



OVERVIEW OF PROYECTO CAPITAL

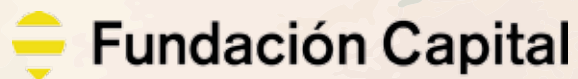
Experiences on financial Education and lessons learnt on ongoing to scale

Ottawa, 6th 2016

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Why FE?



Key for promoting financial inclusion within social protection policies in Latin America

Our target

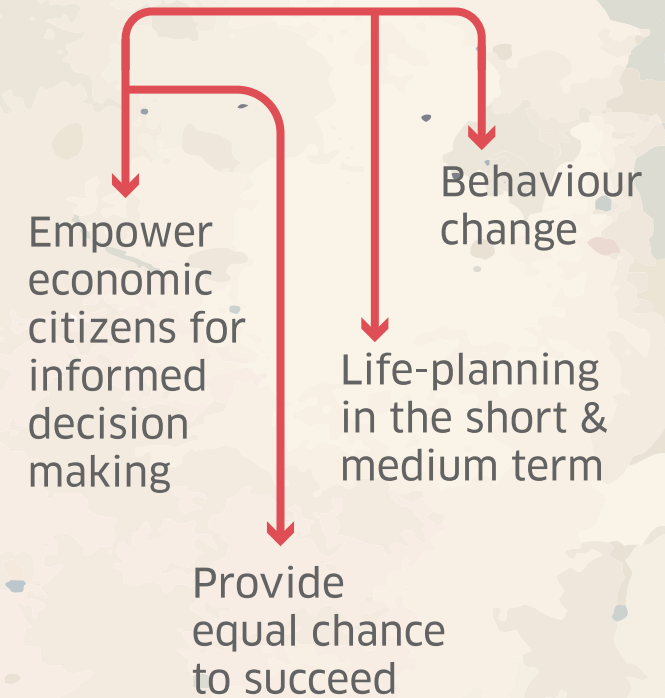


Focalize in populations in extreme poverty, such as women users of CCT programs and youth.

