the National Financial Inclusion Strategy (NFIS) explicitly targets these segments; micro-enterprises and SMEs as well as those most affected by financial exclusion: women, refugees and young people. It aims to increase the level of access to an account by 10 points from 2014 by 2020 ³ and to reduce the gender gap from 53% to 35%. Financial consumer protection and financial capability (through financial education FE) is one of the four transversal catalysts of NFIS. Several reports and studies highlighted that the key factor behind this low financial inclusion rate is the poor knowledge of these groups about financial services. For instance, the 2014 S&P Global FinLit Survey ⁴ estimated financial literacy in Jordan at 24%, lower than in most Arab countries. Moreover, these groups are most affected by the intrnational crisis "COVID 19" as they are faced with lack of revenue, liquidity issues and limited access to financial services. This intervention will enhance the financial capability of women and low-income groups among NMB clients and potential clients by providing them with financial knowledge and money management skills via a user-friendly FE e-Platform.
Current Status of the MFI	NMB is an MFI supporting micro and small business entrepreneurs, particularly women and low-income people. It strives to improve the social and economic status of the low-income population through providing sustainable financial and non-financial services that meet their needs. It has a total of 33 network of branches and serves more than 90,000 clients of whom 78% women and 85% low-income. NMB offers a range of products spread across three categories; financial services, non-financial services and e-services. SCBF capacity building will help develop a new digital non-financial product enhancing women's and low-income people's financial literacy and money management skills.
Objectives and Main Activities	The FE campaign aims to promote financial inclusion of women and low-income people in Jordan through expanding financial education e-modules. During this pilot project it will reach 4,000 existing and potential clients of NMB, thanks to the regional E-learning Platform which will include 10 new tailored FE modules. The main components of this FE Campaign are: 1) Needs assessment, 2) Development of FE campaign communication strategy 3) Design, develop and implement the e-learning platform, 4) Develop 10 new FE Modules, 5) Train 60 NMB's staff members, 6) Pilot launch of the e-learning platform, 7) Evaluation of the pilot launch. Upon completion, NMB should be in a position to deliver FE e-modules to 5'000 clients/potential clients a year via an electronic delivery channel with the aim to change their attitude and behaviour regarding their day to day money management. As a result, they will be able to increase their savings, avoid or solve over-indebtedness problems, invest more and improve their financial well-being.

1 Global Findex data

² Defined as those in the lower 40% by reported income age 15+

³ National FE strategy 2018-2020 (CDJ/GIZ) <http://www.ipacc.com/echobusv3.0/systemassets/nfis18-20.pdf>

⁴ World Bank Development Research Group & George Washington University School of Business (2015), "Financial Literacy Around the World: insights from the Standard & Poor's ratings services global financial literacy survey", http://eflef.org/wpcontent/uploads/2015/11/3313-Finlit_Report_FINAL-5_11_16.pdf