

Borrow Wisely Campaign 2016 Evaluation results



BORROW WISELY!

Content

- **Evaluation methodology**
- **Borrow Wisely Campaign statistics**
- **Results of telephone survey**
- **Results of in-depth interviews**
- **WB Campaign 2016 vs 2014 - 2015**

Evaluation methodology

Evaluation methodology

Objectives

- Assess the scale of the campaign outreach
- Evaluate the campaign materials (leaflet, brochure) in terms of clarity of messages and attractiveness of the layout
- Assess the quality of outreach

Methodology

- Monitoring conducted by putting together **statistics about the activities** of staff in disseminating leaflets and brochures
- The evaluation was conducted by using **qualitative approach specifically in-depth interviews and telephone survey**:
 - *In-depth interviews carried out among active borrowers during the monitoring visit*
 - *Telephone survey conducted among the clients who were applying for the loan when receiving the campaign materials or the clients who received the campaign materials during the monitoring visit or when visiting the branch*

Sample

- Clients who at the time of campaign applied for credit (and received it or not) and received leaflets/brochures and had a chance to see the poster
- Active clients who received monitoring visit from LO and received leaflets/brochures and had a chance to see the poster

Timeframe

- The Borrow Wisely Campaign took place in **XX countries** from **1 October till 31 October 2016**. The evaluation took place in November - December, 2016.

Borrow Wisely

Campaign statistics

Wise Borrowing Campaign statistics

- **20 MFIs** delivered the campaign in **14 countries**
- **473 660 of clients** was reached by the campaign

Results of the telephone survey

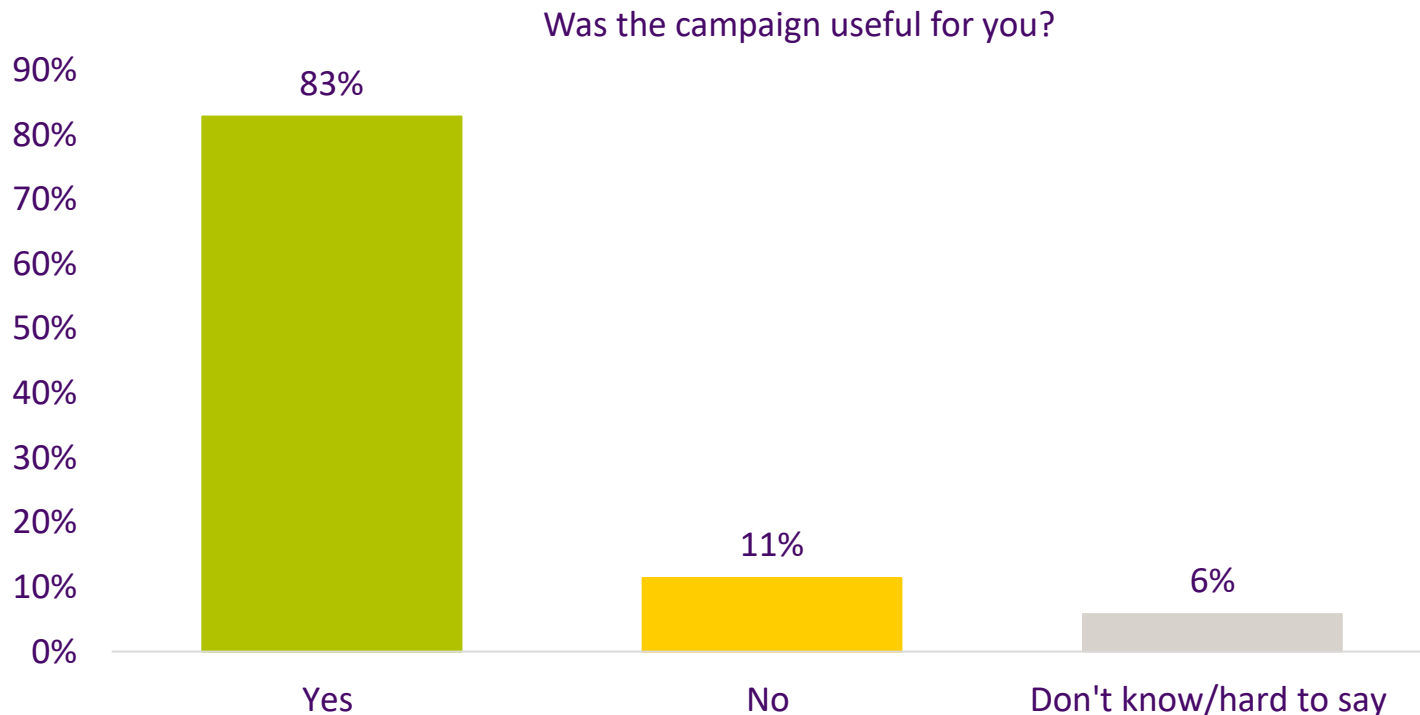
Respondents

686 respondents from **9 countries** participated in the telephone survey:

- *132 respondents from Armenia (82 from Farm Credit; 50 from FINCA Armenia)*
- *213 respondents from Bosnia and Herzegovina (56 from EKI; 50 from Lider; 50 from MiBospo; 57 from Partner)*
- *50 respondents from Bulgaria (SIS Credit)*
- *50 respondents from Macedonia (Horizonti)*
- *50 respondents from Moldova (MicroInvest)*
- *44 respondents from Romania (Vitas)*
- *50 respondents from Serbia (AgroInvest)*
- *50 respondents from Tajikistan (Imon International)*
- *47 respondents from Ukraine (Hope)*

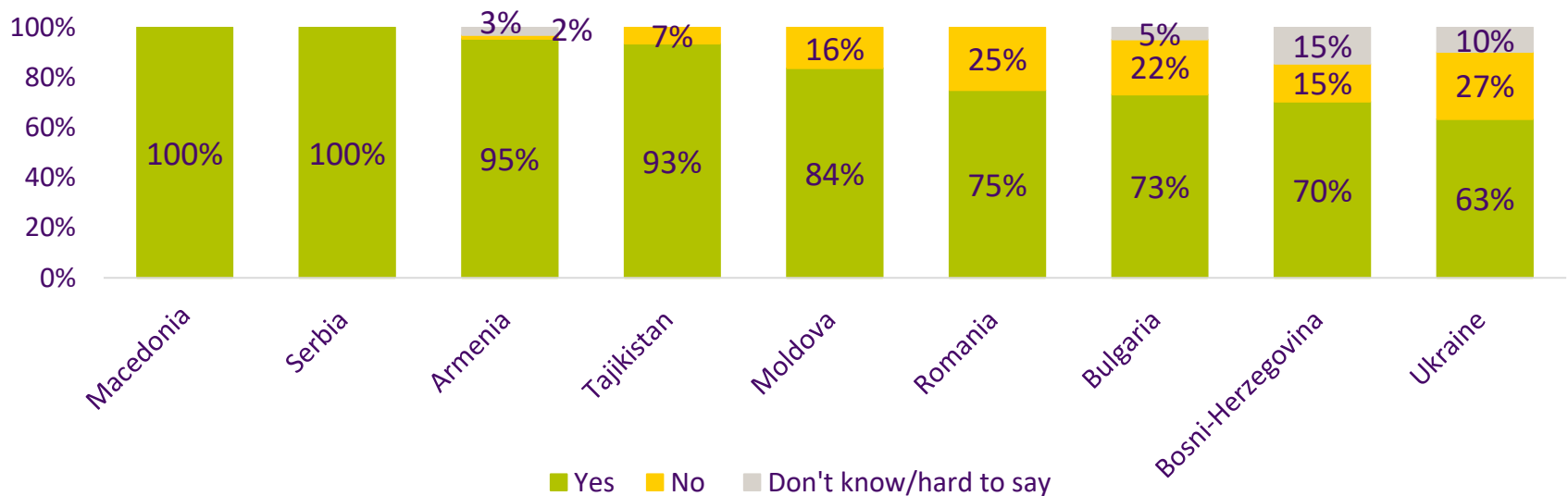
Usefulness of the campaign

83% of participants found the campaign useful for them



Usefulness of the campaign (by countries)

- In Macedonia and Serbia 100% of respondents stated that campaign was useful
- The campaign wasn't useful for 27% of respondents in Ukraine, 25% in Romania and 22% in Bulgaria.
- Additionally, 15% of respondents in Bosnia-Herzegovina and 10% in Ukraine couldn't answer this question

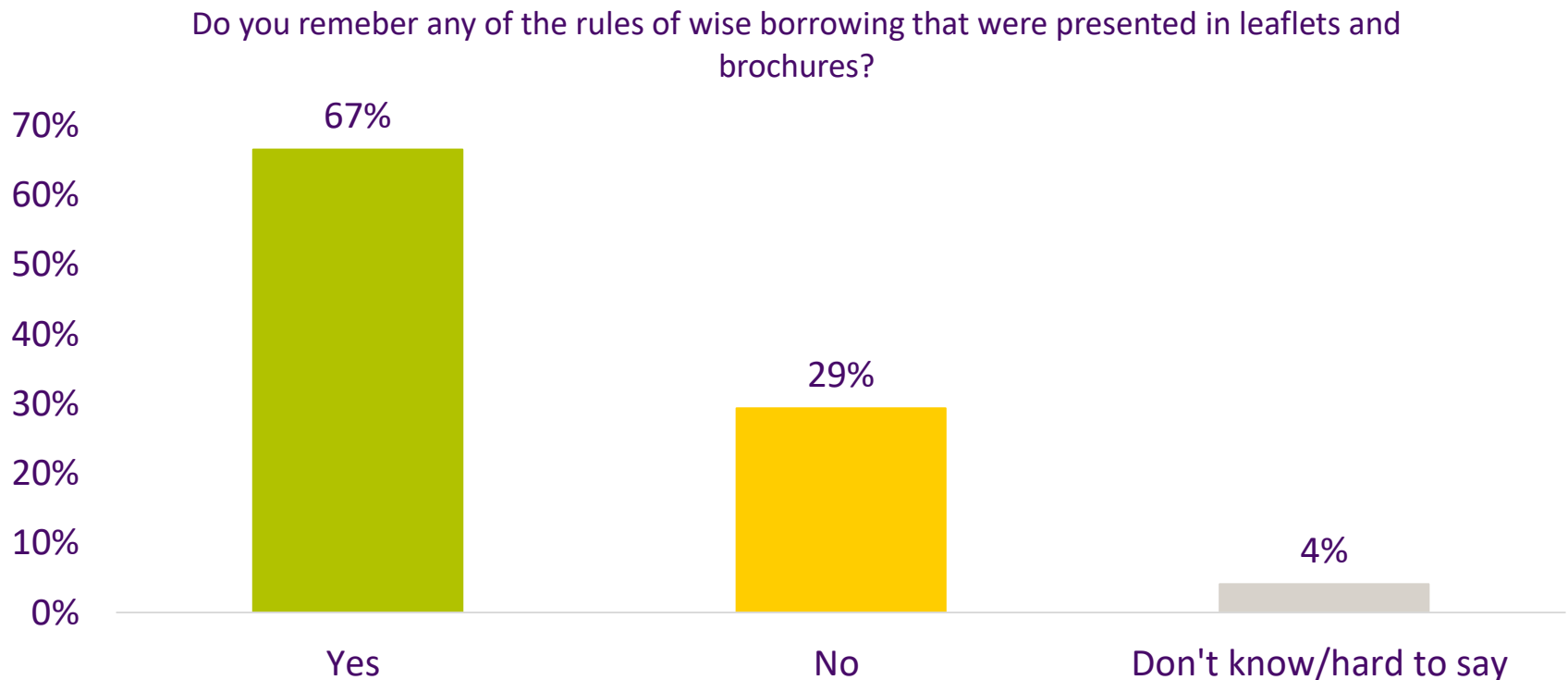


Reasons why the campaign was not useful

- A small number of respondents (8%) answered this question.
- The following answers were received:
 - *I already I knew this information before*
 - *When I need money, I do not pay attention to the conditions*
 - *I don't need credit anymore/ I do not plan to take out loan in the future*
 - *I didn't understand information/ too much information / information is too general*
 - *I can't answer this question*

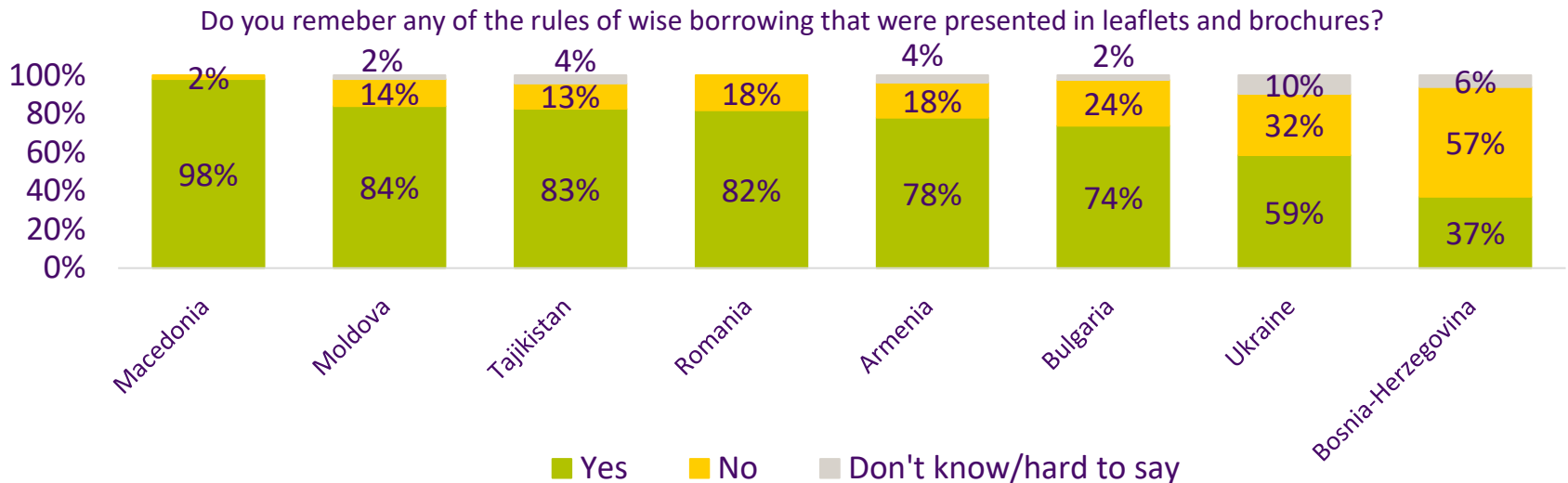
Rules of the campaign

67% of respondents stated that they remembered the borrowing rules from the campaign materials



