EMPOWERING WOMEN THROUGH FINANCIAL INCLUSION IN THE PHILIPPINES

The Case of Grameen Foundation’s WomenLink Program

**VISION AND STRATEGY**

**WOMEN**
Filipino households confer unto women the role of managing the household finances

**SMS**
Channel of messages on financial tips and digital financial services to reinforce every households’ uptake of the services offered by Grameen Foundation’s partners

**PARTNERSHIP**

- **Action.Able, Inc.** - IT solutions provider in support of business operations by building and operating mobile platforms that involves processing of various payment modes
- **Ahon sa Hirap, Inc. (ASHI)** - an NGO which offers microfinance products, training services on leadership, micro-enterprise ventures, and financial literacy, as well as community welfare efforts such as medical assistance, disaster relief and rehabilitation projects
- **Agusan del Norte Teachers, Retirees, Employees and Community Cooperative (ANTRECCO)** - a savings and credit association which offers savings, loans, insurance, remittance and health programs
- **Caritas Banco ng Masa (BNM)** - a rural bank offering savings, loans, insurance products and a digital financial agent for utility bills payment and mobile phone top-ups
- **Opportunity Kauswagan Remit (OK Remit)** - a platform to domestic and international remittances by domestic and overseas Filipino workers, microfinance loan disbursements, utility bills payments, top-ups to pre-paid mobile phones, and ticketing for travel and entertainment

**MESSAGES**

- **WELCOME MESSAGE**
- **MONEY MANAGEMENT**
- **FINANCIAL PRODUCTS & DIGITAL FINANCIAL SERVICES**
- **PARTNER PRODUCT PROMOTIONS**

**RESULTS**

**1. INCREASED ADOPTION OF SAVINGS PRACTICES**
- 30% more women practice savings
- Savings grew 142%. Average weighted savings per month increased from Php 711.85 to Php 1,012.50 (US$13.69 to 19.47)
- Stretched 2-3 days to 21 days cash on hand spending

**2. INCREASED ADOPTION IN FINANCIAL SERVICES OFFERED BY PROGRAM PARTNERS**
- 26% availed of utility bills payment through their cooperative
- 18% increased their awareness on other services offered by the cooperative

**3. INCREASED PERCEPTION OF SMS FINANCIAL INFORMATION**
- 95% said the messages are relevant and actionable
- 96% said the tips on savings and budget management were very influential to their daily lives
- 96% said they are extremely likely to apply the knowledge they gained into their lives
- 84% said that they will gain more skills to better manage their finances if the program continues
- 98% said that they would recommend the program to others

**PILOT DETAILS**

- **DURATION** 6 MONTHS
- **LOCATION**
  - BULACAN
  - BATANGAS
  - AKLAN & ANTIQUE
  - AGUSAN DEL NORTE

- **PARTICIPANTS**
  - 21,184 PARTICIPANTS
  - 97% MOBILE PHONE OWNERS of whom 71% have touch screen smart phones
  - 69% MARRIED many identifying themselves a main-decision maker on family finances
  - 97% MOBILE PHONE OWNERS of whom 71% have touch screen smart phones

- **EDUCATIONAL ATTAINMENT**
  - 38% high school graduates
  - 28% college graduates
  - 14% college level
  - 8% elementary graduates
  - 7% able to reach high school levels
  - 5% others

- **EMPLOYMENT STATUS**
  - 44% housewives or stay-at-home mothers
  - 26% regularly employed
  - 19% self-employed
  - 11% unemployed

- **AVG. AGE**
  - 39 YEARS

- **LOCATION**
  - BATANGAS
  - BULACAN
  - AGUSAN DEL NORTE
  - AKLAN & ANTIQUE

- **PARTNER**
  - **PRODUCT PROMOTIONS**
    - **PARTNER**
    - **PRODUCT**
      - **PROMOTIONS**
    - **PARTNER**
    - **PRODUCT**
      - **PROMOTIONS**