

# MAKING CENTS INTERNATIONAL

Start, Save, Invest at Your Service:  
*Retrospectives from Banking over 600,000  
Youth*

7 October 2015

Washington, D.C.



# AGENDA

- INTRODUCTION OF PANELISTS
- PRESENTATION OF THE LESSONS LEARNED AND RECOMMENDED PRACTICES
  - DEVELOPING FINANCIAL SERVICES FOR YOUTH
  - PROVIDING NONFINANCIAL SERVICES FOR YOUTH
  - IDENTIFYING INSTITUTIONAL PROVISIONS FOR A SUCCESSFUL PROGRAM
- Q&A



**1**

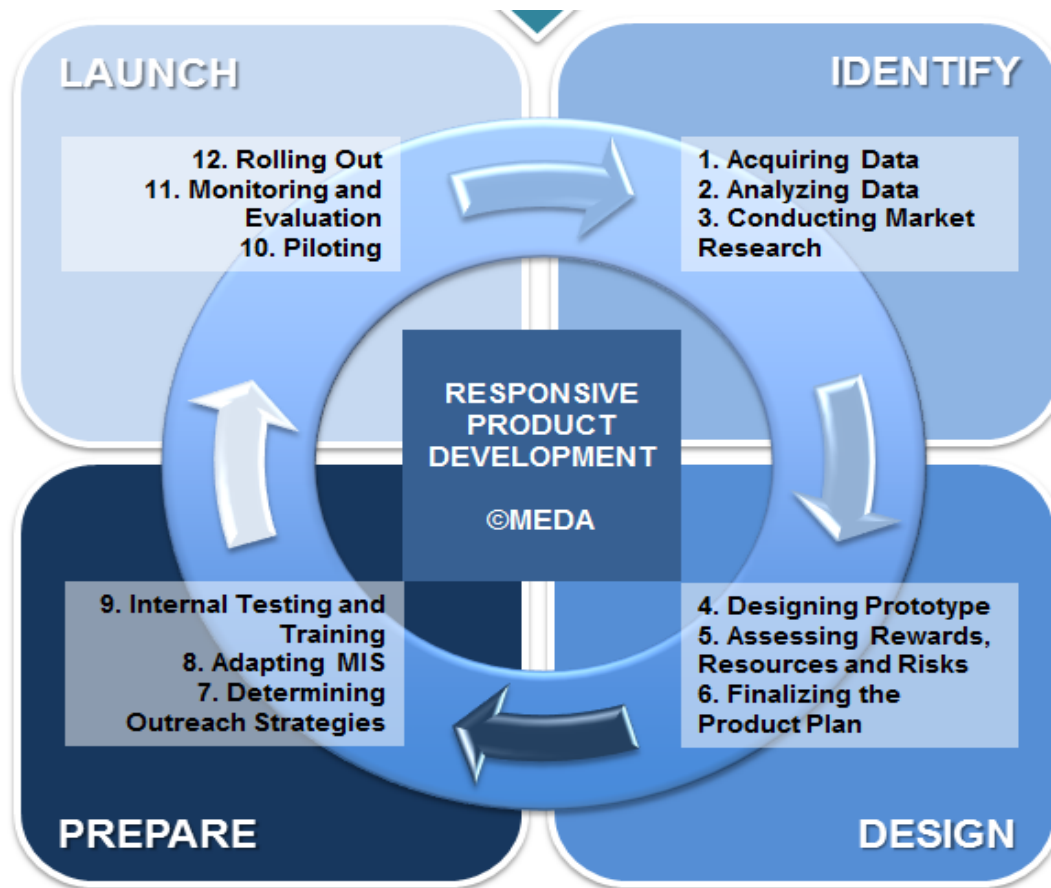
## **INTRODUCTION OF PANELISTS**



**2**

## **DEVELOPING FINANCIAL SERVICES FOR YOUTH**

# Product Development Process



*Poll: How have you and/or your organization engaged with youth to understand their financial needs?*

- a) Through Participatory (or traditional) Market Research
- b) Through ongoing studies and feedback loops
- c) Using technological methods (SMS questions, online questionnaires etc)
- d) Some combination of the above



# Key Features of Products

Feature	Ardi	Attadamoune	INMAA
<b>Loan amount</b>	DHM 5,000 to 50,000	DHM 5,000 to 30,000	DHM 3,000 to 50,000
<b>Interest rate</b>	2%	2%	1.7%
<b>Guarantees</b>	parents as guarantors	-guarantor for amounts > 8000 -group security guarantee	-guarantor -acknowledgement of debt -promissory note
<b>Non-financial services</b>	Yes, bundled with loan	Yes, to all potential clients	Yes, bundled with loan



# Learning from the YouthInvest experience



## Lets do it again!

- Youth spoke and they listened!
- Front-line staff training from the start
- M&E training for piloting to roll-out was essential
- Document, document and document some more!