Rules of the campaign (by countries)

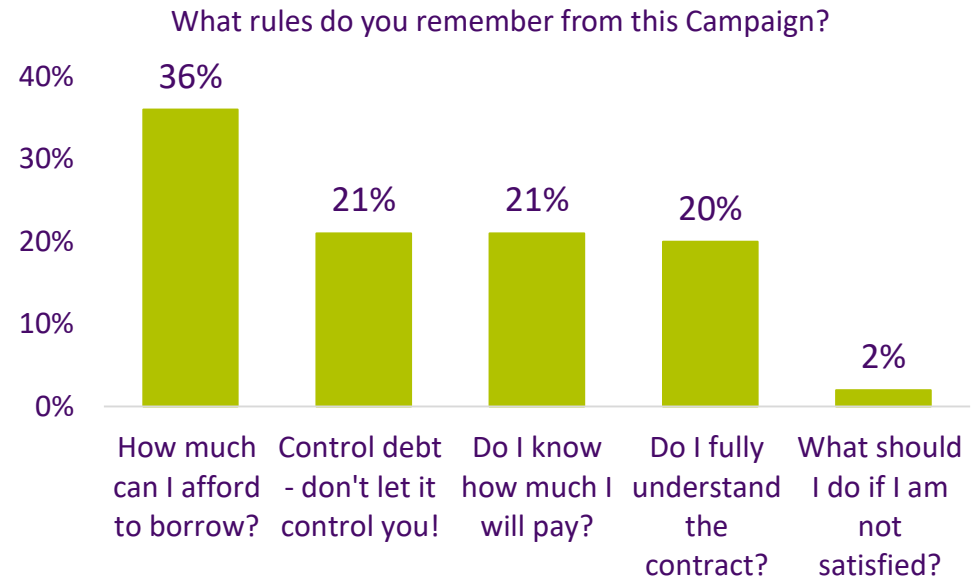
- 98% of respondents from Macedonia declared remembering the rules
- 57% of participants from Bosnia and Herzegovina and 32% from Ukraine didn't remember any of the rules
- 10% of respondents from Ukraine and 6% from Bosnia-Herzegovina couldn't answer this question



*Respondents from Serbia didn't answer this question

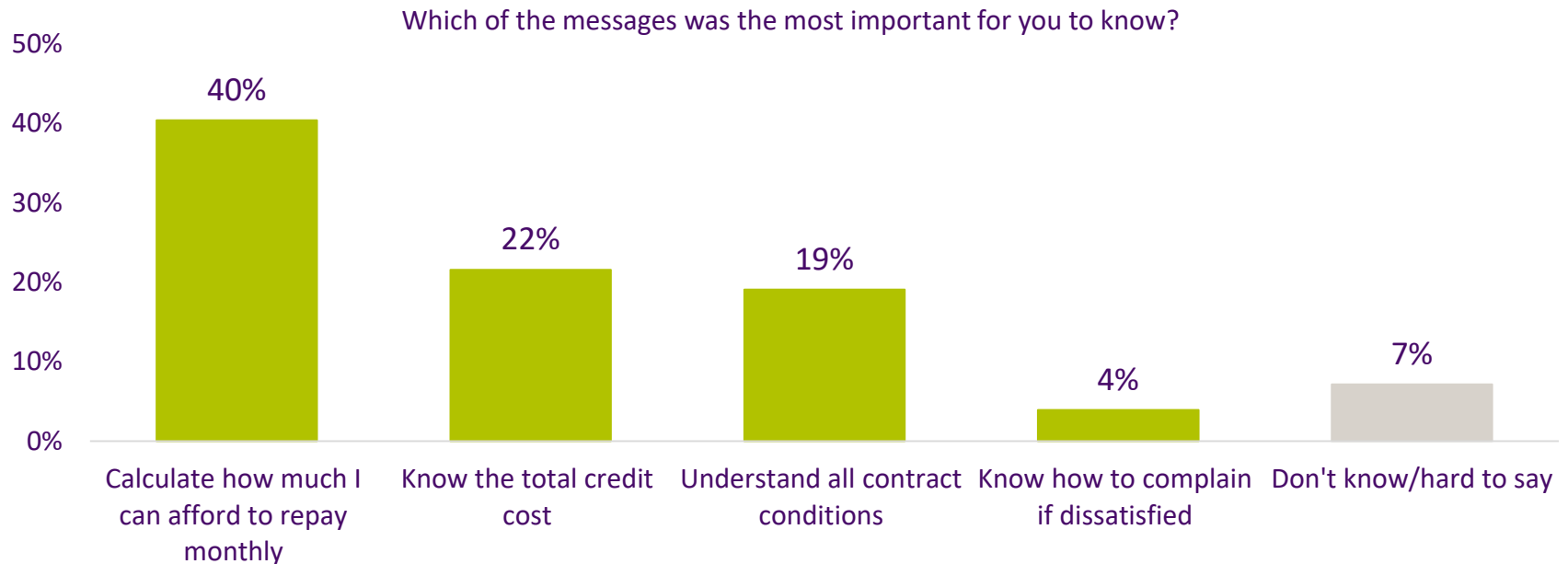
Rules of the campaign

- The most popular rules mentioned by respondents are:
 - **How much I can afford to borrow (36%)**
 - ✓ *How to calculate what you can really afford to pay*
 - ✓ *Take a loan in the same currency as your income*
 - **Control debt – don't let it control you (21%)**
 - ✓ *Avoid multiple loans*
 - ✓ *Care about credit history*
 - ✓ *Be careful about being a guarantor for someone else's loan*
 - ✓ *Smart debt vs. savings*
 - **Do I know how much I will pay (21%)**
 - ✓ *Lower interest rate does not guarantee a cheaper*
 - ✓ *Compare different offers*
 - **Do I fully understand the contract conditions (20%)**
 - ✓ *Read the contract from beginning to end*
 - ✓ *Understanding the costs, timing etc.*



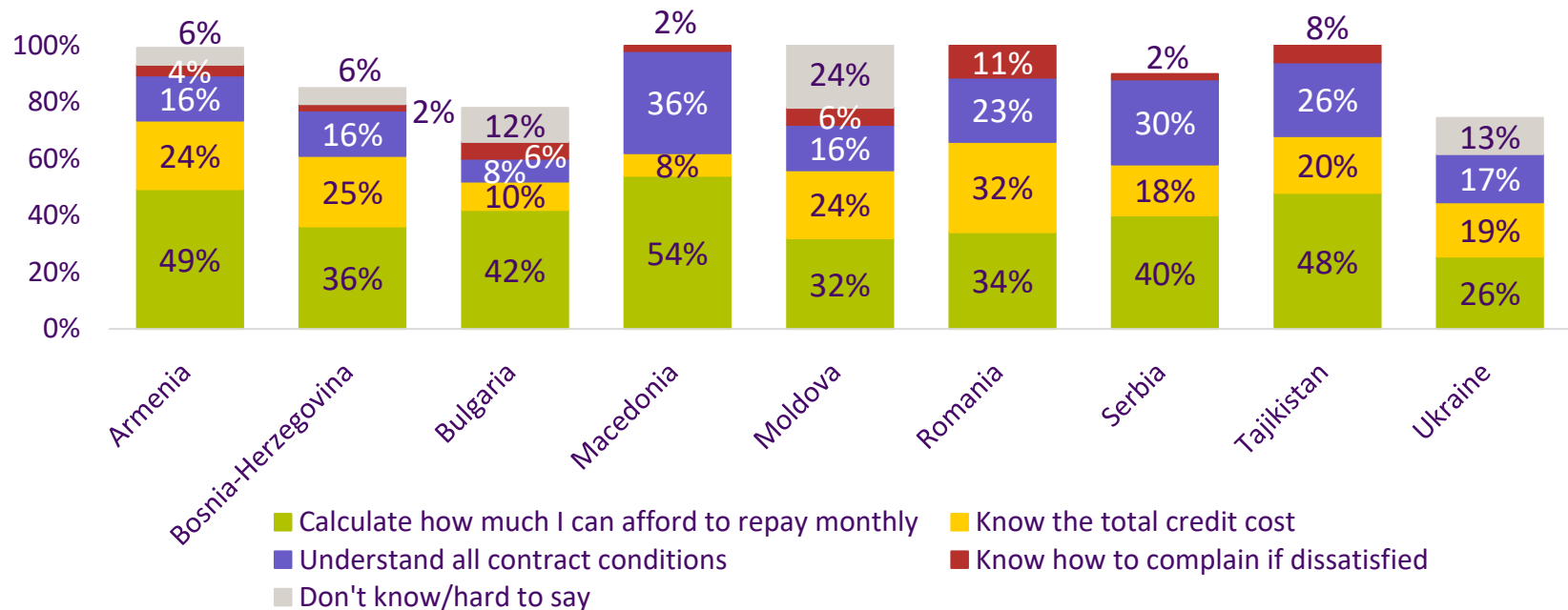
The most important messages

- The most important message for the respondents was about how much I can afford to repay monthly (40%)
- The least important message was related to the knowledge of how to complain in case of dissatisfaction (4%)
- 7% of respondents did not remember any messages



The most important messages (by countries)

- A message how to calculate the affordable repayment amount was the most important among Macedonian respondents (54%), Armenian respondents (49%) and Tajik respondents (48%)
- The rule to understand all contract conditions was the most important for respondents from Macedonia (36%), Serbia (30%), Tajikistan (26%) and Romania (23%)
- The knowledge about the complaint mechanisms was very important for respondents from Romania (11%) and Tajikistan (8%)
- Some respondents from Moldova (24%), Ukraine (13%) and Bulgaria (12%) couldn't state the most important message



How the campaign helped

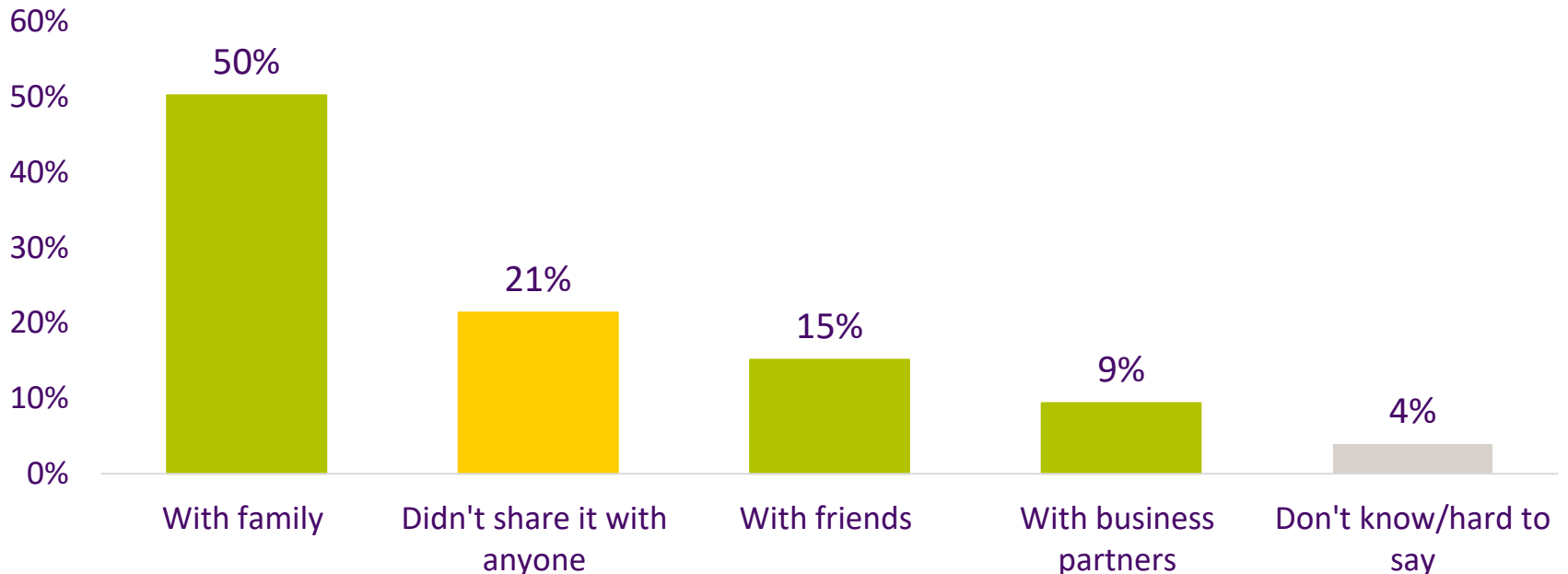
- 56% of respondents answered this question
- 27% of respondents learned how to calculate household budget and repayment capacity
- 25% of respondents stated that the campaign helped them to become more aware about the credit and they got a lot of new and useful information
- 17% of respondents learned how to take loans wisely (compare different offers from FIs; do not take loans in foreign currency, do not take out a loan for someone else etc.)



