



# Simple and effective advocacy for financial inclusion

November 16th, 2016

*This meeting has received financial support from the European Union Programme for  
Employment and Social Innovation "EaSI" (2014-2020). For further information please consult:  
<http://ec.europa.eu/social/easi>*



# Today's objectives



Unpack financial inclusion advocacy

Share examples

# Speakers



Ewa Bańkowska, MFC



Izabela Norek, CoopEst



Neoklis Stamkos, KEPA



Martina Grigorova, SIS Credit



Katarzyna Pawlak, MFC

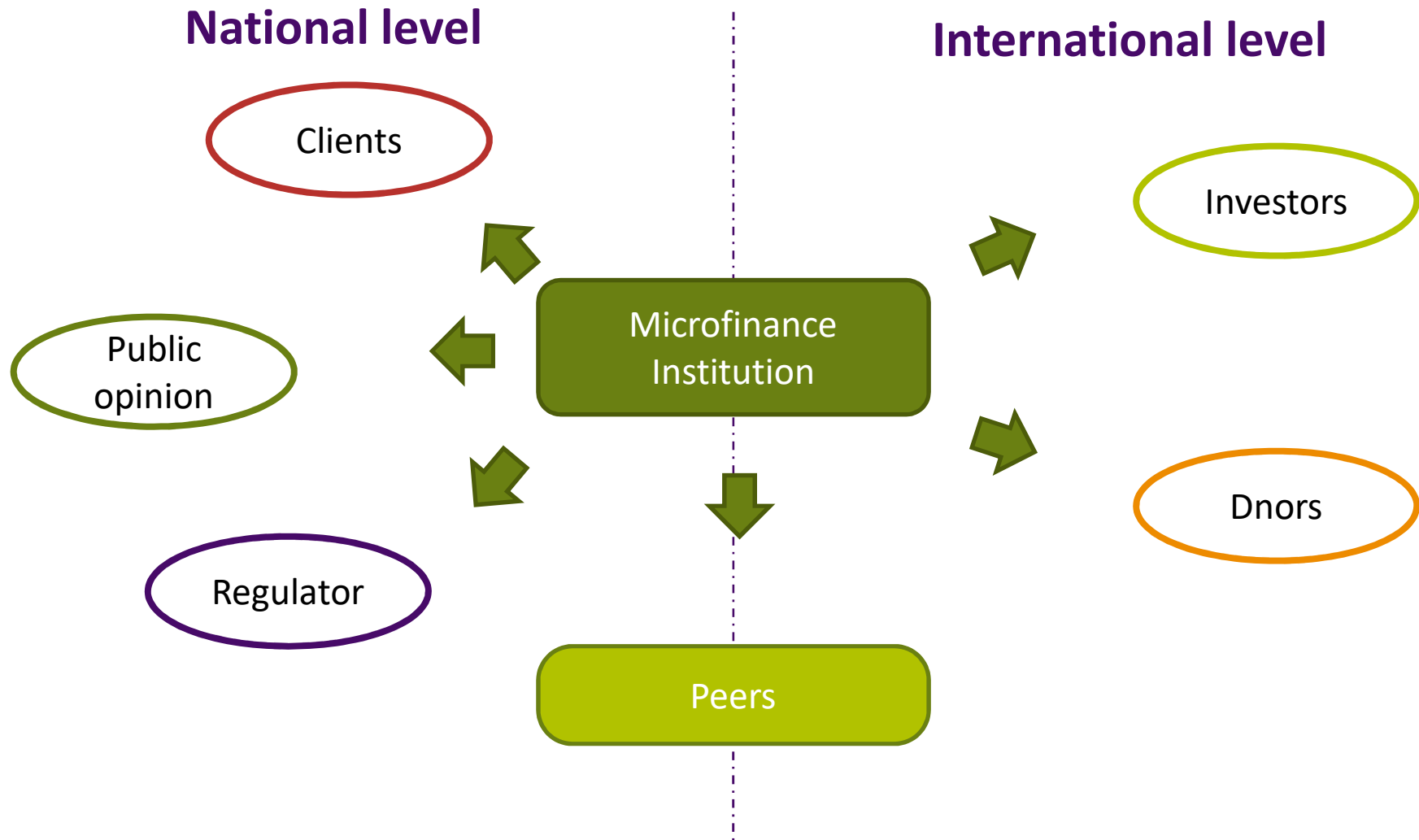
# What is financial inclusion?



**Financial inclusion** is the delivery of financial services at affordable costs to sections of disadvantaged and low-income segments of society.

It contrasts financial exclusion where those services are not available or affordable.

