



2nd European Microfinance Day: Lessons learnt from the campaign run by EMN-MFC and members from both networks

In partnership with



European Economic and Social Committee

With the support of



With financial support from



THE EUROPEAN MICROFINANCE DAY GENERAL OBJECTIVE

THIS INITIATIVE AIMED AT RAISING AWARENESS ACROSS EUROPE ABOUT THE EXISTENCE AND ADDED-VALUE OF THE MICROFINANCE SECTOR IN ITS FIGHT AGAINST SOCIAL EXCLUSION AND UNEMPLOYMENT.

Main objectives:

1. To raise European citizens' attention on the existence of microfinance and on its value to fight unemployment and social exclusion.
2. To draw the attention of European media on how microfinance works in Europe and how it supports and helps unemployed and excluded European citizens of the traditional financial sector.
3. To exchange experiences within the European microfinance sector by giving visibility to EMN & MFC's members' performances.
4. To allow local members to create bigger awareness of their achievements and mission at local level.

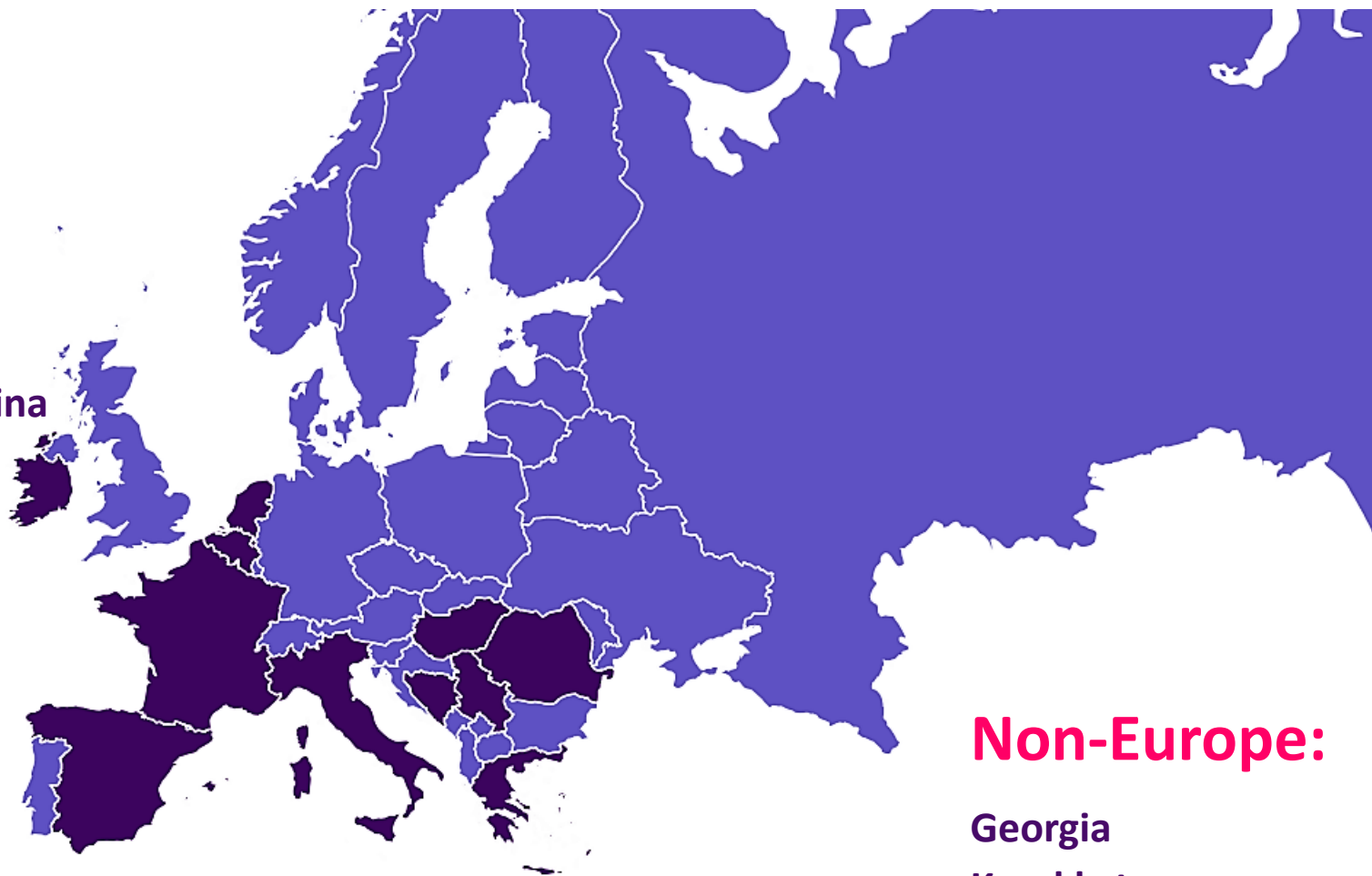
2ND EDITION OF THE EUROPEAN MICROFINANCE DAY

Topic: Creating opportunities beyond microcredit

Objective: *to focus on the importance of the provision of non-financial services – or accompanying activities- as a fundamental part of the support to the clients.*

Europe:

Belgium
Bosnia-Herzegovina
Greece
Hungary
Italy
Netherlands
Romania
Serbia
Spain



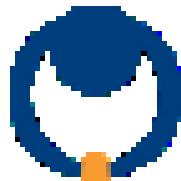
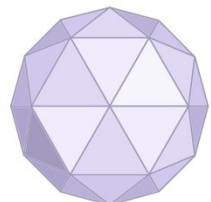
Non-Europe:

Georgia
Kazakhstan
Mongolia

27 EMN AND MFC MEMBERS

directly involved with the 2nd European Microfinance Day campaign, but many more indirectly by sharing the different actions and events on social media.