Sharing the campaign materials

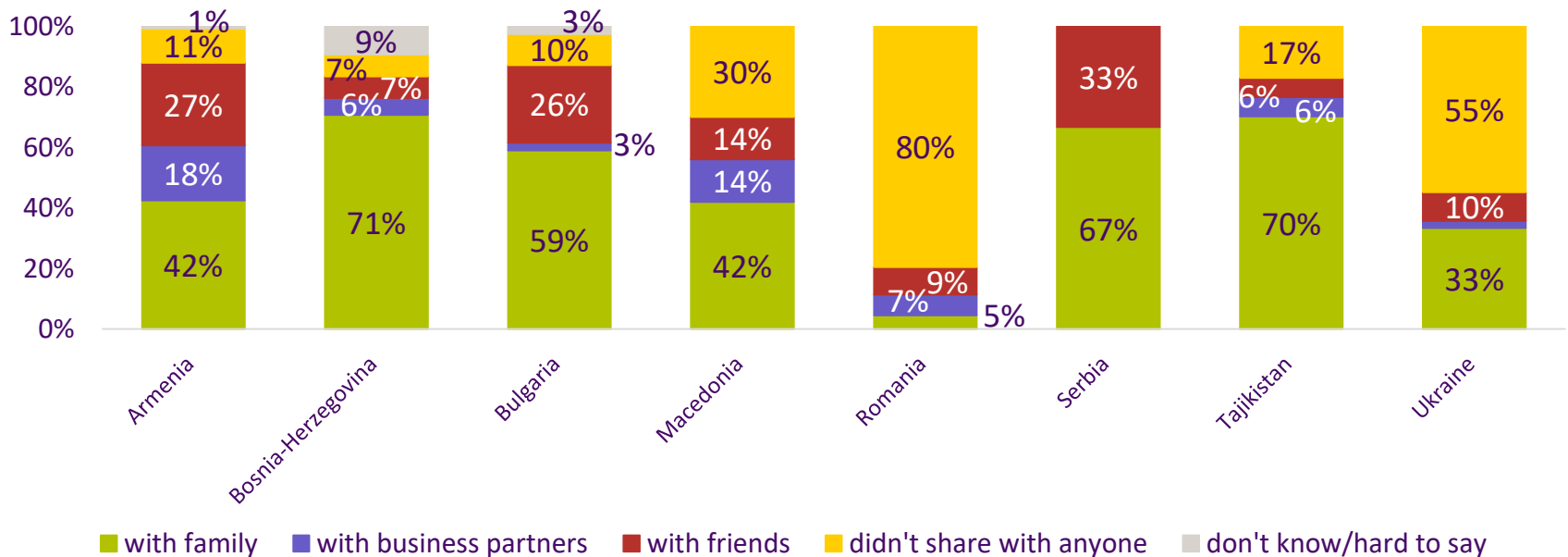
- 50% of respondents shared campaign materials with the family members
- 21% of respondents didn't share them with anyone
- 4% of respondents didn't answer this question

Did you share it with anyone?



Sharing the campaign materials (by countries)

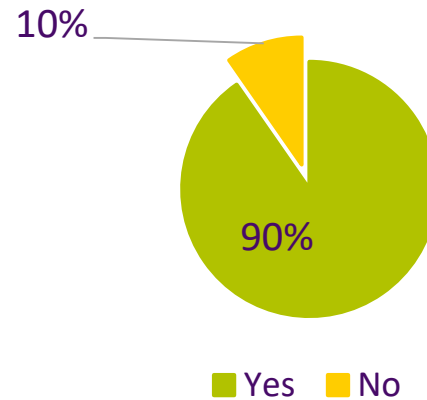
- 71% of respondents from Bosnia-Herzegovina, 70% from Tajikistan and 67% from Serbia shared the materials with family members
- 33% of respondents from Serbia, 27% from Armenia and 26% from Bulgaria shared the materials with friends
- 80% of respondents from Romania and 55% from Ukraine didn't share the materials with anyone



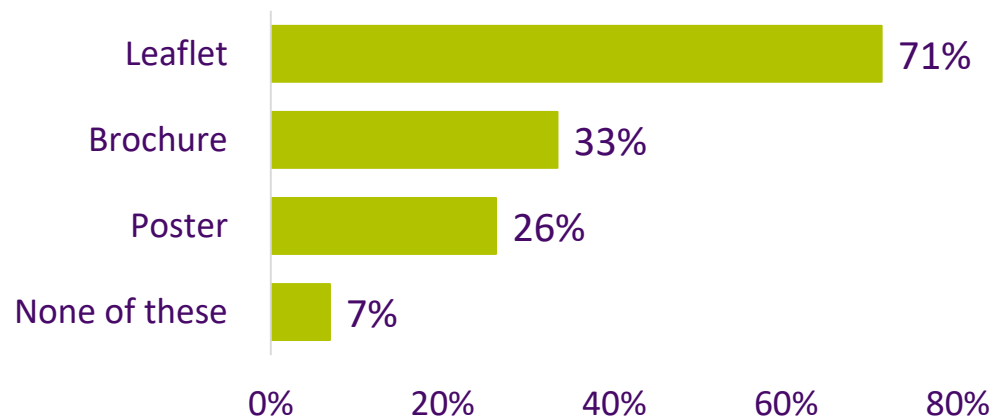
Types of printed materials

- Overall, 90% of interviewees saw the campaign printed materials
- Of them, 71% of respondents saw leaflets, 33% saw brochures and 26% of respondents saw posters

Did you see any of the printed materials of the "Borrow Wisely" campaign last month?

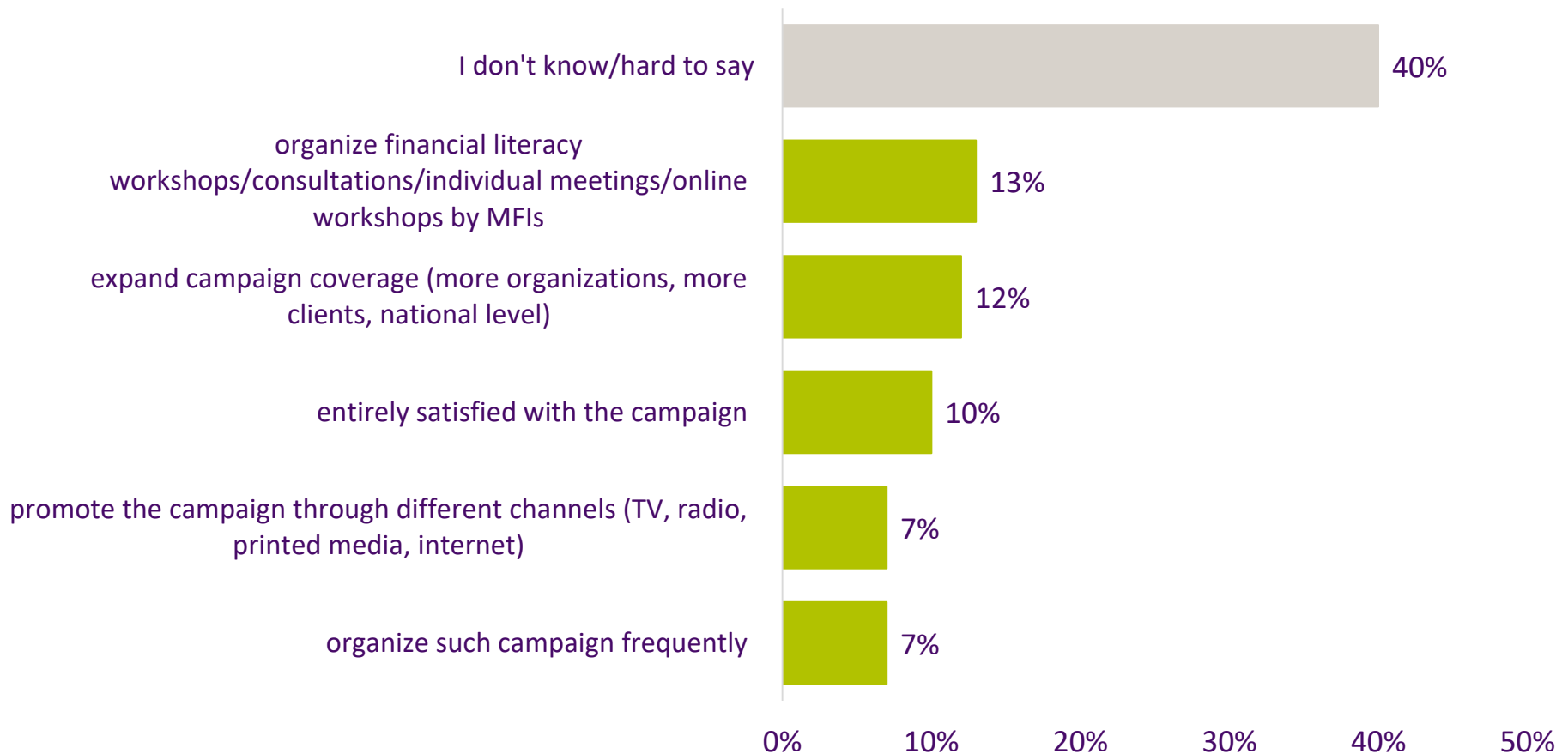


What printed materials of the "Borrow Wisely" campaign did you see ?



What can be done better?

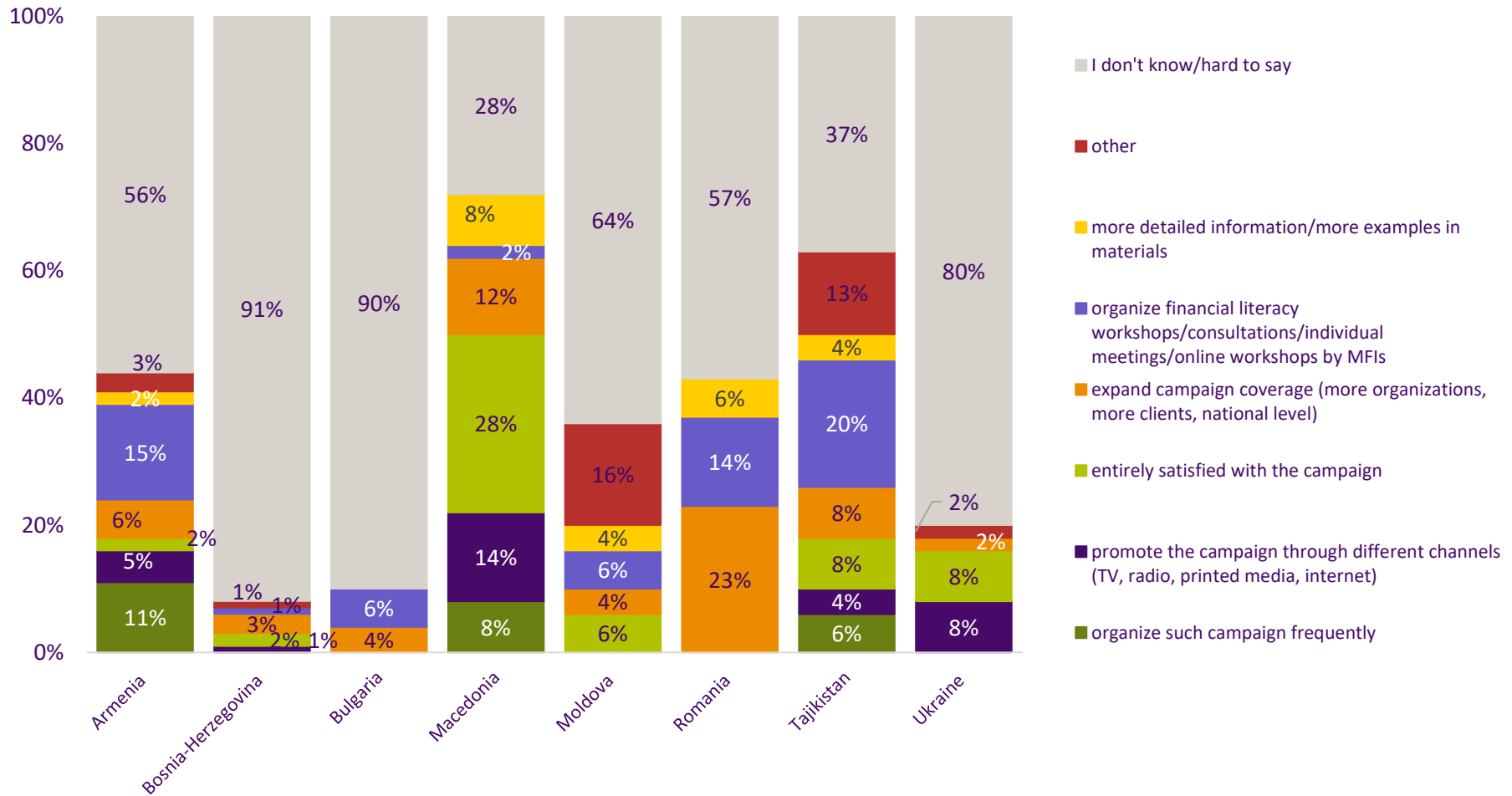
48% of respondents answered this question.



