

FEW-28 | Digital Financial and Business Education Training for the Clients of GENESIS

Partner Financial Institution:	Fundacion Genesis Empresarial	SCBF Contribution:	CHF 77'550 (70%)
Country:	Guatemala	Matching Contribution:	30%
Duration:	December 2020 – December 2022	Theme:	Financial Capability
Potential Outreach:	10,000 clients	Product:	Multiple
Thereof Women:	60%	Target Group:	MSMEs

CONTEXT

Guatemala is a mid-level developing country with 17.5 million inhabitants and a GNI per capita of USD 4'400. The country rates mid-level on the Human Development Index (127/189). About 59% of the population lives below a GDP per capita PPP of \$2 per day, with low literacy, financial, and entrepreneurial literacy levels affecting their development possibilities. The COVID-19 has a significant negative effect on micro-entrepreneurs' income, impacting their families' financial well-being due to the general reduction in mobility and contraction in economic activity. Country limited efforts to disseminate financial and business education in Guatemala using mainly classroom-based training, with little scope and sustainability of such initiatives.

The campaign's substantive aim is to design, implement, and monitor a Financial and Business Education (FBE) campaign for GENESIS Foundation's clients and staff members using digital technology to deliver FBE through interactive e-learning featuring interactive videos shown through digital channels and branches of Genesis.

CURRENT STATUS OF THE MFI

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 development massively, accelerating the progress of Guatemala." GENESIS delivers microfinance services to Guatemala's economically active poor, especially women, through 102 branches covering all Guatemalan governorates. GENESIS is the largest private Guatemalan MFI reporting to the Mix Market, with over 147K active borrowers – 66% women - and a gross loan portfolio of USD 200 million.

FBE will increase Genesis entrepreneurs' resilience to the COVID-19 and economic crisis by raising their financial and business skills.

OBJECTIVES AND MAIN ACTIVITIES

The FBE Campaign will include developing digital financial and business education oriented to train 10'000 microentrepreneurs (60% women), aiming to increase their sales, competitiveness, and resilience to the crisis. The digital FBE will be delivered using ten interactive e-learning, featuring ten short videos on topics related to business management: increase sales and competitiveness, value propositions, costing, business planning, digital marketing, remote distribution of products, cash flow management (projection and follow up) and business controls. 250 trained staff of GENESIS will deliver FBE through 102 branches and digital delivery channels.

Upon project completion, the financial institution should be in a position to continue providing on a sustainable basis FBE to its clients (25'000 clients trained expected by 2025).