31 LOCAL ACTION carried out



Some of the actions run by EMN & MFC MEMBERS

<http://www.european-microfinance.org/index.php?rub=activities&pg=2nd-european-microfinance-day&spg=2nd-emd-local-action>

- **Communication activities:**
 - *in online and offline media*
 - *special websites conceived for the event*
 - *national PR campaign*
- **Educational events:**
 - *Training and informative events*
 - *Thematic conferences and workshops*
 - *Financial education sessions for clients*
 - *E-learning courses discounts for clients*
- **Discussions/debates**
 - *Evening debates about socially-committed finance*
 - *Business breakfasts for local micro and small entrepreneurs*
- **Events for entrepreneurs**
 - *Opening of co-working space for entrepreneurs (MicroCafé)*
 - *EKI Business Club*
- **Anniversaries**
- **(..) and many more**

- In addition, the social media sphere has been witness to a high of engagement in the form of mentions, likes, sharing, retweets...

Real-time Tracker: **#2016EMD**

OCT 3 - OCT 22

PDF

XLS



353

POSTS



126

USERS



374,995

REACH



1,228,642

IMPRESSIONS

Timeline

FEEDBACKS ON LOCAL ACTIONS

13 (out of 27) feedbacks on local actions received from EMN&MFC members.

□ Number of participants at the events:

– 1659 of participants in local events

□ General feedback collected/received:

– All members have considered the feedback received as “positive” or “very positive”.

ONLINE COMMUNICATION:

☐ Web traffic:

- 17 159 web site visitors reported by participants

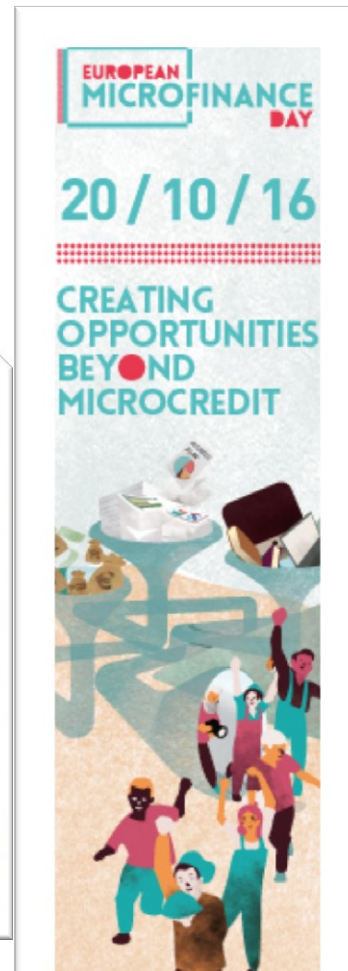
☐ Social media:

- Facebook (mostly preferred)
 - 86 posts
 - 31 129 likes
 - 166 553 people reached out
- Twitter
 - 41 tweets
 - 239 retweets
 - 7503 impressions

OFFLINE COMMUNICATION:

- 7 members out of 13 reported on EMD mentions in local press/radio/TV:
 - *mostly written media, with a remarkable involvement of TV channels by AgroInvest (RS) and Kepa (GR).*

A COMMON VISUAL IDENTITY



EMD COMMUNICATION KIT:

☐ Was it useful? Why? Why not?

- 100% of members considered the communication kit as “useful” or “very useful”

☐ Which type of material did you use?

- 92% of the campaign partners used web banners
- 62% of the campaign partners used posters
- 46% used the EMD logo
- 31% of group of partners included the fonts, letterhead and signature in their communications.

EMD COMMUNICATION CAMPAIGN – GENERAL IMPRESSIONS:

☐ What would you have done differently next time?

- *Getting clients more involved through panels, webinars, financial education sessions and other local events*
- *A better way of reaching out a target group: close cooperation with small entrepreneurs*
- *Branded gifts for clients*
- *Invite government representatives for the panel*
- *Use media in more effective way to promote EMD (social media as well)*
- *Do the same activities in all countries (like MFC “Wise borrowing”).*

FEEDBACKS FROM PARTICIPANTS ON THE BRUSSELS-BASED EVENT 27/10/2016



The second European Microfinance Day on 27 October in Brussels, Belgium.



- **90 people** registered for the event (41 women and 49 men)
- **61** (34 men and 27 women) **attended** the EMD (68% of the registered).
- **17 completed satisfactory evaluation forms** collected from the participants (19%)

- The participants were satisfied with the overall event (3.8), particularly:
 - *with the event logistic (5)*
 - *with the event content (3)*
 - *with the speakers (4)*
- The participants stated that:
 - the event matched their needs,
 - was useful in terms of information gained,
 - applicable in their day-to-day work.

THANKS FOR ATTENDING!

**AND... WHAT ARE YOUR
IMPRESSIONS?**

**WE'D LOVE TO HEAR THEM FROM
YOU 😊**