## In YouthInvest's next life

- Are we on the same page??  
Let's check in again in a few weeks...
- Pilot innovative outreach strategies and check motivations
- Evaluate integrated NFS and efficacy of length





**3**

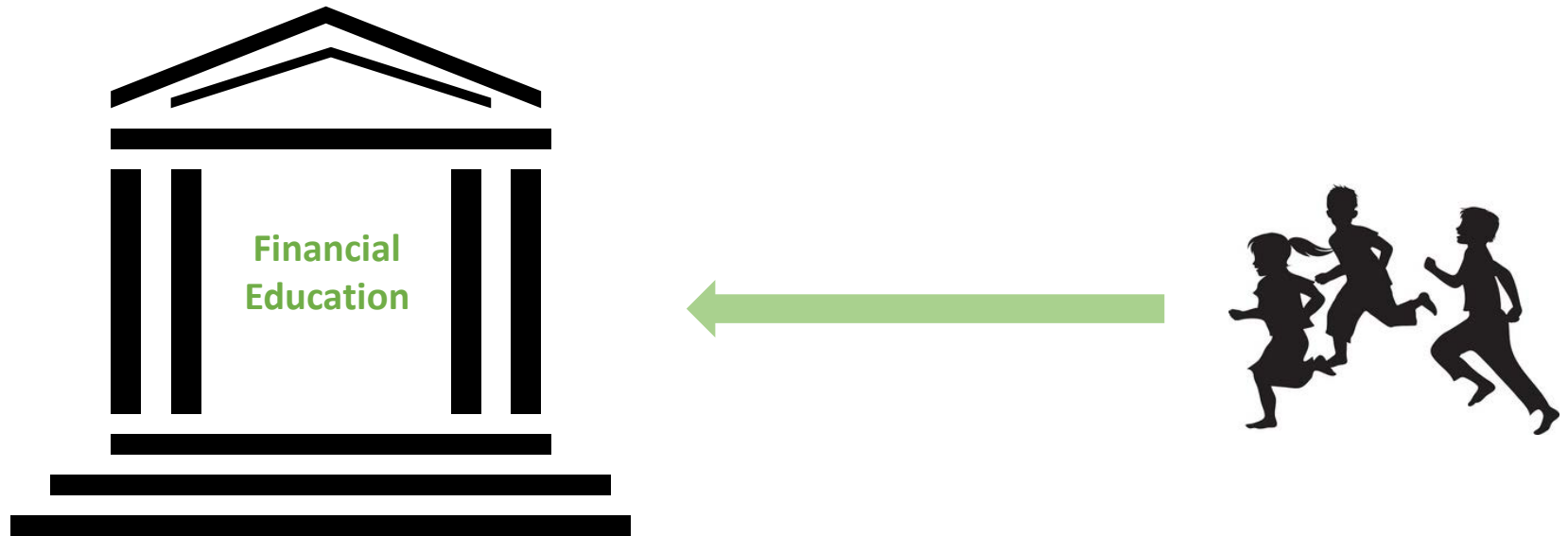
## **PROVIDING NONFINANCIAL SERVICES TO YOUTH**

**Poll:** *Financial service providers should provide financial education to youth through:*

- A. Primarily through their branches and services
- B. In partnership with schools and other youth serving organizations
- C. They should not provide financial education



# Delivering nonfinancial services



## WHAT DID WE LEARN?

- Ensure a strong lineage between financial services and non-financial services
- Adopt 'critical minimum' approach to financial education
- Select the delivery model for NFS that best reflects the context where the FSP operates and responds to the needs and availability of youth

# The Critical Minimum

- 4-5 sessions
- 30 min per session
- Basic concepts
- No materials required
- Standard session design (4 steps-  
4 Anchor, Add, Apply and Away)

# Delivery models used by YS partners

## Models for providing financial education

1

### UNIFIED MODEL

FSP staff directly provide NFS, delivering sessions to youth at branches and schools. The model is very cost-effective as it reduces the costs for the FSP since staff are both field officers and facilitators.

2

### LINKED MODEL

FSP develops partnership with YSO that provides NFS to youth. The model alleviates the burden of the FSP to conduct NFS while at the same time provides access to a broader and larger network of youth.

3

### HYBRID MODEL

A combination of linked and unified models: Youth peers are trained as trainers in order to deliver NFS to other youth, a variation on the unified model.

4

### PARALLEL MODEL

FSP has a separate education department and uses it to provide NFS to youth.



**4**

**IDENTIFYING INSTITUTIONAL  
PROVISIONS FOR A SUCCESSFUL  
PROGRAM**

- Ongoing monitoring
- Make joint processes explicit
- Prepare to problem-solve
- Anticipate cultural differences

**Consistent understanding  
of roles & goals over time**



**Effective internal  
communications**

- In-person dialogue and relationship building
- Communicate, double check, and communicate again
- Identify effective tools, and dedicate time and resources

**Governance &  
coordination**

- Recognize dependencies across partners' workstreams
- Specify mechanisms and understand boundaries for decision making

## AUDIENCE POLL

Which of the three elements of partnership building do you think is the most important?

- A. Consistent understanding of roles & goals over time**
- B. Robust mechanisms for governance & coordination**
- C. Effective internal communications**



Roundtable with ACSI



## Questions & Answers

THANK YOU