Our goal

Capacity building

For

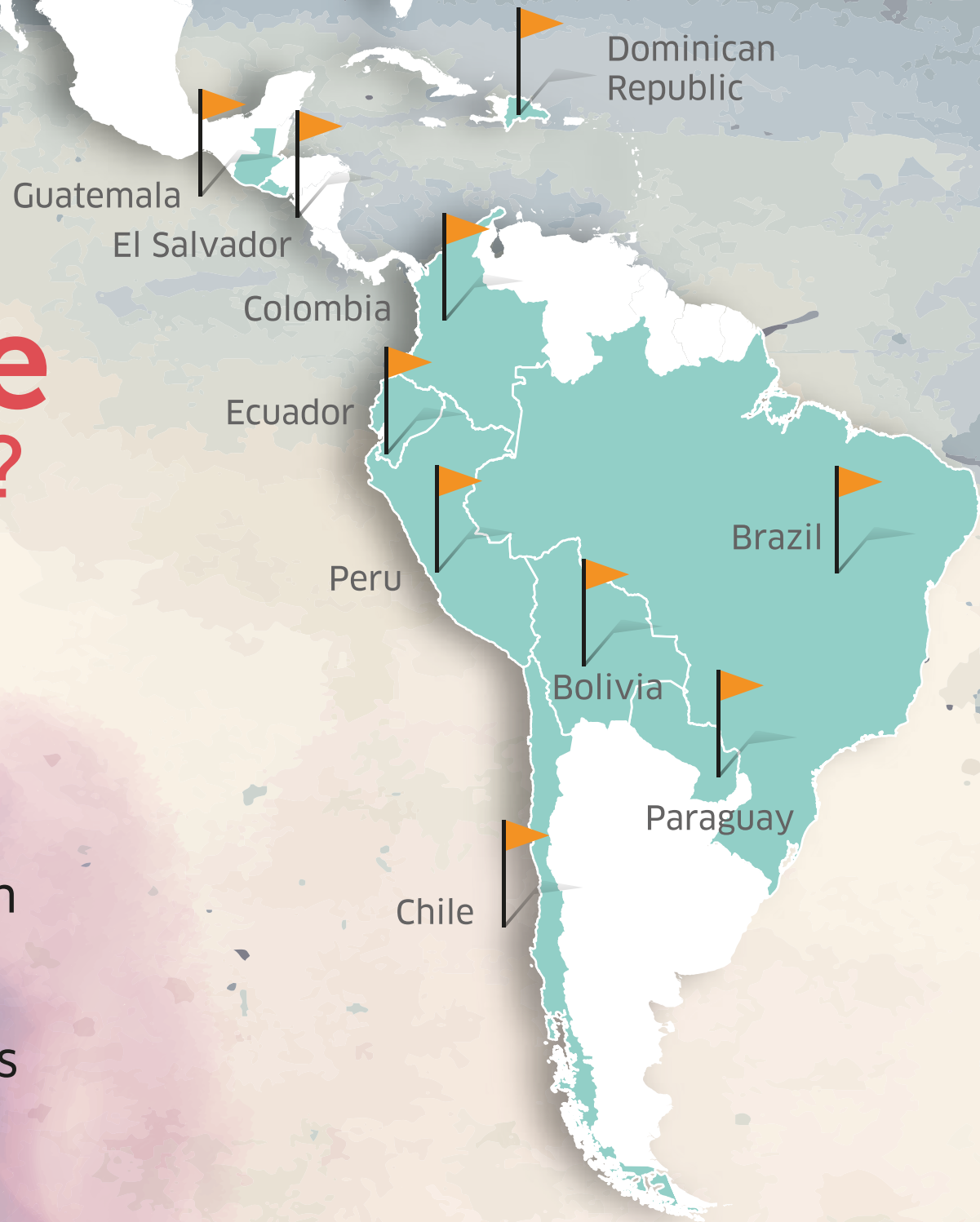


¿Where we work?

Proyecto Capital has implemented

17

financial education interventions in some of latin american countries

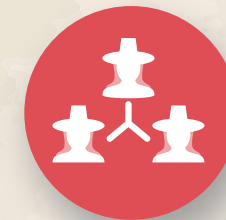


¿How we do it?

Components in Proyecto Capital's Financial Education Programs



Forms or training used by Financial Education Programs



IN-PERSON

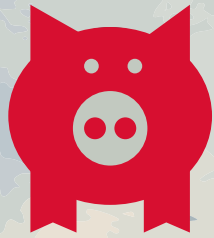


DISSEMINATION THROUGH MASS MEDIA



VIRTUAL





17

financial education programs developed in 10 latin american countries.

4

financial education programs linked to social protection programs.



Evaluation

The majority of programs evaluated show satisfactory results in: transformation of informal savings into formal savings, increased knowledge and propensity to save.



people trained by Proyecto Capital

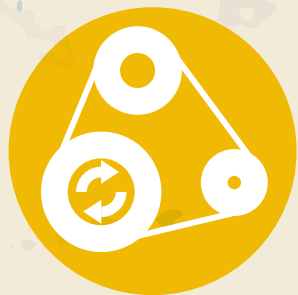


Scaling-up phase

Four of the implemented programs have already entered a scaling-up phase. This is the case of the “Programa de Educación Financiera” (FOSIS) in Chile, “Ahorrando para el Buen Vivir” in Ecuador, Haku Wiñay in Peru, and “Formación de Grupos de Ahorro” in the Dominican Republic.



Lessons



Coordination and articulation among different actors is required.



Working jointly with CCT programs allows to take advantage of their infrastructure and scope.



It is **necessary to conduct** an impact evaluation in programs that have still not done



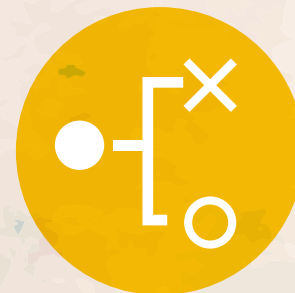
CCT may also be presented to the users as an **opportunity to save.**



The three forms of training used by Proyecto Capital in its financial education programs work best if they **complement each other.**



It is always best to use a **straight forward language** that is appropriate for the target population.



It is **important to disseminate** outcomes and impacts



3 cases of innovation in financial education



• **Isidora**
la ahorradora



• **Josefa**

• **Lista**



Isidora la ahorradora



Objective:

Capacity building to promote savings

Strategy:

Storytelling



Radio soap operas



SMS



Outcomes (savings balance amounts US\$3.00 - US\$15.00) (CCT= US\$60)

District 1: 24%

District 2: 20%

District 3: 40%

Isidora

la ahorradora



Lessons learnt

- Developing trust in the formal financial system is possible. Savings take place for every two months when beneficiaries withdraw CCT (3hr - 6hr) (U\$3 - U\$12.00)
- Positive attitude towards savings have been developed
- Learning is possible if there are financial products and services available
- Methods and educative materials used during training have been well received as an effective strategy for learning purposes
- Coordination among CCT program, bank and MIDIS was key to succeed



Thanks

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Fundación Capital



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