What can be done better? (by countries) (1)

- The majority of respondents from Bosnia-Herzegovina (91%), Bulgaria (90%) and Ukraine (80%) couldn't give an advice on what can be done better in the future
- 28% of respondents in Macedonia were fully satisfied with the Campaign
- 14% of Macedonian respondents suggested to promote the Campaign more broadly through different channels
- 20% of respondents in Tajikistan answered that FIs should educate their clients
- 11% of respondents in Armenia would like to participate in the campaign more frequently

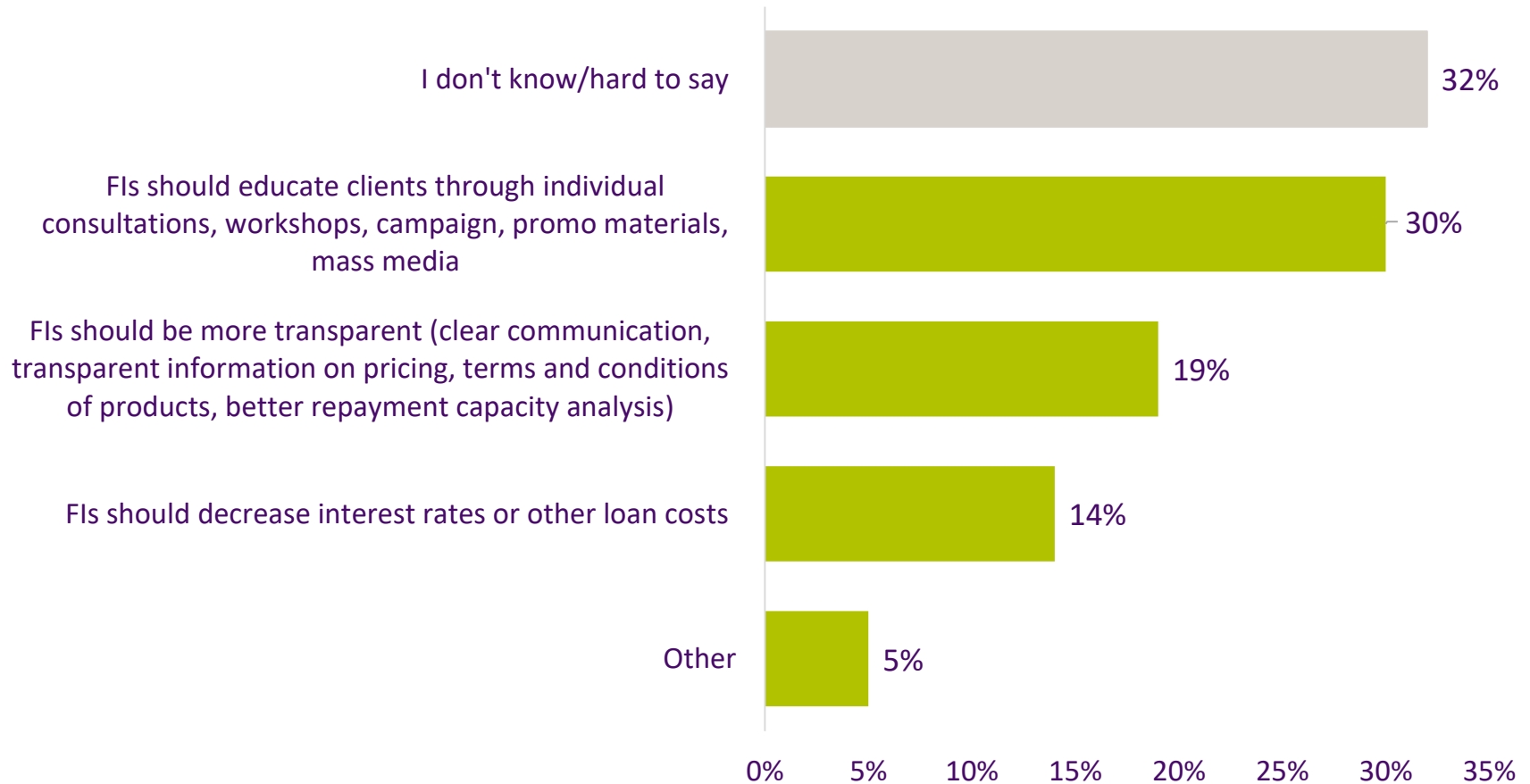
What can be done better? (by countries) (2)



*no responses from Serbia

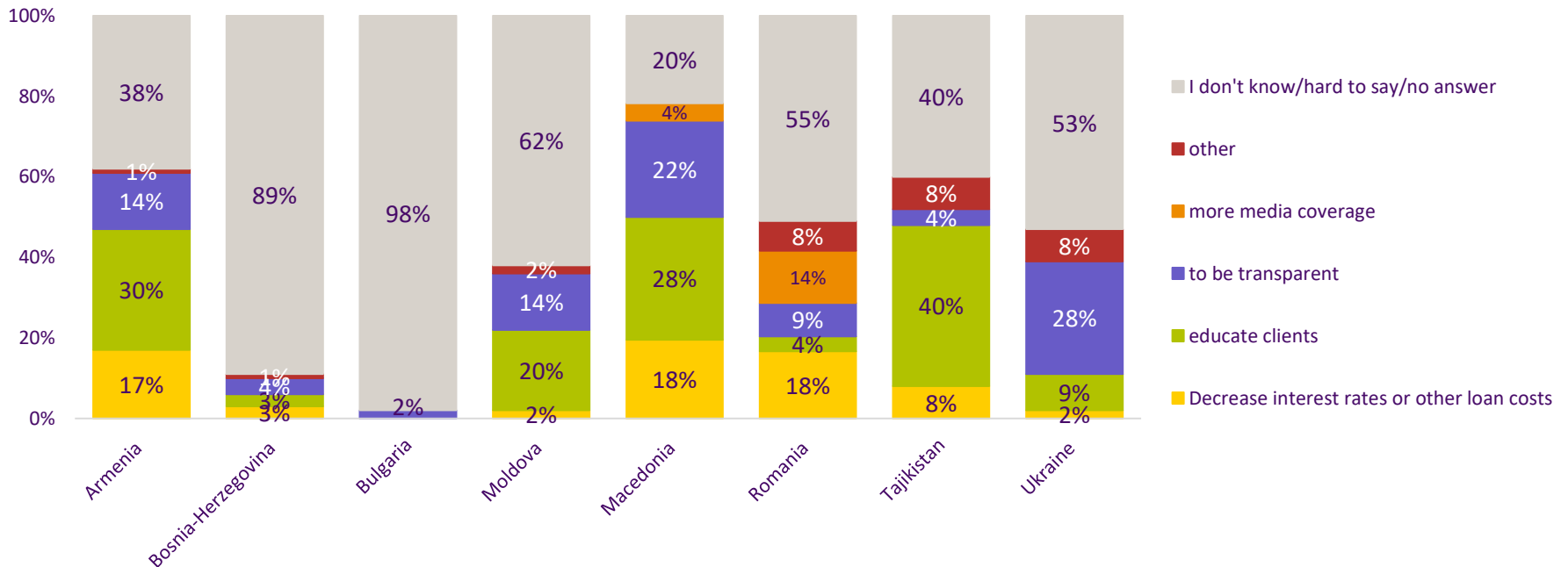
How could FIs help clients in taking credits wisely?

51% of respondents answered this question



How could FIs help clients in taking credits wisely? (by countries)

- Respondents in Ukraine (28%), Bosnia-Herzegovina and Moldova (14%) would like FIs to be more transparent
- 18% of Romanian respondents and 17% of Armenian respondents suggested to decrease interest rate or other loan costs
- 40% of respondents in Tajikistan and 30% in Armenia would like FIs to educate them through individual consultations, workshops, campaigns, promo materials
- 98% respondents from Bulgaria couldn't answer this question



*no responses from Serbia

Results of in- depth interviews

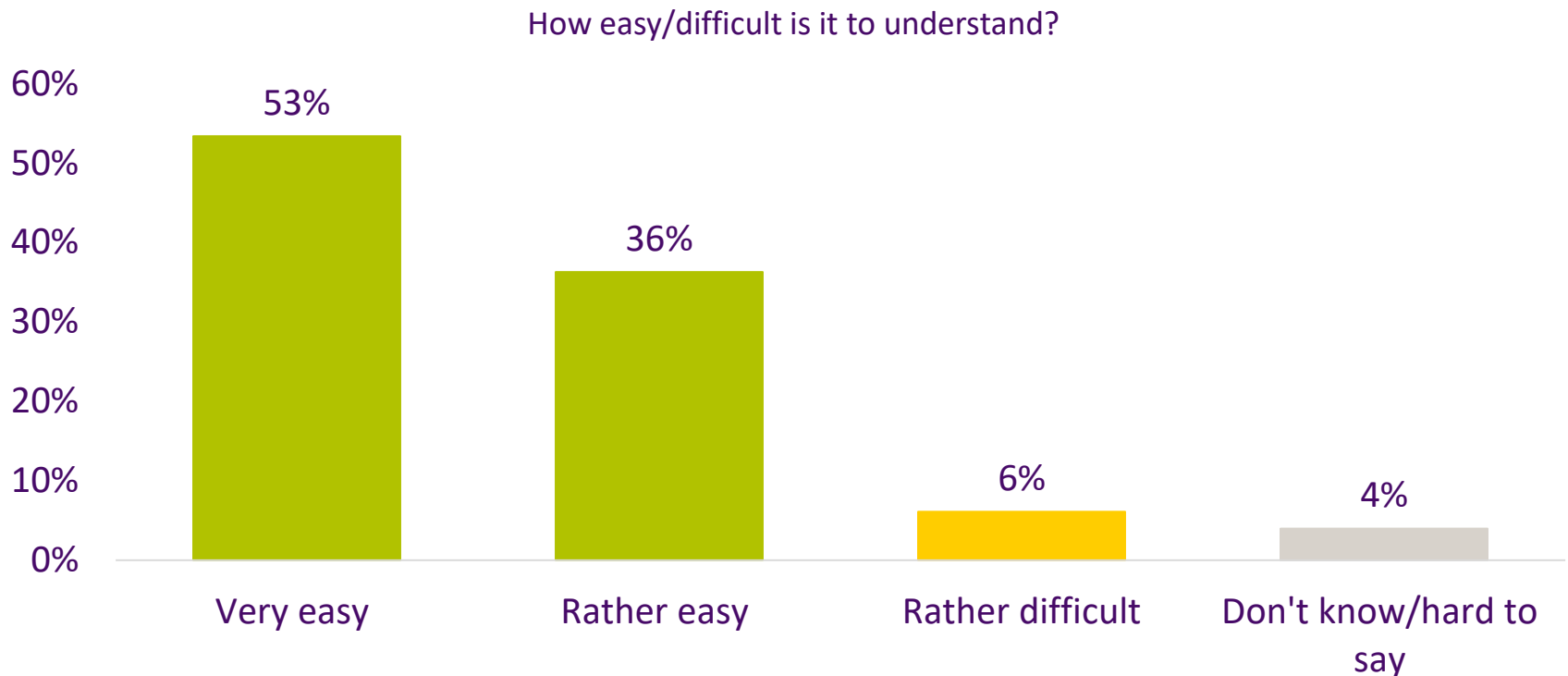
Respondents

404 respondents from **9 countries** participated in in-depth interviews:

- *50 respondents from Armenia (50 from FINCA Armenia)*
- *104 respondents from Bosnia and Herzegovina (15 from EKI; 20 from Lider; 50 from MiBospo; 19 from Partner)*
- *50 respondents from Bulgaria (SIS Credit)*
- *15 respondents from Macedonia (Horizonti)*
- *15 respondents from Moldova (MicroInvest)*
- *17 respondents from Romania (Vitas)*
- *50 respondents from Serbia (AgroInvest)*
- *15 respondents from Tajikistan (Imon International)*
- *88 respondents from Ukraine (Hope)*