# The role of microfinance in advocacy



# KEPA, Greece



Neoklis Stamkos

- No regulations for MFIs
- Endless meetings: 8 ministries over 4 years
- Today everybody talks about microfinance
- Opportunities of EU structural funds

# SIS Credit, Bulgaria



Martina Grigorova

- SIS role in EMN Think Thank on Social Performance Management

# CoopEst, Belgium



Izabela Norek





Presentation for MFC webinar



CoopEst



# WHY? -> PROJECT BACKGROUND

## Problem

- Discrimination on the labor market and long-term social exclusion continue to serve as push factors for impoverished families.
- Roma communities exhibit much higher rates of unemployment compared to other parts of population.
- Financial exclusion of Roma entrepreneurs

## Approach

- Support Roma entrepreneurs to develop and grow existing businesses, and provide for much needed jobs in their community

## Mechanism

- Technical assistance to Roma entrepreneurs and local MFIs
- Lending component - MFIs

## Social effects:

- ✓ Enhance economic activity in those communities
- ✓ Build Self-Reliance
- ✓ Showcase a positive examples of entrepreneurs as value creates from the Roma community
- ✓ Ability to assist the Roma community

# WHO ? -> PROJECT PARTNERS

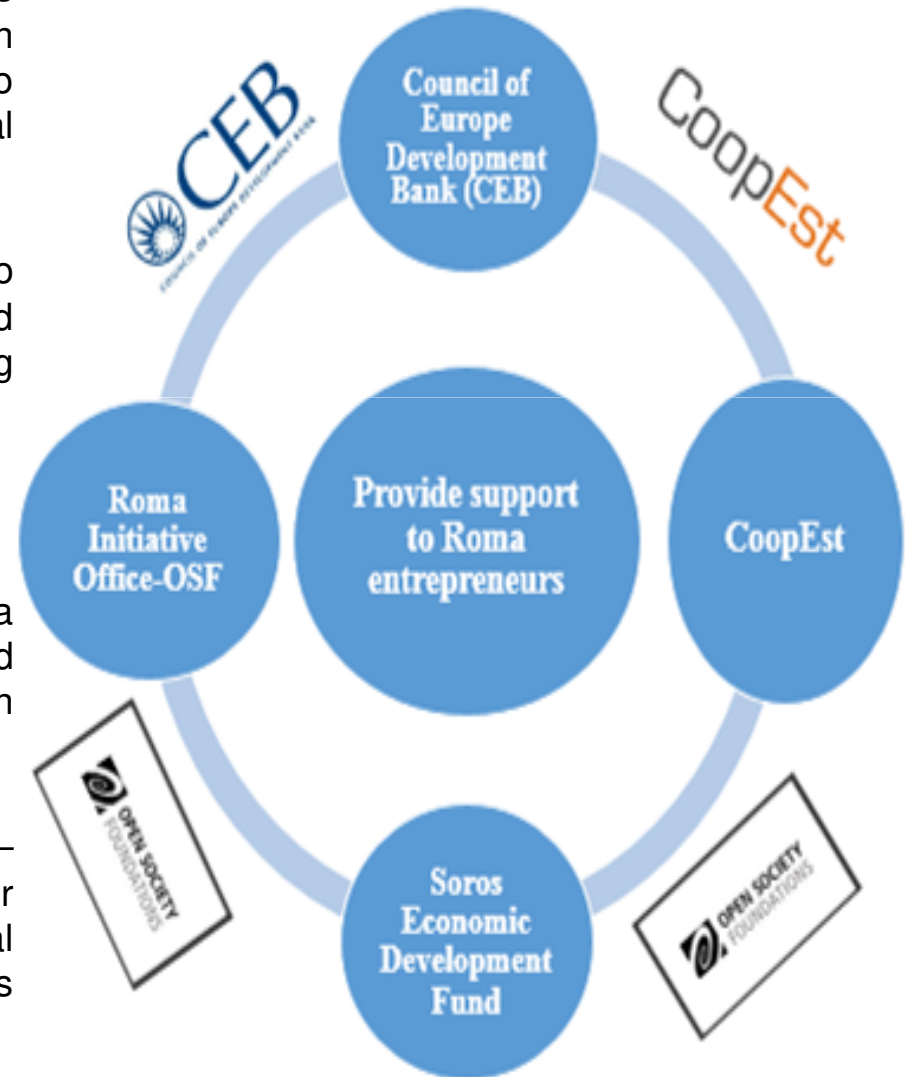
**Open Society Foundation – Roma Initiative Office** - Roma Initiative Office (RIO) strives for equality and empowerment of Roma. It works with Roma advocates, organizations, and communities to achieve Roma rights at European, national, and local levels

**CoopEst** - provides subordinated and senior debt to MFIs, cooperative banks and credit unions in Central and Eastern Europe, and more recently Caucasus enabling them to leverage further funding.

