

UN Capital Development Fund

**Evidence-Based Design for Access and Agency of Women and Girls:
Insights from Five Countries**

United Nations Capital Development Fund

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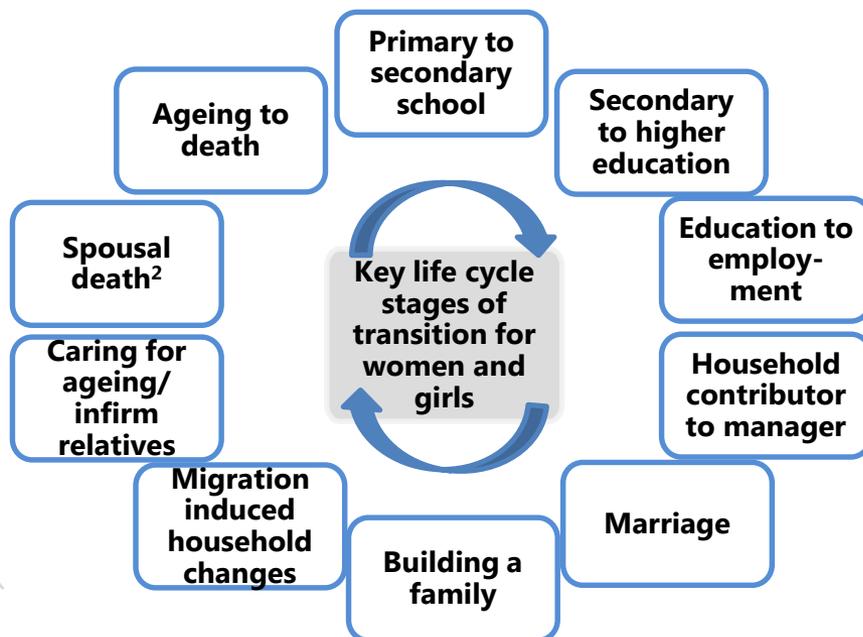
Unlocking Public and Private
Finance for the Poor

Women's and girls' financial needs are determined by their life cycle stage and economic roles

Household life cycle stage

Economic roles

Women and girls transition through multiple lifecycle stages during their lifetime, which influences their financial needs and the design of products and services required to meet these needs.



Women's and girls' experiences in economic roles are distinctly different to those of men and boys, and raise distinct financial needs and constraints for design of financial products and services.

Women's and girls' different financial needs are based on their lifecycle and economic roles, and these needs can be met by suitable and differentiated financial products and services

In addition to their other economic roles, women and girls are also "consumers." They also may have specific economic roles within the household—particularly household manager. As these are cross-cutting roles, we have not separately identified either. Their financial needs as consumers and household managers (or other roles within the household) can be considered as part of the lifecycle analysis.