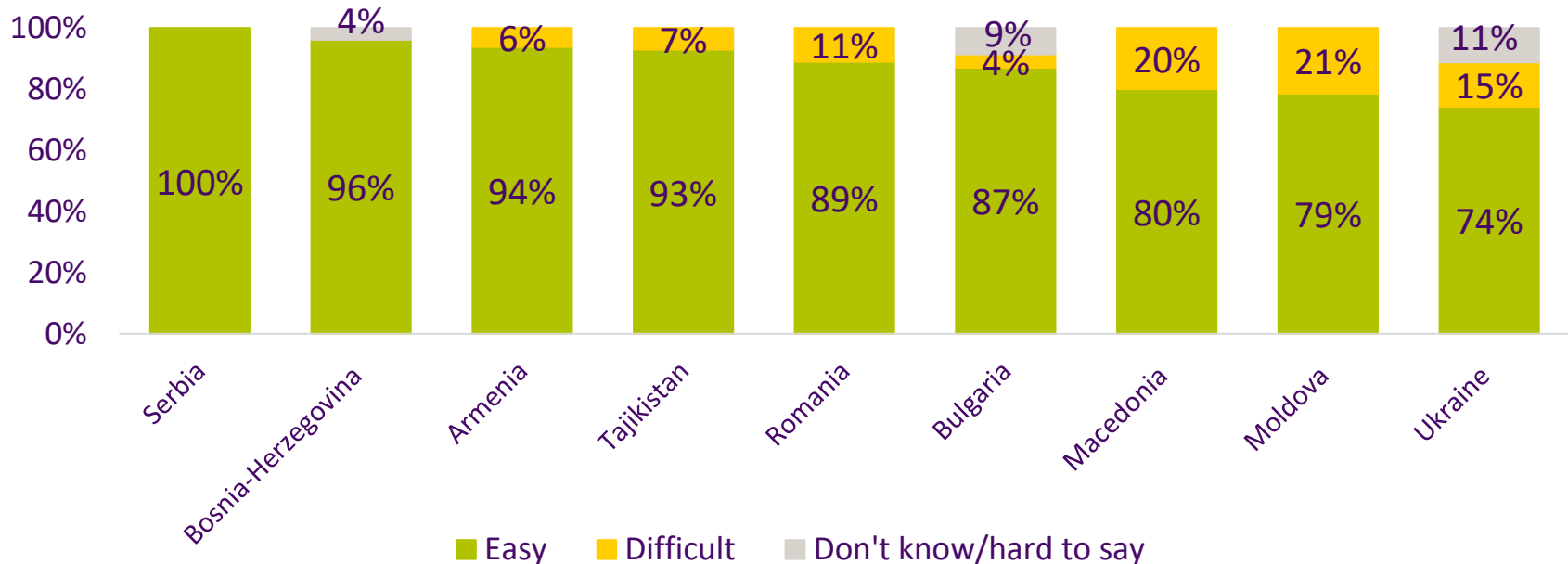
Level of understanding

In 89% of cases it was easy to understand the campaign materials



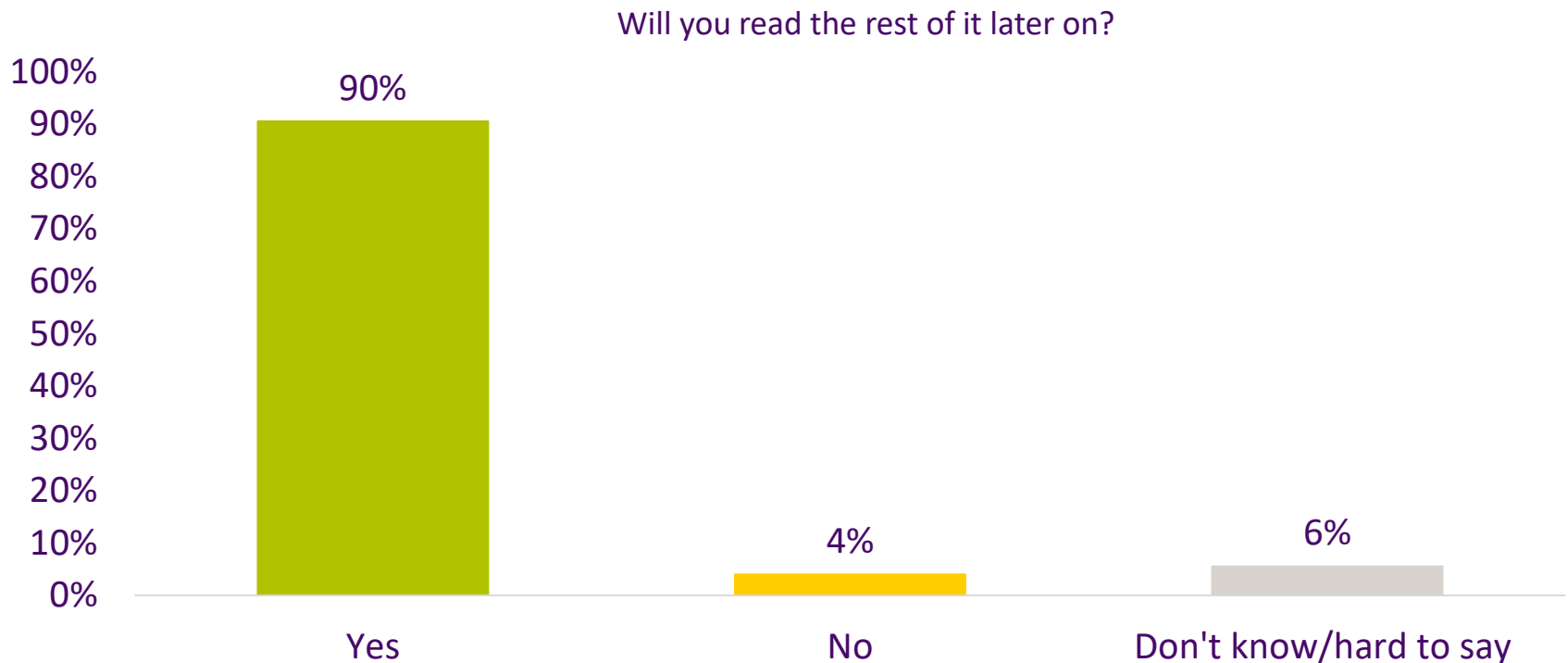
Level of understanding (by countries)

- All respondents from Serbia (100%) and 96% from Bosnia-Herzegovina answered that the campaign materials were easy to understand
- Respondents from Moldova (21%) and Macedonia (20%) had difficulties in understanding the campaign materials
- Respondents from Ukraine (11%) and Bulgaria (9%) didn't answer the question



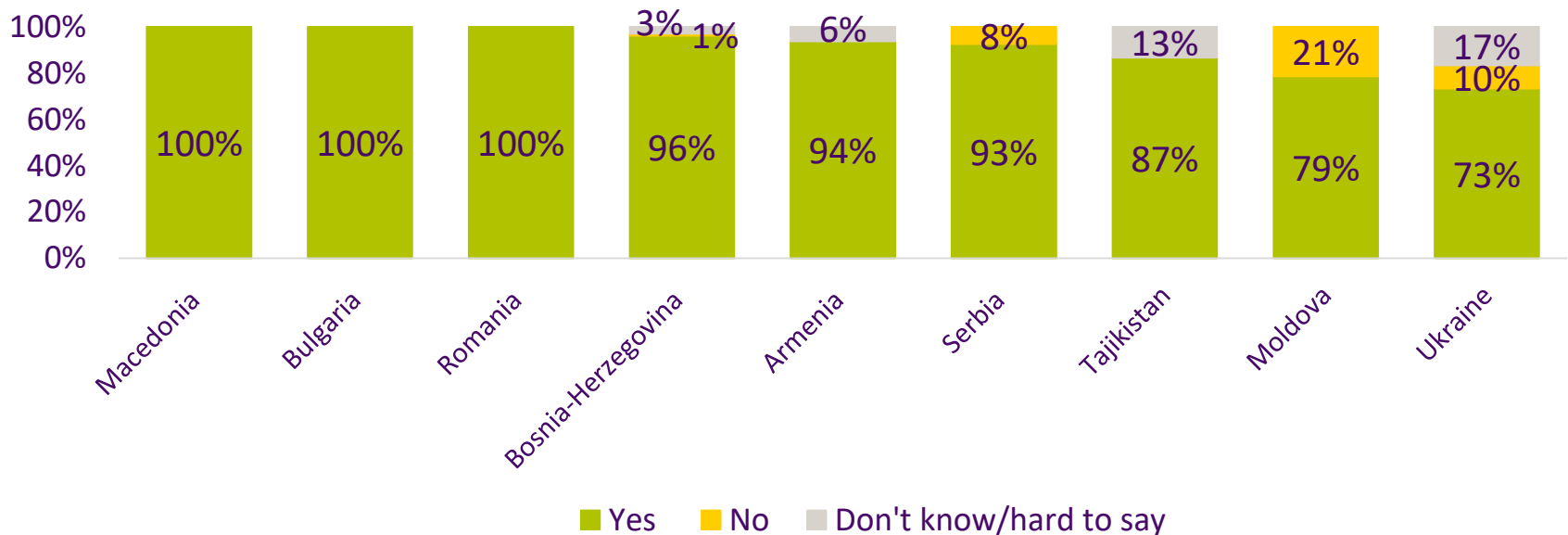
Reading the materials later on

90% of respondents declared that they would read the campaign materials later on



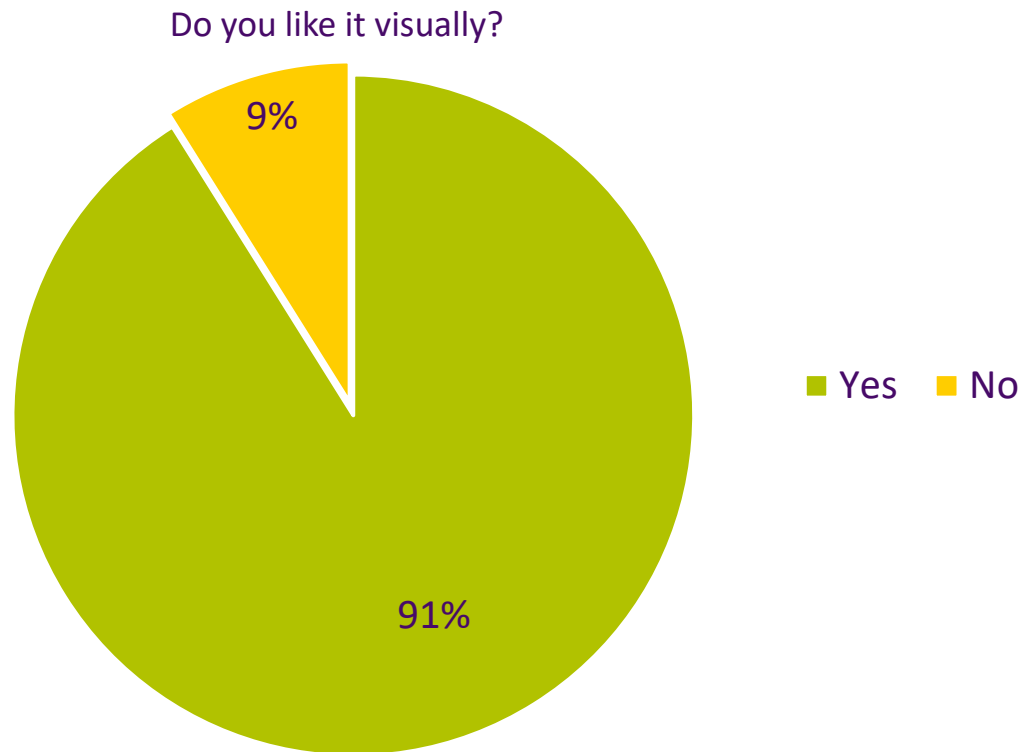
Reading the materials later on (by countries)

- 100% of respondents from Macedonia, Bulgaria, Romania and 96% from Bosnia and Herzegovina answered that they would read the brochures later
- 21% of respondents from Moldova were not interested in reading the materials later
- 17% of respondents from Ukraine could not give any answer



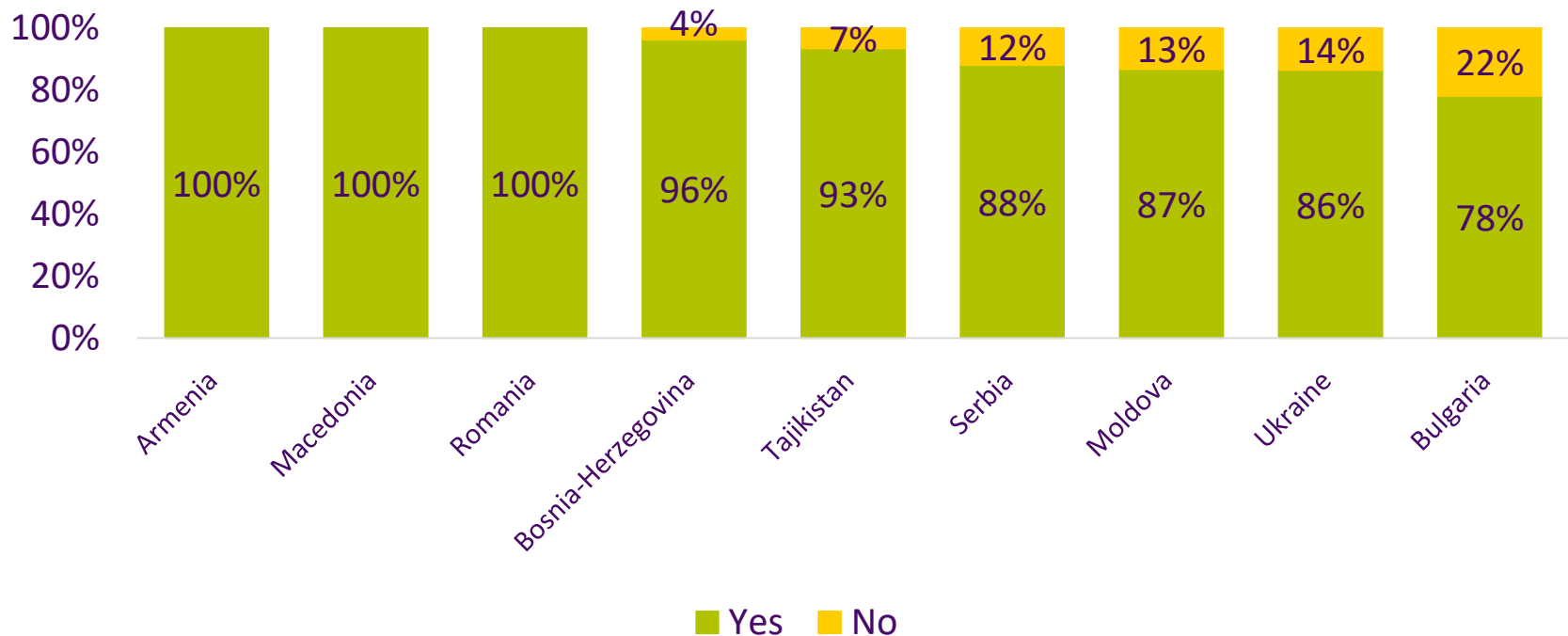
Design of campaign materials

91% of participants liked the campaign materials visually



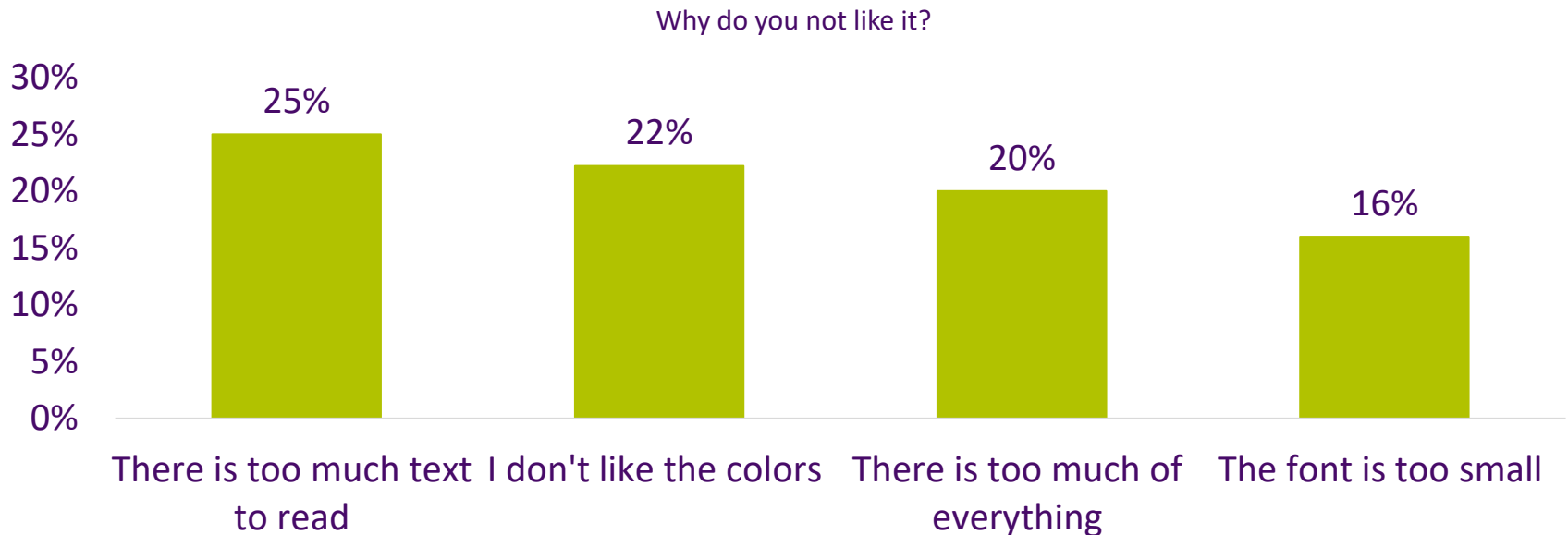
Design of campaign materials (by countries)

