



Responsible Finance

Social Performance Management
Youth-Inclusive Financial Services
Client Protection & Financial Capability



MicroSave is a global consulting firm committed to promoting financial access and responsible finance amongst low- and middle-income people, while supporting the provision of high-quality, affordable, market-led financial services. Under Responsible Finance, we help financial service providers, investors and funding organisations, financial service providers, e/m-banking service providers, microfinance networks, social advocacy firms and international NGOs, conduct research and assessments, and then develop appropriate strategies, programmes, products and services.

<i>MicroSave's Work Areas</i>	Social Performance Management (SPM)	Client Protection	Financial Capability	Youth-Inclusive Financial Services
<p>Help financial institutions integrate Social Performance Management into their core business</p> <p>Facilitate Client Protection in financial services</p> <p>Promote Financial Capability among the underserved communities</p> <p>Expand access to Youth Inclusive Financial Services</p>	<ul style="list-style-type: none"> • We assess SPM of organisations using the social audit approach • We integrate SPM into strategic planning and governance structures • We support MFI networks – national and regional – to evolve SPM strategy • We assess customer poverty levels using the PPI tool and develop MIS systems for poverty tracking • We support socially oriented investors and funders to evolve an SPM strategy and reporting mechanisms for their investee organisations. 	<ul style="list-style-type: none"> • We assess compliance with client protection principles and codes of conduct • We support conforming to social disclosure guidelines • We integrate SPM and client protection in operational structures like internal audit and delinquency management • We support reporting to MIX SPS and Microfinance Transparency and ensure compliance with codes of conduct 	<ul style="list-style-type: none"> • We integrate financial education into delivery strategy for financial services • We design product/financial education curricula • We deliver training to practitioners • We conduct market research and impact assessments to inform programme development/ improvement • We conduct scoping studies to develop implementation frameworks 	<ul style="list-style-type: none"> • We assess needs and preferences for financial services among the youth • We develop financial products and services tailored to youth • We design youth-focussed product/financial education curricula • We deliver youth oriented financial education training

Our Clients Include



Why Work With Us

MicroSave works closely with clients on the ground to solve strategic and operational challenges, ensuring that the customer's perspective is embedded into products and the processes. Our work typically starts by using *MicroSave's* acclaimed market research techniques, and goes on to focus on product development and delivery systems (including optimising processes while minimising risks), as well as delivery channels, customer service, brand analysis and marketing strategies.

MicroSave's website hosts a range of short and long publications, presentations and videos on the topic. These knowledge materials are the result of *MicroSave's* engagements with its clients and end users, and close analysis of developments in the sector.

- Dedicated team of experts in social performance management, client protection, youth financial services and financial capability with a rich and varied experience across Africa and Asia.
- Supported the SMART Campaign's client protection assessment pilot for two East African MFIs and is a member of the Client Voice Task Force.
- Experience in pilot testing SPM diagnostic/assessments and creating SPM Action Plans for a wide variety of MFIs of varying models, geographies and sizes throughout India, Bangladesh, Sri Lanka and the Philippines.
- Provided training and initiated partnerships with social investors, such as Maanaveeya/Oikocredit and Lok Capital, to provide technical assistance support to their MFI investees in social performance and to help in the creation of a broader social performance strategy.
- Provided consultancy support to integrate SPM and client protection principles for networks in India and the Philippines.
- Proprietary SPM tool and training material – leveraging *MicroSave* tools focused on market research and listening to clients, HR/staff satisfaction and rapid institutional assessments – that yield valuable management information and embeds SPM as a valued part of the business.
- Experience in market research, M & E framework development and impact evaluations for financial education (FE) projects, having implemented these in several leading FE projects in Kenya.
- Supported youth FE curriculum development and implemented training to youth trainers in Kenya and Uganda.
- Developed youth oriented products and services for financial institutions in Nepal, Indonesia, Kenya and Uganda.

MicroSave's USP

- Market-led approach which focuses on putting clients at the centre of the business.
- Proprietary SPM tool and training material – leveraging *MicroSave* tools focused on market research and listening to clients, HR/staff satisfaction and rapid institutional assessments.
- An internationally recognised storehouse of knowledge on microfinance, e/m-banking, SME, private sector development and responsible finance.



Nike Foundation

In April 2008, Nike Foundation awarded a grant to *MicroSave* and the Population Council (a New York based NGO) to implement a three year pilot project to facilitate the development of savings services for adolescent girls in Kenya and Uganda. As a part of the project deliverables, *MicroSave* facilitated the design, branding and launch of savings products that were implemented in four financial institutions – Faulu and K-Rep Bank in Kenya and FINCA and Finance Trust in Uganda. *MicroSave* also provided support throughout the implementation of programme activities, which included community mobilisation and engagement on-going, and managing a variety of youth group activities including financial education.

The project has seen great success over the period with over 5,000 accounts opened (against a targeted 2,000 accounts) and initial pilot research results indicating the girls save more regularly and larger amounts than they used to. The project has proved to financial institutions that it is possible to design a savings account for young people, and that they are interested to (and will) save if given an opportunity. As a consequence, some of the partner financial institutions have successfully sought and accessed alternative funding to scale-up youth-inclusive financial services.



India, Bangladesh and Sri Lanka: Social Performance Management Implementation Project (Michael and Susan Dell Foundation, 2010-2012)

Michael and Susan Dell Foundation (MSDF) contracted *MicroSave* to drive adoption of social performance reporting standards in the microfinance sector, and integrating these reporting metrics into the decision making and management of microfinance institutions (MFIs). *MicroSave* is working with nine leading MFIs to deploy the industry standard tools on poverty assessment and social performance indicators (the CERISE SPI, Grameen Foundation's Progress out of Poverty Index and Microfinance Transparency). In addition, *MicroSave* is working with a sub-set of the MFIs to evolve an integrated approach to social performance management, with the social performance metrics providing key inputs for decision making, product design, targeting strategies and staff policies and incentives.

This project aims to assess the current social performance reporting levels of the MFIs, increase adoption of industry standards and tools, and train MFIs to use these tools to sustainably monitor and enhance their effectiveness.



About *MicroSave*

MicroSave is a premium consultancy organisation that offers practical, market-led solutions to financial institutions and corporations focussed on bringing value to the base of the pyramid. *MicroSave's* expertise has evolved from nearly 15 years of on-the-ground experience with institutions in Africa, Asia and Latin America.

Our staff members comprise bankers, microfinance specialists, SME specialists, m-banking and mobile money specialists, accountants, social scientists, management consultants, livelihood experts, and rural development specialists.

MicroSave offers services across five areas: Microfinance and Banking, E/M-Banking for Financial Inclusion, Small and Medium Enterprise, Private Sector Development and Responsible Finance.

We have implemented projects across Africa, Asia and Latin America including: Afghanistan, Bangladesh, Cambodia, Colombia, Democratic Republic of the Congo, Egypt, Ethiopia, Ghana, India, Indonesia, Kenya, Malawi, Nepal, Nigeria, Papua New Guinea, the Philippines, Sierra Leone, South Africa, Sri Lanka, Tanzania, Uganda, and Zambia.

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