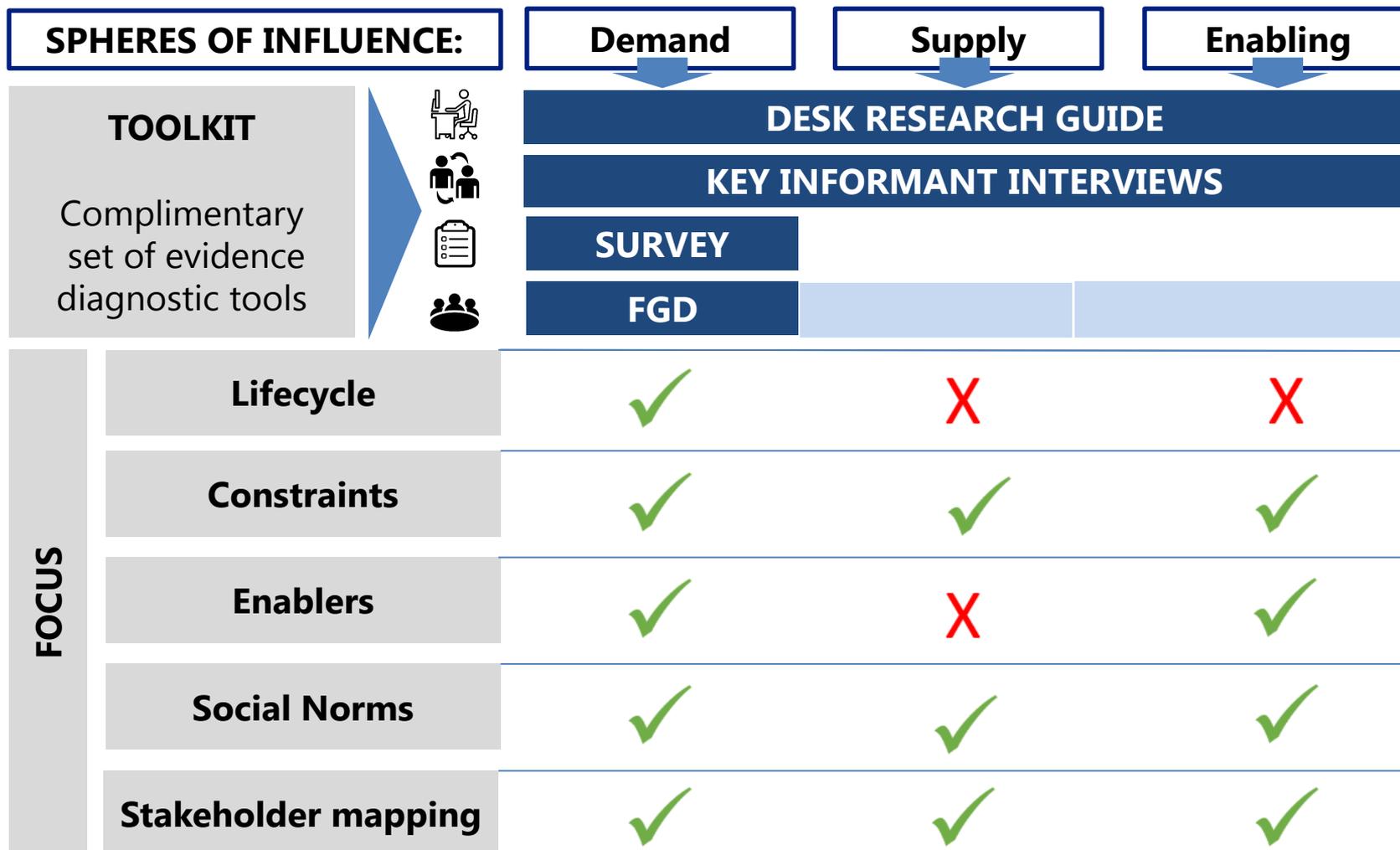
We have built four tools around this framework to understand constraints in access and agency



	Tool	Description	Source
	DESK RESEARCH	Secondary data capture tool to collect existing public information to understand constraints and enablers before interviews occur	Review and documentation of country level research and datasets from international/ local sources
	KEY INFORMANT INTERVIEWS	Semi-structured interview tool to validate and poke holes in information found through desk research to understand constraints and enablers	20+ interviews with FSPs, governments, civil society and industry associations
	HCD INSPIRED FOCUS GROUP DISCUSSION	Primary qualitative interview tool to elicit a conversation around needs, barriers and motivations of women and girls' to allow for their voices to be heard	5 FDGs with women farmers, SME owners/ employers, employees and adolescent girls (in-school/out-of-school)
	QUANTITATIVE SURVEY	Primary quantitative survey tool to quantify and generalize responses from women and girls to understand patterns in constraints and enablers	Survey with 400 women and girls (rural/urban, married/unmarried, age)

A scorecard approach supports the aggregation and analysis of findings from each of the four tools

The toolkit provides insight across the key spheres of influence defined in the framework



Across spheres, constraints can be prioritized based on country-level detail to produce scorecards



In the slides that follow, scorecards are constructed following country-level analysis of categories of constraints across enabling environment, supply and demand, listed below. Constraints are prioritized for severity based on a qualitative assessment of insights from the Dalberg/UNCDF Country Assessment Toolkit.