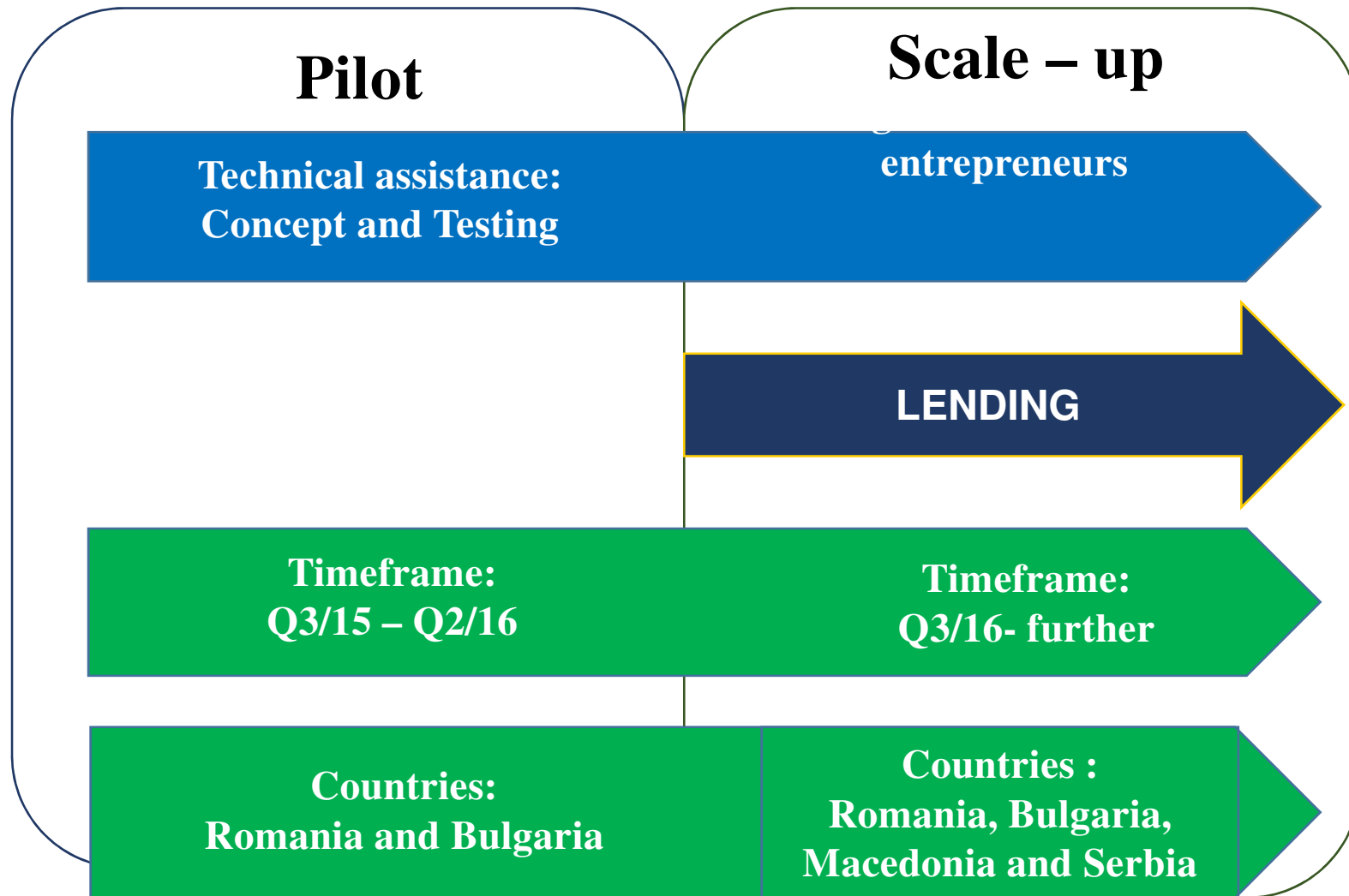
**Council of Europe Development Bank (CEB)** -

The Council of Europe Development Bank (CEB) is a multilateral development bank, that provides financing and technical expertise for projects with a high social impact in its member states.

**Soros Economic Development Fund** – invests in SEDF invests in sustainable businesses or initiatives (including investment companies) whose social purpose is embedded within the investee’s business strategy and that otherwise meet our criteria