- 100% of respondents in Armenia, Macedonia and Romania liked the campaign materials
- 22% of clients from Bulgaria didn't like the campaign materials visually



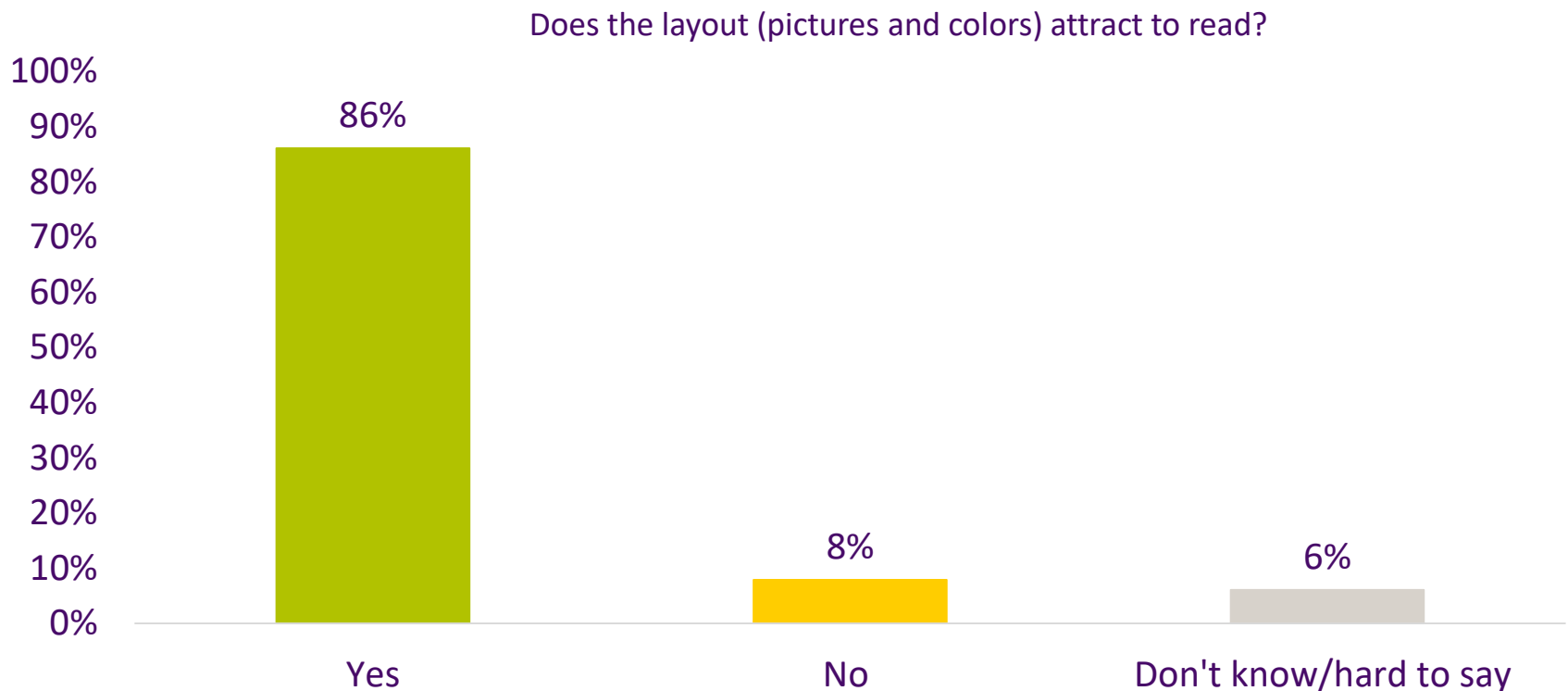
Reasons why people dislike campaign materials

- 25% of respondents thought that there was too much text to read
- 22% of respondents didn't like the colors of campaign materials
- In opinion of 20% of respondents there was too much of everything



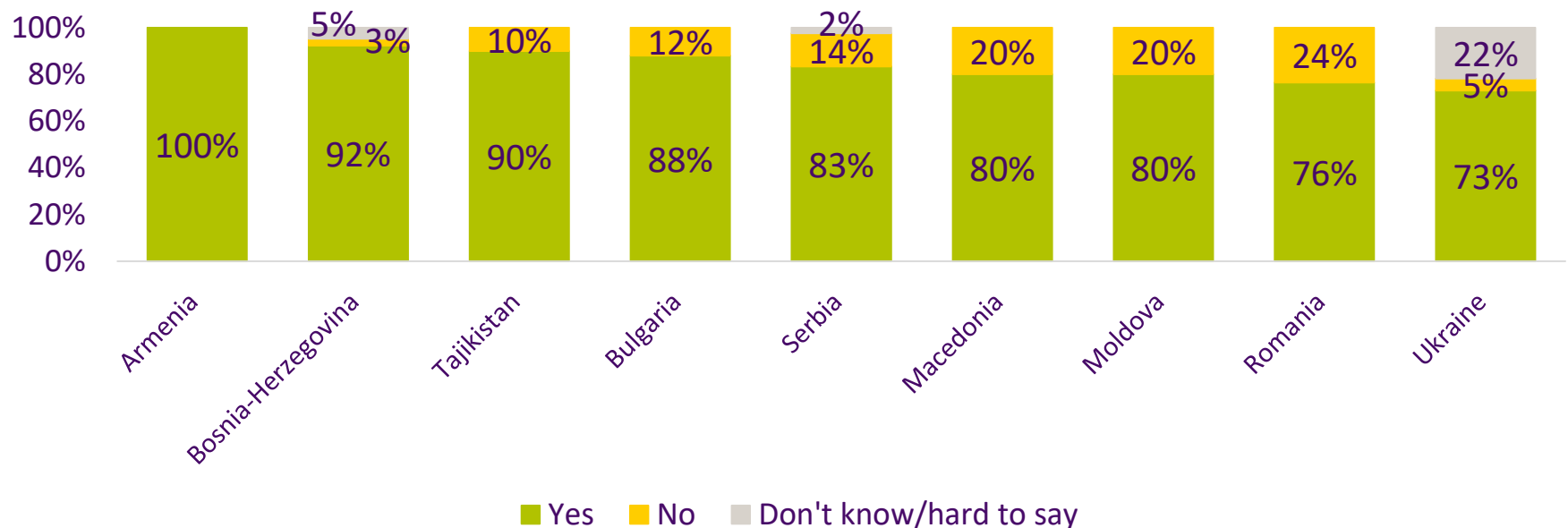
Attractiveness of layout

86% of campaign participants liked the layout of the campaign materials



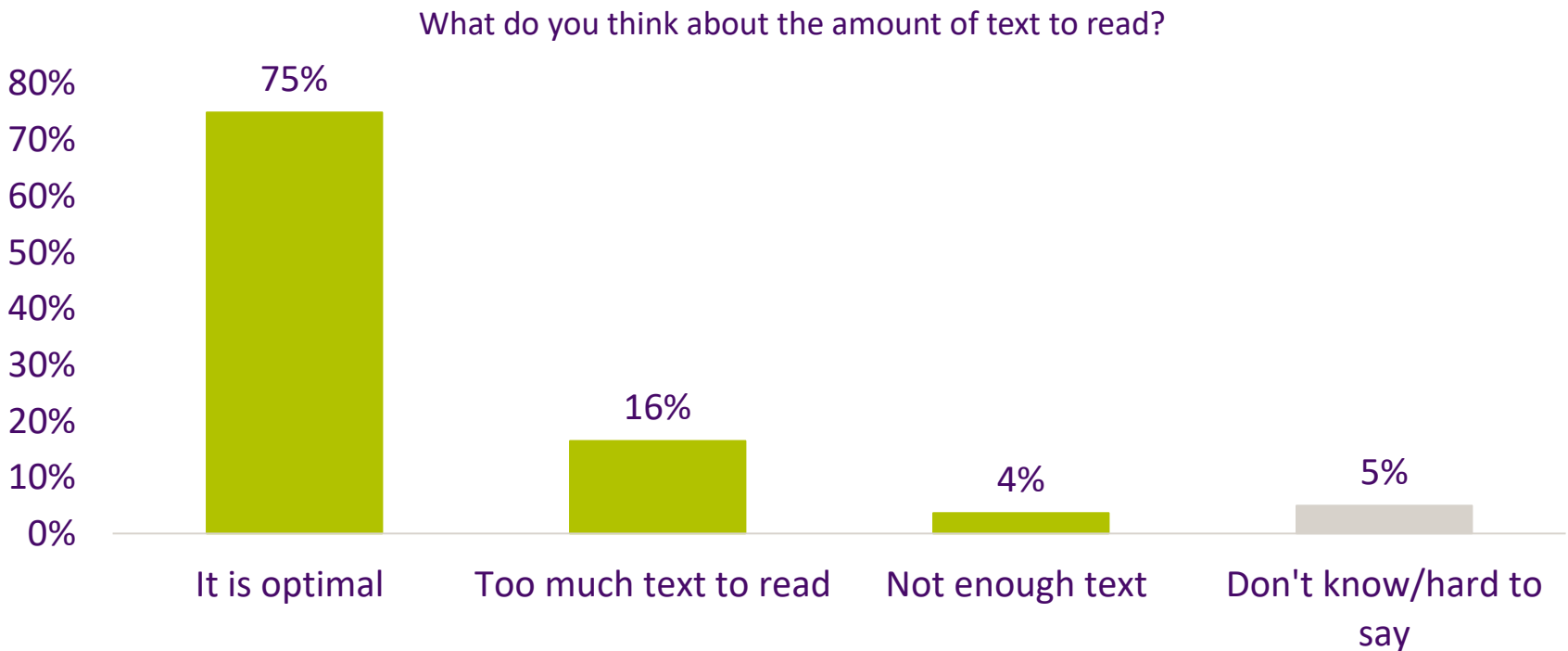
Attractiveness of layout (by countries)

- The layout was attractive to read in particular in Armenia (100%), Bosnia and Herzegovina (92%) and Tajikistan (90%)
- 24% of respondents from Romania and 20% of the respondents from Macedonia and Moldova answered that the layout wasn't attractive
- 22% of clients from Ukraine didn't have any opinion on this topic



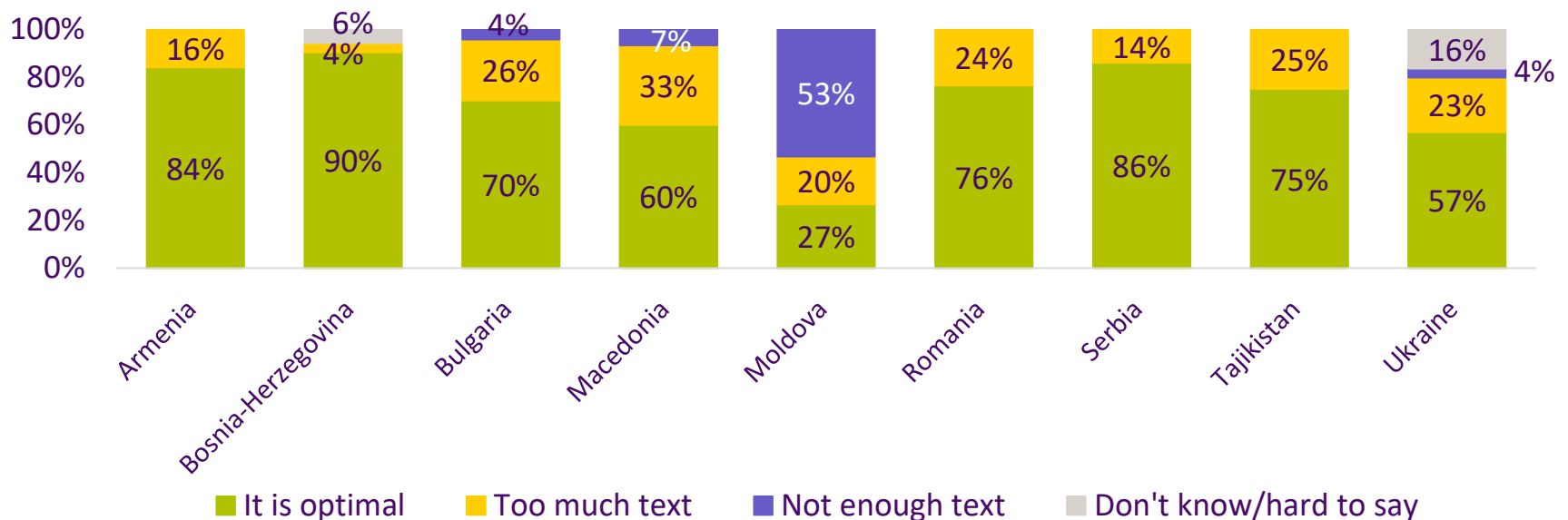
Amount of text

75% of campaign participants assessed the amount of text as optimal and 16% of respondents assessed as too much