Weak gov't commitment	There are no Government financial inclusion targets, or no financial inclusion strategy	Limited sex-disaggregated data available	FSPs are not aware or do not see the value in collecting or analysing sex-and age-disaggregated data	Limited financial capabilities, awareness and confidence	Financial and digital literacy are limited
	There is no gender strategy or the gender strategy does not mention financial inclusion		Even when they are aware, they may not have the capacity or resources to effectively collect and analyse		Business management skills (including pitching skills) are limited
Weak financial regs	Female representation in the central bank or policy-making bodies is weak	Products ill adapted to women's needs and realities	FSPs lack awareness of the 'women's market' which can feed into biased/prejudiced attitudes of FSP staff	Limited documentation, ownership and control over assets and income	Access to market information and vertical social networks are limited
	The central bank does not incentivize nor publish the collection of sex disaggregated data		FSPs may not know how to develop adapted products		Lack of confidence/risk aversion can inhibit use of financial products
	Consumer protection regulations are underdeveloped	Inappropriate delivery mechanisms	Products not delivered in tandem with non-financial services	Limited time and mobility	Paid work is often poorly paid and precarious
	Product/ delivery regulation constrains private sector innovation e.g. agent banking, mobile financial services, collateral requirements		Marketing is not targeted to women and girls		Household work is unpaid
	KYC regulations place a heavy burden on opening and managing an account for women and girls	III-adapted requirements to open and manage accounts	Physical financial service access points and agent network are limited/inappropriate and do not cater to time and mobility constraints	Limited time and mobility	Land ownership, and control/usage of land is limited even in societies that have matrilineal systems
	Financial infrastructure such as payment systems, credit bureaus and collateral registries do not exist or function effectively		Credit scoring processes are not adapted to women and girls' limited credit histories		Mobile phone ownership in own name is limited
Discriminatory laws	Laws hinder (married) women's ability to: travel outside the home, obtain a national ID card, sign a contract open a bank account or control marital property	Limited membership of VSLAs	KYC regimes are not adapted to women and girls' identification documents	Limited time and mobility	ID ownership to meet account opening requirements is limited
			Independent management of accounts may be limited by age or requirement for husband approval		Mobility is restricted to the home or to a limited geography
			There is a lack of coordinated effort to scale VSLA and SHG networks effectively		Family responsibilities and lack of affordable childcare solutions contribute to time poverty

Select Findings - Bangladesh



The key lifecycle stages identified in Bangladesh are (i) school transitions, (ii) marriage, (iii) being employed and (iv) building a family. The financial needs at these stages are largely unmet by formal products

ACCESS

- Limited access to retail banking due to limited time and mobility.
- Limited access to mobile financial services due to safety concerns for women interacting with predominately male agents, women's lower phone ownership compared to men's (48% compared to 79%), poor digital literacy skills (66% of women rank "low" in digital literacy, compared to 24% of men)
- Access requirements - uncollateralized retail bank loans are particularly challenging for (informal) women entrepreneurs to meet due to a lack of standardization in documentation requirements by the central bank, and discretionary interpretation by banks to specify requirements for multiple guarantors, trade licenses, tax certificates, business and bank statements.

USAGE

- Ill adapted product features limit women's financial usage including lack of support for women MSMEs to graduate from MFIs to retail lending
- Lack of agency limit women's financial usage as share control with their husbands 85% of surveyed women share control of loans with their husbands
- English phones limit usage of mobile money by digitally illiterate women
- Products do not meet needs given a weak culture of using sex-disaggregated data to inform product design.
- A lack of awareness among FSPs of women as a viable customer segment beyond microfinance.