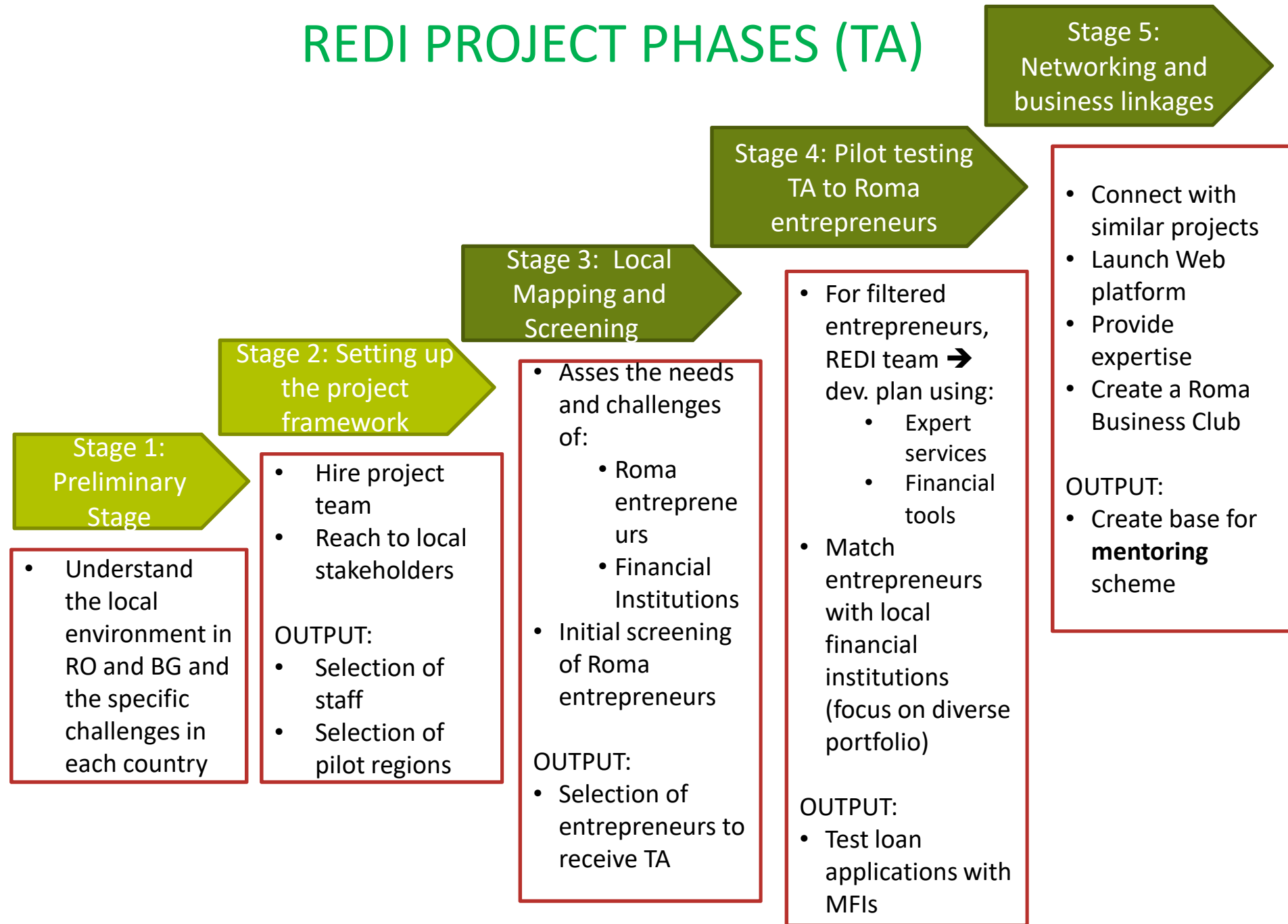
# WHAT? -> PROJECT FRAMEWORK



## MAIN PROJECT OBJECTIVES

-  **Identify the entrepreneurship potential** in Roma communities from Romania and Bulgaria
-  **Strengthen Roma entrepreneurs' capacity** to grow their businesses by facilitating access to finances and business development services
-  **Create linkages with non-banking financial institutions** and support them in addressing Roma entrepreneurs (TA, financing)

# REDI PROJECT PHASES (TA)



# WHY WE ARE INVOLVED

-> **MISSION**

-> **NEEDS** that can be addressed by microfinance, bottom-up approach

-> **PARTNERSHIPS** that allow to address non-financial needs

-> **INNOVATION** – testing to develop a viable and scalable model of addressing social and financial exclusion

THANK YOU!

I WOULD LIKE TO INVITE YOU TO VISIT THE WEB SITE:

<http://redi-ngo.eu/>



# Katarzyna Pawlak, MFC



Katarzyna Pawlak

- MFC and EMN join forces
- Code of Conduct implementation Note to DG Employment
- Redefinition of Microcredit Note to EC
- Creation of Enterprises to DG Growth
- Capital Market Union Note to DG Fisma

# Your questions...



... speakers' answers.



# Thank you!

## Upcoming webinars

- 21st Nov: Microfinance & start-ups
- 23rd Nov: Borrow Wisely Campaign 2016 – summary and lessons learnt
- 30th Nov: 2nd European Microfinance Day – results of the action
- 19th Dec: MFC sector overview 2016 - MFC/EMN survey results

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