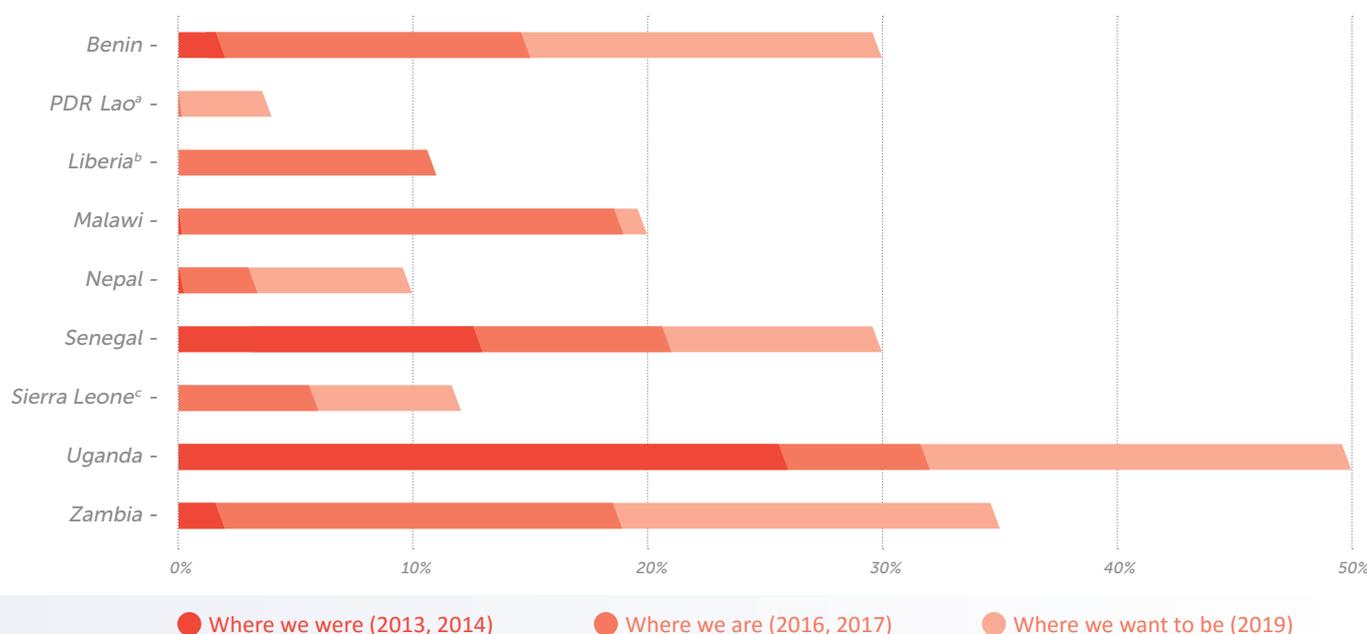


Providing access to financial services to underserved populations is a key enabler for at least 12 of the UN sustainable development goals. Because nearly two thirds of the world's 7.5 billion people have a mobile phone, digital financial services are becoming a gateway for those who have been historically excluded not only financially but also economically, politically and socially.



The Mobile Money for the Poor (MM4P) programme launched in 2012 because UN Capital Development Fund (UNCDF) saw that the gains in digital financial services (DFS) were not reaching the least developed countries (LDCs). MM4P was created to demonstrate how the correct mix of financial, technical and policy support can build a robust DFS ecosystem that reaches low-income people in LDCs. In doing so, it has helped accelerate growth in several countries, identified some of the levers to help markets develop and supported efforts to reach the last mile.

Targets – Active registered DFS users



a - Lao PDR: Lao People's Democratic Republic
 b - Due to lack of funding, operations in Liberia had to be halted as per June 2017
 c - Since 2017



For more information, please contact MM4P:

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MM4P is a programme funded by UNCDF in partnership with the following partners:





2. Customers

Identifying barriers to customer adoption and supporting client-centric approaches

- ✓ Conducted national surveys and analyses of client needs, wants and aspirations in Benin, Senegal and Zambia
- ✓ Supported human-centred and iterative design pilots in Benin, Lao PDR, Nepal, Senegal, Uganda and Zambia
- ✓ Hosted conferences on reaching women and rural customers

1. High Volume

Facilitating shifts from cash to digital payments that are performed regularly and in large quantities

- ✓ Invested in digitization of agro value chains as well as government-to-person and business-to-person payments in Nepal, Senegal, Uganda and Zambia
- ✓ Completed studies of opportunities for DFS in refugee camps in Uganda and Zambia, and initiated pilots to financially include refugees through DFS
- ✓ Piloted digital pension payments and social payments in Malawi, Nepal, Senegal and Uganda (ongoing)

3. Distribution

Investigating key constraints and proposing solutions to distribution and customer service challenges

- ✓ Provided funding support to the *Helix* Institute agent network accelerator training and the introduction of courses in Benin, Malawi, Senegal, Uganda and Zambia (ongoing)
- ✓ Conducted national agent assessments in six countries
 - ✓ Provided technical assistance for agent strengthening in marketing and liquidity management in Benin, Malawi, Nepal and Zambia
 - ✓ Supported pilot on innovative agent models, including inter-agent lending services, cooperatives, agribusiness, youth agents and roving agents (ongoing)

6. Infrastructure

Promoting development, awareness and use of systems that facilitate and regulate connectivity, interchange of consumer identity data and privacy

- ✓ Funded geographic information system (GIS) service point mapping in Benin, Nepal, Senegal and Zambia, and made it publicly available
- ✓ Provided risk-sharing support to build towers in poorly connected areas of Eastern Uganda
- ✓ Conducted payment diagnostics in Liberia, Malawi, Nepal, Senegal, Uganda and Zambia that identify payment flows and infrastructure constraints

4. Providers

Providing technical and financial support to advance providers' understanding of underserved markets, notably rural populations and women, improve DFS products and adapt business models accordingly

- ✓ Developed strategies and launch plans for new DFS providers, including banks, mobile network operators, payment service providers and remittance companies
- ✓ Supported providers in designing, piloting and launching 'second generation' digital finance products in eight countries, including savings, credit and insurance
- ✓ Helped link DFS providers to microfinance institutions and savings and credit co-operatives in Benin, Senegal and Uganda
- ✓ Invested in linking agro- and health-service providers with DFS in Nepal and Uganda

5. Policy & Regulation

Working with regulators on their overall DFS strategy and promoting enabling policies and regulatory updates, better data collection and analysis, and effective oversight

- ✓ Supported the central banks of Nepal, Malawi and Zambia to gather and analyse data for DFS
- ✓ Supported research and the drafting of guidelines on e-money trusts, agent regulation and dispute resolution
- ✓ Supported the drafting of digital finance policy and regulation in Lao PDR, Liberia and Malawi



Ecosystem Development

Stimulating the DFS market by promoting partnerships and coordination through thematic workshops, events and exposure visits

- ✓ Facilitated public/private DFS working groups in eight countries
- ✓ Facilitated the participation of government and private sector representatives in conferences as well as exposure visits to Cambodia, Philippines, South Africa, Uganda and United Republic of Tanzania
- ✓ Held two international conferences with over 120 representatives on going rural and serving women customers, namely #DFSgoRural and #DFS4Women
- ✓ Provided scholarships to the *Helix* Institute and the Digital Frontiers Institute