Layout (by countries)

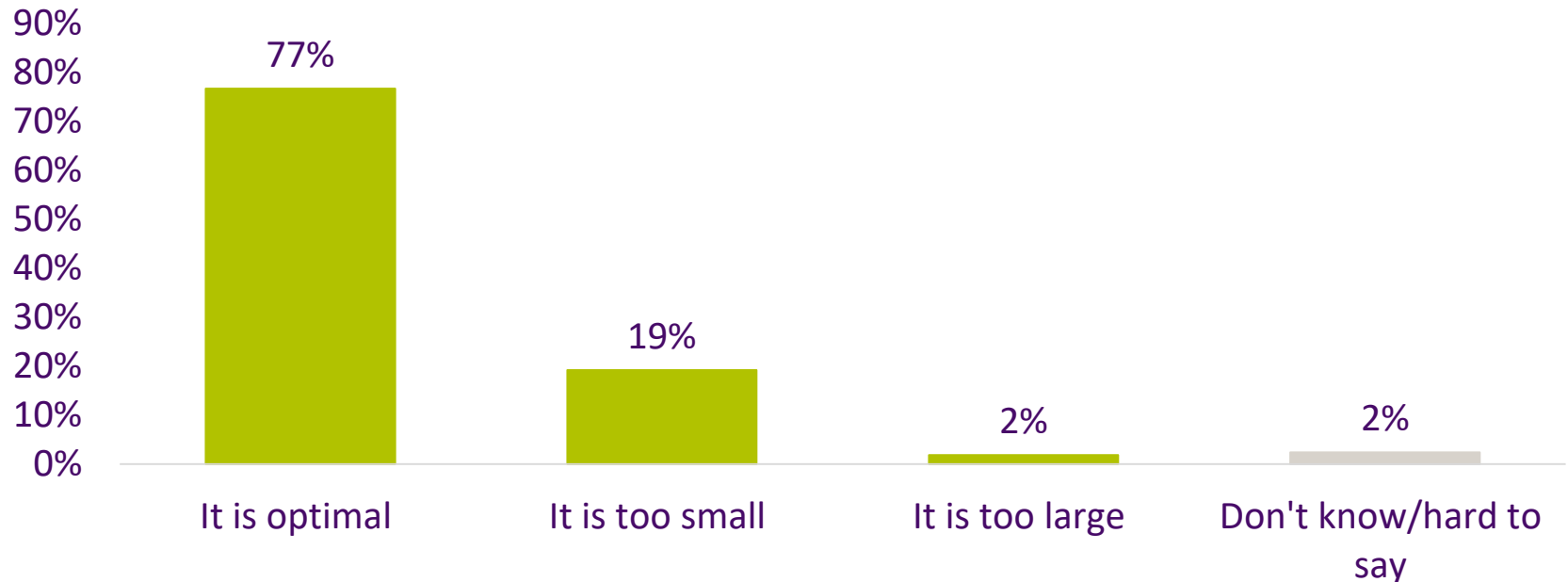
- The layout was found to be optimal by the largest numbers of respondents in B&H (90%), Serbia (86%) and Armenia (84%)
- In Macedonia (33%), Bulgaria (26%), Tajikistan (26%) respondents answered that the materials include too much text
- 53% of respondents from Moldova answered that the materials includes not enough text
- 16% of respondents from Ukraine couldn't answer the question



Font size

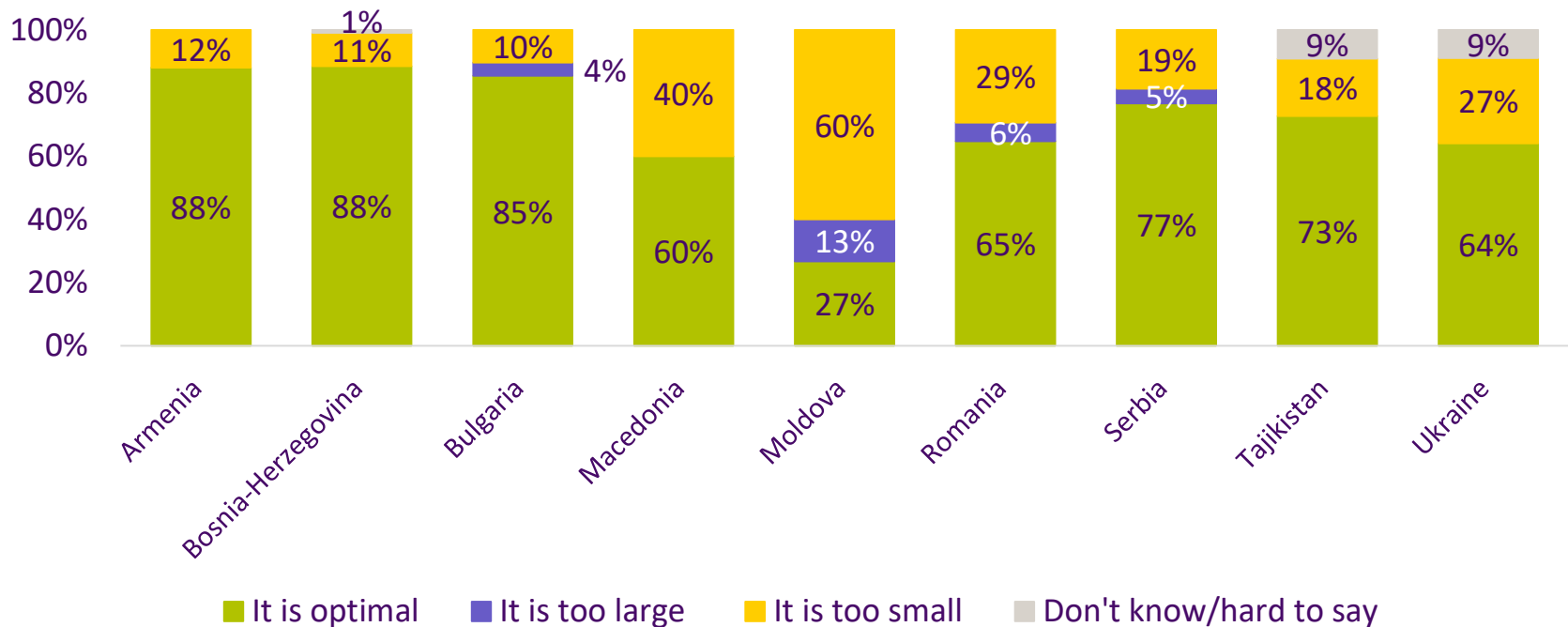
77% respondents answered that the font size was optimal, 19% of respondents thought the opposite – that the font size was too small

What do you think of the font size?



Font size (by countries)

- The largest number of respondents pleased with the font size was seen in Armenia (88%), B&H (88%) and Bulgaria (80%).
- A large number of respondents from Moldova (60%), Macedonia (40%) Romania (29%) and Ukraine (27%) mentioned that the font size was too small.
- On the other hand, 13% respondents from Moldova answered that the font size was too large.



Conclusions

- The majority of the respondents liked the campaign
- The respondents found the campaign useful and informative. They suggested to organize the campaign more frequently.
- The respondents suggested:
 - *Expanding the campaign audience (the whole country population) through mass media (TV, radio, social media and printed media)*
 - *Educating clients on financial education through workshops, individual consultations, campaigns and online workshops*
 - *Involving a larger number of FIs and banks in the campaign*
 - *Involving government agencies*

BW Campaign
2016

vs.

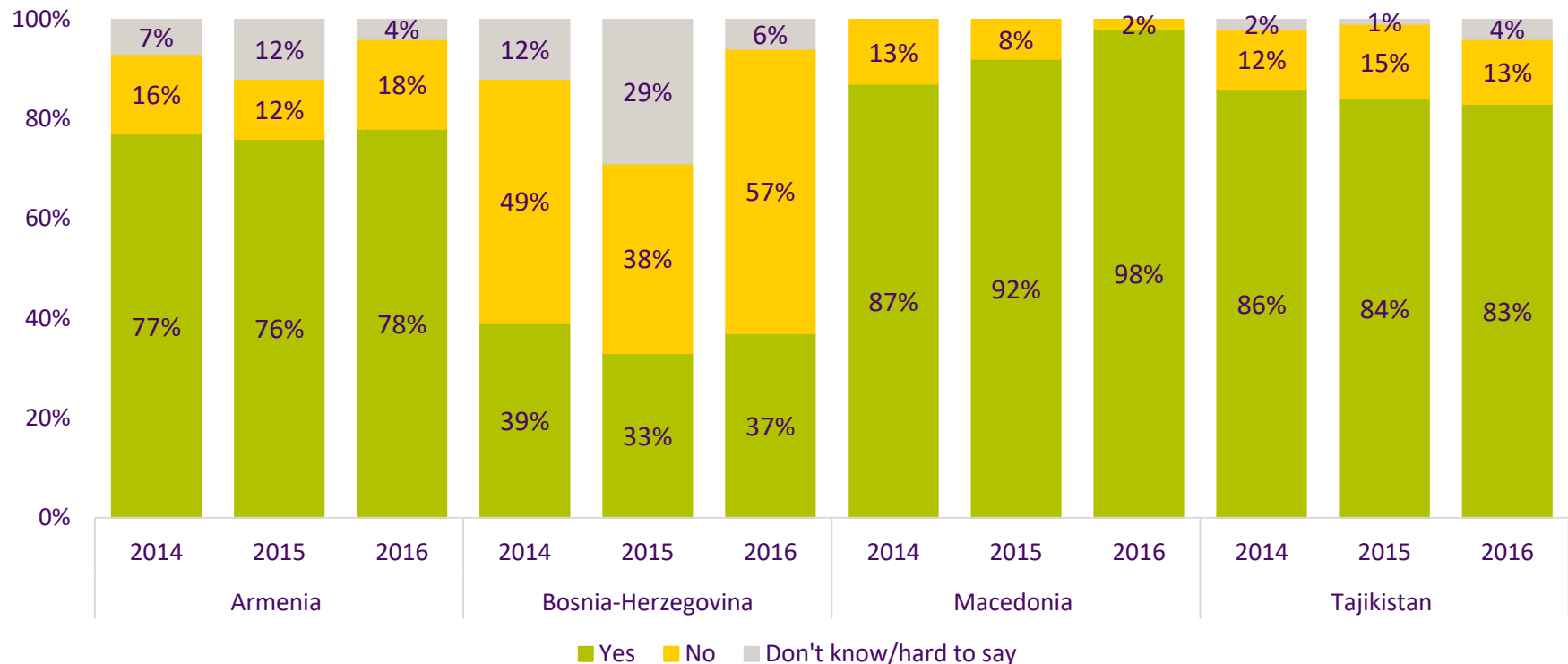
BW Campaign
2014-2015

Statistics

	2014	2015	2016
Number of MFIs participated	11	21	20
Number of countries	9	13	14
Number of branches and sub-branches involved	297	299	n/a
Number of clients reached	165 213	300 888	473 660
Number of leaflets and brochures distributed	170 500	189 595	n/a