Less than half of women participate in the labour force compared to more than 80% of men.

Women's businesses are small and predominately in the handicraft sector.

Only 13% of firms have any female ownership.

Select Findings - Ethiopia

The key lifecycle stages identified in Ethiopia are (i) (early) marriage, (ii) raising children, (iii) employment, and (iv) migration which can involve migration to the Middle East.

ACCESS

- The number of bank branches are growing but still low by continental standards; there are about 3 bank branches per 100,000 inhabitants. Where the gender gap in bank access between women and men stands at 4% points, this increases to 21% points in rural areas. Women have limited time and freedom to travel to formal access points.
- Limited access points is compounded by lack of awareness: Only 29% of women know how to open a bank account.
- Mobile and mobile money are still nascent in Ethiopia and phone ownership is still low among women. 53% of rural women do not own a phone.
- ID requirements are challenging for migrant women - Migrants are required to bring a release document from their birth place as evidence of prior residence and their relinquishing of property inheritance rights in the regions.
- Access to retail bank loans for high growth women entrepreneurs are particularly challenging - NBE allows unsecured loans and lets banks determine collateral amounts but banks require up to 200% collateral for loan approvals. Property is the most common form of collateral required, but only 11% of women own a house, compared with 26% of men due to traditional inheritance practices.

USAGE

- Women's financial lives revolve around daily expenses and unpredictable expenses such as emergencies. Women primarily save and borrow informally, relying heavily on friends and family as well as equbs (rotating savings group) to meet their needs.
- Pockets of gender sensitive FSP innovation exist (e.g. women's savings products) but require scaling up.
- NBE does not yet require FSPs to collect sex disaggregated data but this initiative is underway.



65% of women are engaged in agricultural activities.

Only 3% of women are in formal employment.

Women own 16% of businesses; their ownership participation is greatest in the textiles sector

Select Findings - Myanmar

The key lifecycle stages identified in Myanmar are (i) school transitions, (ii) childbirth and building a family, and (iii) caring for infirm relatives.

ACCESS

- Access points across delivery channels are extremely limited in Myanmar, with mobility constraints and limited phone ownership (there is a gender gap in phone ownership of 20% points) exacerbating this issue for women.
- Agent banking and mobile money agents are nascent, with less than 10 times fewer banking agents and 100 times fewer mobile agents per 100,000 people than Bangladesh.
- Low awareness, misperceptions, and perceived need on requirements to access banks: 58% of women believe that employment is necessary to own a bank account, and 62% believe that low incomes do not justify a bank account.
- Requirements to secure loans at retail banks are the key constraint for women business owners looking for larger ticket loans, as banks require >200% collateral in land & building which women are less likely to own. until recently the farmland registration process had space for only one name, which was generally allotted to the male head of the household. A collateral registry does not currently exist in Myanmar.

USAGE

- Women save and borrow to meet recurrent household expenses, but do so informally.
- Digital literacy a challenge and awareness of different product types (e.g. insurance).
- Beyond usage, not all women retain control of financial tools - women twice as likely as men to not have an account if another family member has one.
- Weak culture of using sex-disaggregated data limits tailoring of financial products and channels for women and girls and prevents FSPs from meeting their needs.
- Low FSP awareness on the benefits of targeting sub-segments of women with tailored product offerings.



Women are a third less likely to be part of the workforce than men; 47% work in agriculture

Women own approximately 25% of all MSMEs in Myanmar – predominantly in services, but also in the manufacture of textiles and footwear

Select CA Findings - Senegal



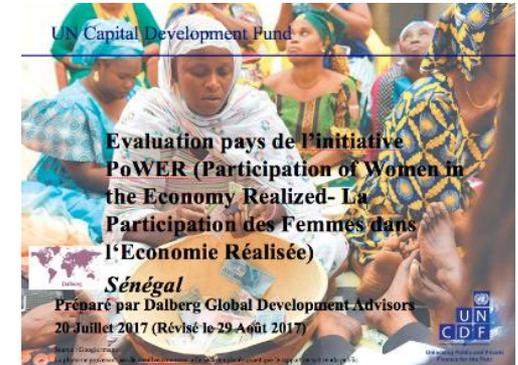
The key lifecycle stages identified in Senegal are (i) school transitions; (ii) marriage; (iii) transition to enterprise or wage employment; (iv) birth of child; (v) religious celebrations.

