

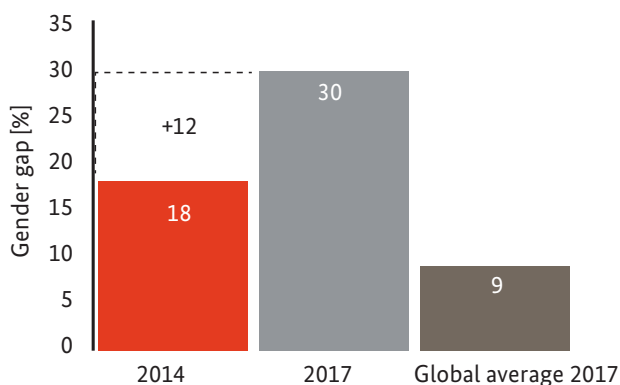
Clōsing the Gap

The Inequality Challenge. Innovative Solutions to a Global Issue

The Challenge

In Jordan, less than one in three women have access to a bank account. In comparison, just above half of all Jordanian men are financially included. With an average of 42%, financial inclusion in this lower middle income economy stands below the global average of 69% (Global Findex Database 2017).

Perhaps most strikingly, the gender gap in access to finance in Jordan currently stands at 30% – three times higher than the global average. And even more alarmingly, this gap has been growing over the last few years!



Growing gender gap in Jordan

Project title	Clōsing the Gap: Women Empowerment through Digital Financial Services in Jordan
Commissioned by	German Federal Ministry for Economic Cooperation and Development (BMZ)
Country	Jordan
Implementing Organisation	Improving Access to Remittances and other Financial Services through Digital Solutions (GIZ Jordan)
Duration	July 2018 to June 2019

The Objective

The project 'Clōsing the Gap: Women Empowerment through Digital Financial Services in Jordan' aims to tackle the gender gap in financial inclusion by developing a women mobile money agent network in Jordan.

In the context of digital financial services, mobile money agents are key in engaging customers and bringing them into the formal financial system. Agents function as 'human touch points' between financial service providers and their customers. Contracted by the mobile payment service providers, the agents' primary role is to register individuals, and facilitate deposits and withdrawals in and out of their customers' mobile wallets.

The Target Group

The project aims to engage with female micro, small and medium entrepreneurs in Jordan. Research shows that women are more likely to interact with other women when it comes to personal money management. To-date, the number of women agents in Jordan is minimal, possibly hindering the uptake of digital financial services by more women. As such, increasing the number of skilled female mobile money agents will play a catalytic role in increasing financial inclusion among women in Jordan.



◀ Location of the 'Closing the gap' project:
● Jordan



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The Approach

The project focuses on three main intervention areas:

1. Identify and train mobile money agents: Members of the agent network will be women entrepreneurs, who will receive extensive training as mobile money agents. The project will facilitate their linkage with the licensed mobile payment service providers.
2. Build entrepreneurial skills and competencies: The women agents will engage in multidisciplinary learning and coaching sessions to enhance their capabilities as business owners. Preliminary topics identified include financial literacy and budgeting, communications and sales, marketing and branding.
3. Facilitate access to markets: The project will facilitate access to new market opportunities, and assist the women agents in integrating digital financial services into their daily operations. In particular, the project is exploring the linkage of women businesses to e-commerce platforms, and upcoming fairs.

The Milestones

The project aims to advance the financial and economic inclusion of women in Jordan through digital solutions. To achieve this goal, the project is working on different fronts:

Extensive awareness raising and informational materials including short videos and brochures have been deployed to introduce the concept of mobile money and the roles and responsibilities of a mobile money agent.

In addition, the project has developed an in-depth training course that further explains the importance and potential benefits of becoming a mobile money agent. The interactive training course is complemented by an agent kit, which provides practical information and tools such as a commissions calculator, a goal setting exercise, as well as FAQs. Through a train-the-trainer approach, the project is in the process of rolling out the training to women-owned businesses.

Interested training participants are connected with the mobile payment service providers, and receive additional one-on-one training sessions. The project is also supporting them with awareness raising and activation activities to help the new women agents attract mobile money customers.

The project has also been conducting numerous stakeholder engagement meetings with mobile payment service providers and international and local aid organisations to identify areas of collaboration between projects.

About the Inequality Challenge

The Inequality Challenge supports innovative approaches that tackle inequality and the 'leave no one behind' principle of the 2030 Agenda with the ultimate goal to integrate and upscale those approaches into German Development Cooperation's portfolio. Initiated by the German Ministry for Economic Cooperation and Development (BMZ), it supports ten projects in India, Bangladesh, Cambodia, Mongolia, Jordan, Serbia, Nigeria, Mauritania, Brazil and Mexico with up to 100,000 EUR.

GIZ manages the Inequality Challenge. For further information, please visit www.inequality-challenge.com or contact Tiffany Sacher, fundmanagement@giz.de.

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