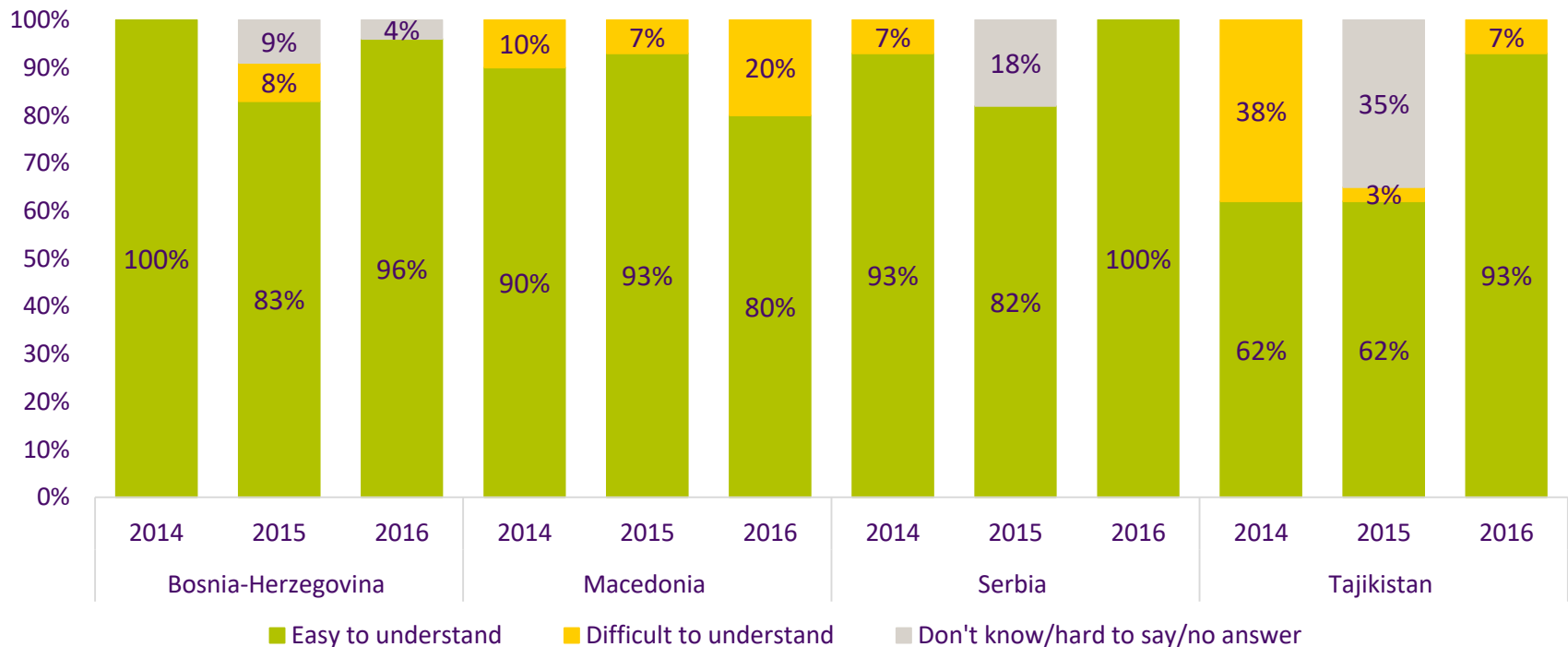
Rules of the campaign

- In Macedonia, Armenia and Bosnia-Herzegovina more respondents declared remembering the campaign rules in the 2016 campaign edition compared to 2015
- The higher In 2016 the number of respondents from Bosnia-Herzegovina and Armenia who didn't remember rules of the campaign was increased



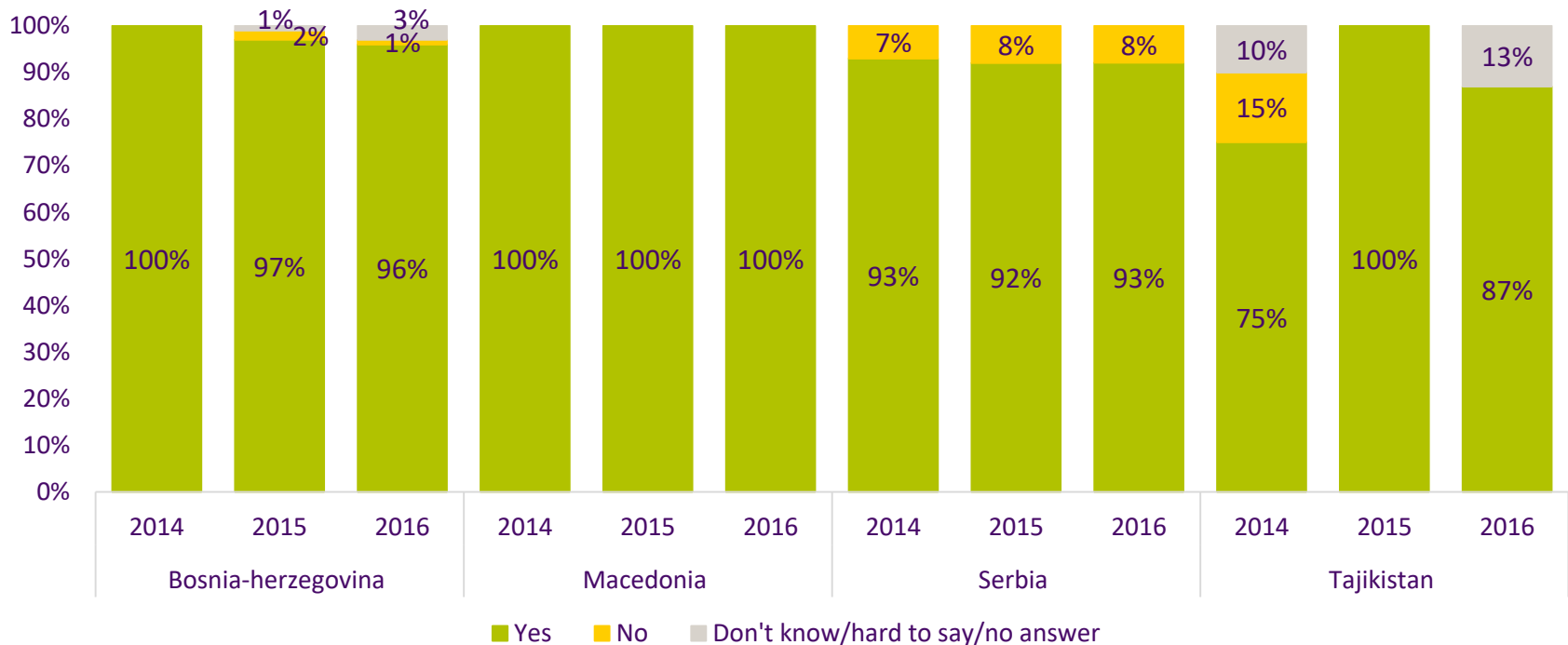
Level of understanding

- Higher level of understanding of the campaign materials in 2016 compared to 2015 was observed in all compared countries (Bosnia-Herzegovina, Macedonia, Serbia and Tajikistan)
- The understanding of the campaign materials was worse in 2016 in Macedonia



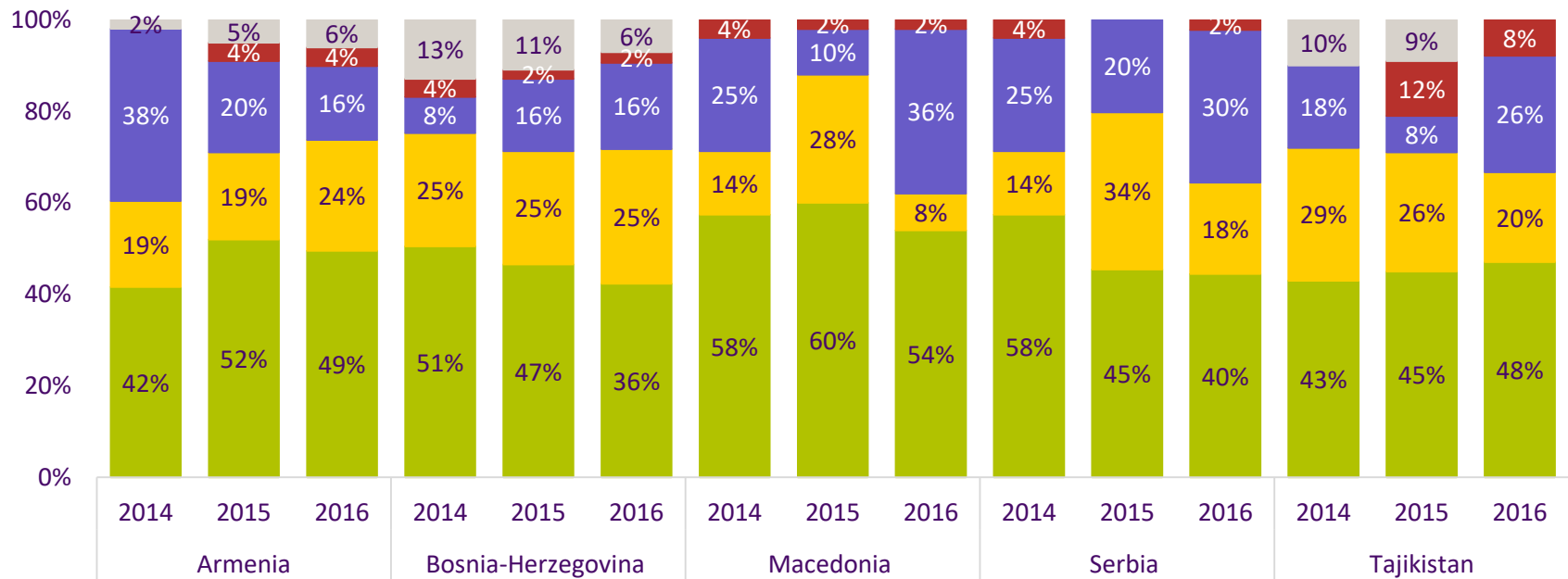
Read materials later on

- Slightly fewer respondents who in the 2016 edition declared that would read the campaign materials later on can be observed in only Serbia
- Higher percentage of respondents who in 2016 declared that wouldn't read the materials later on can be observed in Tajikistan
- No differences between 2016 and 2015 editions were observed in Macedonia



The importance of messages

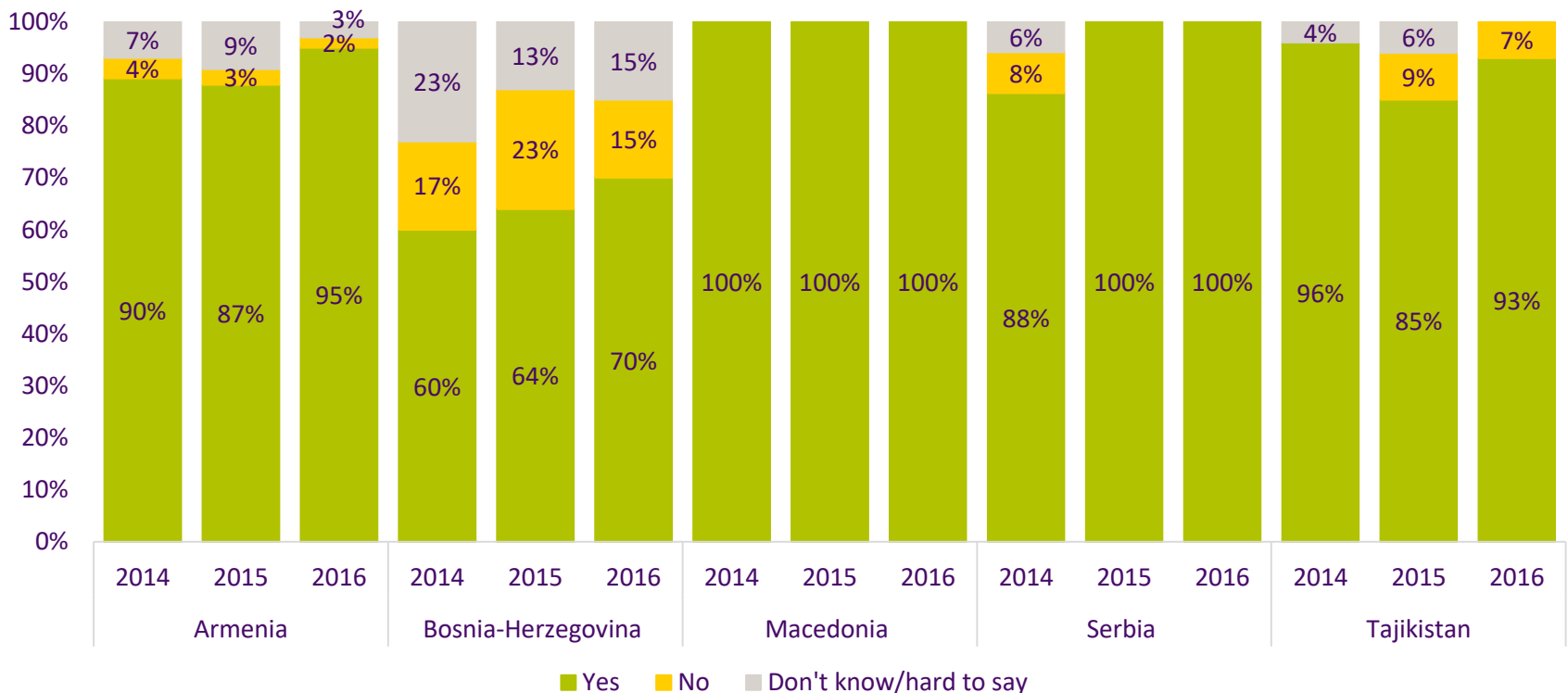
- There are no major differences in responses in 2016 and 2015
- In 2016 the higher number of respondents for whom the most important message was to understand all contract conditions was observed in Macedonia



■ Calculate how much I can afford to repay monthly
 ■ Know the total credit cost
■ Understand all contract conditions
 ■ Know how to complain if dissatisfied
■ Don't know/hard to say

Usefulness of the Campaign

- Higher number of respondents who stated in 2016 that campaign was useful was observed in Armenia, Bosnia-Herzegovina and Tajikistan
- In Macedonia and Serbia the same number of respondents stated that the campaign was useful



Comparison of the Campaign results 2015 - 2016

	BETTER IN 2016	NO DIFFERENCE	WORSE IN 2016
<i>Remembering the Campaign rules</i>	Armenia Bosnia-Herzegovina Macedonia	-----	Tajikistan
<i>Level of understanding the campaign materials</i>	Bosnia-Herzegovina Serbia Tajikistan	-----	Macedonia
<i>Reading the materials later on</i>	Serbia	Macedonia	Bosnia-Herzegovina Tajikistan
<i>Usefulness of the Campaign</i>	Armenia Bosnia-Herzegovina Tajikistan	Macedonia Serbia	-----

Conclusions

- New MFIs (2) enjoyed the Campaign in 2016
- There are no major differences in responses in 2016 and 2014-2015
- The majority of the respondents liked the campaign in all three editions
- The overall usefulness of the campaign was evaluated higher in 2016 than in 2015 in all compared countries
- Results in Tajikistan and Bosnia and Herzegovina are worse than in the other countries in all three editions (remembering the campaign rules)

Thank You!

www.mfc.org.pl

microfinance@mfc.org.pl