ACCESS

- Relatively few access points. Mobile money access points 50X those of banks (including SFDs).
- Women have limited mobility due to time constraints related to unpaid care work (19% of GDP contribution compared to men).
- In addition, 41% of women reported that they found it normal if their husbands beat them if they leave the home without permission of their husbands.
- Of those interviewed, 85% of women did not have mobile money account, even though there is relatively strong penetration of mobile phones.
- Financial institutions are free to set the guarantees required for clients.; 47% of women reported that guarantee requirements are a constraint; with 85% do not have land, house, or other guarantees.

USAGE

- Very low usage overall, but less for women (11% men vs 4% women).
- Women have higher usage of informal finance (40%) than men (6%).
- Lack of sex-disaggregated data to be able to analyze further.



45% of women are in the workforce vs 70% for men.

49% of women's work is in agriculture

Remaining work is in low-return and high risk sectors (hotel, restaurants, commerce)

Select Findings - Tanzania



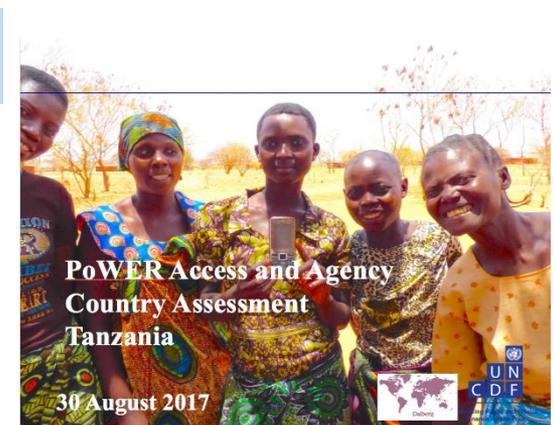
The key lifecycle stages identified in Tanzania are (i) school transitions, (ii) employment, (iii) childbirth and building a family.

ACCESS

- Limited bank access points - agent banking has grown by 80% since 2013 but is still low (6.2 agents per 100,000 adults). This has implications for women as the distance to banks is deemed too far due to time and mobility constraints (including requiring permission from husband to travel).
- Perception that banks are for the wealthy or for large sums of money. Women cite lack of money (70% of responses) as the top reason for not having a bank account, despite low or no minimum balance requirement.
- Gender gap in mobile ownership 30% of women do not own a phone, compared to 15% of men (15% gap) overall, and 39% among rural women compared with 18% of rural men.
- Access requirements – while tiered KYC for mobile and flexible id requirements exist and uncollateralized loans under \$350,000, yet lack of implementation due to delay in rollout of national id so multiple ids still required.
- Women SMEs don't have business registration and collateral to access credit given given unequal customary land titling regimes (15% women own land versus 41% men).

USAGE

- Formal gender gaps still remain in credit, insurance and business support services. E.g. Women mostly borrow informally to start businesses and 72% of women turn to friends and family for support during crises such as health shocks, and 22% rely on savings.
- Poor sex-disaggregated data prevents gender-specific innovation among MNOs.
- Agency is limited in larger financial decisions, in travelling without permission, and women's ability to enforce the application of formal inheritance law with implications for asset ownership.



Women's workforce participation is 73% compared to 83% of men

71% of women work in agriculture, compared to 26% in services and only 3% in manufacturing

54% of MSME are owned by women in Tanzania, but their businesses concentrated in retail and services, tend to be smaller than men's and predominately informal