

European Microfinance Platform Youth Financial Inclusion Action Group

Call for Case Studies

The European Microfinance Platform Youth Financial Inclusion Action Group (YAG) is inviting submission of case studies to be published in a dedicated issue of the European Dialogue Series on *“More inclusive finance for youth – scalable and sustainable delivery models for financial and non-financial services”*.

This publication will document different approaches for offering financial and non-financial services to young people and synthesize key factors that have enabled or prevented financial institutions to reach scale and sustainability. The aim of the publication is to offer a set of criteria for financial institutions to determine an appropriate approach for offering the services based on their operational capacity and local context.

The publication will use the terms youth and young people to refer to those aged 14 to 24 in accordance with the UN definition. However, some regional variations (for example, the youth age group in Sub-Saharan Africa is 18 to 35) will be taken into consideration. Young people can be further divided into 2 different age groups: those aged 14 to 17 and those aged 18 to 25.

What do we mean by financial and non-financial services?

Financial services can refer to a wide range of formal financial services such as credit, savings, remittances, insurance and mobile banking. Non-financial services might refer to complementary services such as financial or business education, health services or vocational skill training.

What do we mean by scalability?

Scalability signifies programming that reaches as many young people as possible in a geographic area. Scalability ensures that there is a sufficient buy-in from staff at all levels as well as from the target population for the full or partial commercialization of the financial product and related non-financial services across multiple branches of a financial institution.

What do we mean by sustainability?

Sustainability refers to the capacity of the financial institution to generate sufficient revenue from the financial service (and/or from associated cross selling) to support the costs of offering non-financial services either directly or non-directly. This ensures that the product can be offered autonomously and sustainably without any dependence on external sources of funding.

CASE STUDY OUTLINE

Case studies should describe the experience of organizations offering financial and non-financial services to young people by providing the following information:

Institutional Information

1. Name and location of the organization offering the services. Please provide the logo of the organization (and/or program if applicable) in JPEG format
2. Background information of the organization, including:
 - o Type of institution (for example: savings and credit cooperative, non-deposit taking financial institution, commercial bank)

- Geographical location
 - Number of years in operation
 - Number of branches
 - Number of active borrowers and savers (adult and youth)
 - Services offered (for adults and youth)
 - Number of loans outstanding and savings accounts
 - Institutional financial data (gross loan portfolio and average loan balance, total deposits and average deposit account balance, Operational Self-Sufficiency, Portfolio-at-Risk)
 - Number of staff
3. Did your organization have previous experience offering non-financial services to adults? If yes, what type of services were offered? How were the services offered? (for example, who offered the services, when and where were services offered)

Youth Program Information

Program Overview and Target Group

4. Name of youth program (and/or youth financial service)
5. What is your organization's rationale for serving youth clients?
6. What are the specific objectives of the youth program?
7. Who are the target youth? Please provide details on any segmentation (for example, by gender, age group, geographical location, or school status). Are the target youth children of existing adult clients?
8. Provide a brief description of the youth program, including year the program was launched, geographical location, number of branches offering the services, number of staff, percentage of staff time offering financial services to youth, and total number of beneficiaries (segmented by gender and age group).

Financial Services

9. What financial services are being offered to youth? How were these services selected? What are the specific terms and conditions? Please include requirements such as co-signing for loans or savings accounts.
10. What are the results of the financial services? If offering loans, provide the number of youth loans, gross loan portfolio and portfolio at-risk. If offering savings, provide the number of youth savings accounts opened, savings volume and number of inactive accounts.

Integration of Non-Financial Services

11. What non-financial services are being offered to the youth clients? How were these services selected?
12. How is the program integrating the non-financial services?¹ Who provides the services? When and where are the non-financial services offered? Include whether the youth receiving the financial services are the same ones receiving the non-financial services.

¹ Delivery of integrated services might be linked (different organizations offering the different services); parallel (same organization, but different staff delivering the services); unified (same organization and the same staff delivering the services) or a hybrid of those.

13. What type of marketing activities have been carried out for this program? Include whether the marketing activities were offered only at launch or have been offered continuously.
14. What type of partnerships, if any, have been established to offer the financial and non-financial services? (for example, training, funding, delivery of services, marketing, etc).
15. Describe any type of technology that has been utilized to offer the services (if applicable).

Scalability and Sustainability

16. Have the financial services and non-financial services achieved scale? How has this been achieved? If not, why hasn't scale been reached? Include whether the financial and non-financial services have achieved different levels of scale and why.
17. Have the services been able to reach financial sustainability? If yes, how has this been achieved? If not, why and what is the time horizon for reaching sustainability?
18. How else are the costs of the non-financial services covered? (for example, subsidies, revenues from financial services, revenues from cross-selling to youth, revenues from cross-selling to parents, etc.).

Achievements, Challenges and Lessons Learned

19. What have been the most important achievements of the program? What explains these achievements?
20. What have been the most significant challenges in the program? What actions has the organization taken to overcome these challenges?
21. What would be your lessons learned and recommendations to achieve scale and sustainability?

Country Information

- What is the legal age to obtain a loan in the country where you are offering the youth program?
- What is the legal age to open up a savings account?

INSTRUCTIONS FOR SUBMISSION

- Case studies should not exceed 15 pages, including graphs and pictures.
- Case studies should be submitted as a Word document to gerice@e-mfp.eu
- Case studies should include contact information: name, title and email address.
- Selected case studies might be asked for additional information on product development, monitoring and evaluation.

Deadline for submission is Friday, October 24, 2014, 4pm CET.