



PROYECTO CAPITAL

Financial Inclusion Opportunities in Latin America and the Caribbean

Ivonne Villada

Instituto de Estudios Peruanos

20 abril 2015



Outline

1. What is Proyecto Capital?
2. What did Proyecto Capital achieve so far?
3. Main milestones in the implementation process in Peru and Chile
4. Challenges

1. What is Proyecto Capital?

Proyecto Capital is the strategy that **promotes** and supports **public policies'** implementation processes that link **social protection and financial inclusion**, as part of the set of **rights** that vulnerable populations needs to improve **their economic security** and transform their lives.



Actors of Proyecto Capital



- Perú and Chile
- Research



Fundación Capital

- Colombia, El Salvador, Guatemala, República Dominicana, México, Brasil, Ecuador, Bolivia.



FORD FOUNDATION



IDRC | CRDI Canada

Specific Support:

- City Foundation
- IPA
- Visa



Where we work?



Leyenda

- BJA Bono Juana Azurduy
- BF Bolsa Familia
- RM Renda Melhor
- RMJ Renda Melhor Jovem
- SSO Subsistema Seguridades Oportunidades
- MFA Más Familias en Acción
- BDH Bono de Desarrollo Humano
- CSR Comunidades Solidarias Rurales y Comunidades Solidarias Urbanas
- MBS Mi Bono Seguro
- TEK Tekopora
- JUN Programa de Apoyo Directo a los más Pobres "JUNTOS"
- PROSOLI Progresando con Solidaridad
- PRO Prospera
- VM Bono Vida Mejor

Progress of Proyecto Capital by Country as of December 2014

PAÍS	FASE									
	I.	II.	III.	IV.	V.	VI.	VII.	VIII.	IX.	X
	ADVOCACY	COOPERATION AGREEMENT	DIAGNOS-TIC	PILOT PROJECT DESIGN	PILOT PREPARATION	PILOT IMPLEMENTATION	PILOT'S RESULTS EVALUATION	SCALING UP DESIGN	SCALING UP PREPARATION	SCALING UP IMPLEMENTATION
PERÚ										
COLOMBIA										
ECUADOR (BDH)										
PARAGUAY										
CHILE										
BOLIVIA										
R. DOMINICANA										
EL SALVADOR										
GUATEMALA										
BRAZIL										
MEXICO										

2. What did Proyecto Capital achieve so far?

11 Signed agreements with **Social Protection Programs**.

11 Signed agreements with formal **financial institutions**.

More than **6 million CCT recipients** receive their benefits in a **bank account** or a mobile wallet.

About **400,000 CCT beneficiaries** have received or are receiving **financial education** through the various pilot programs that Proyecto Capital has promoted.

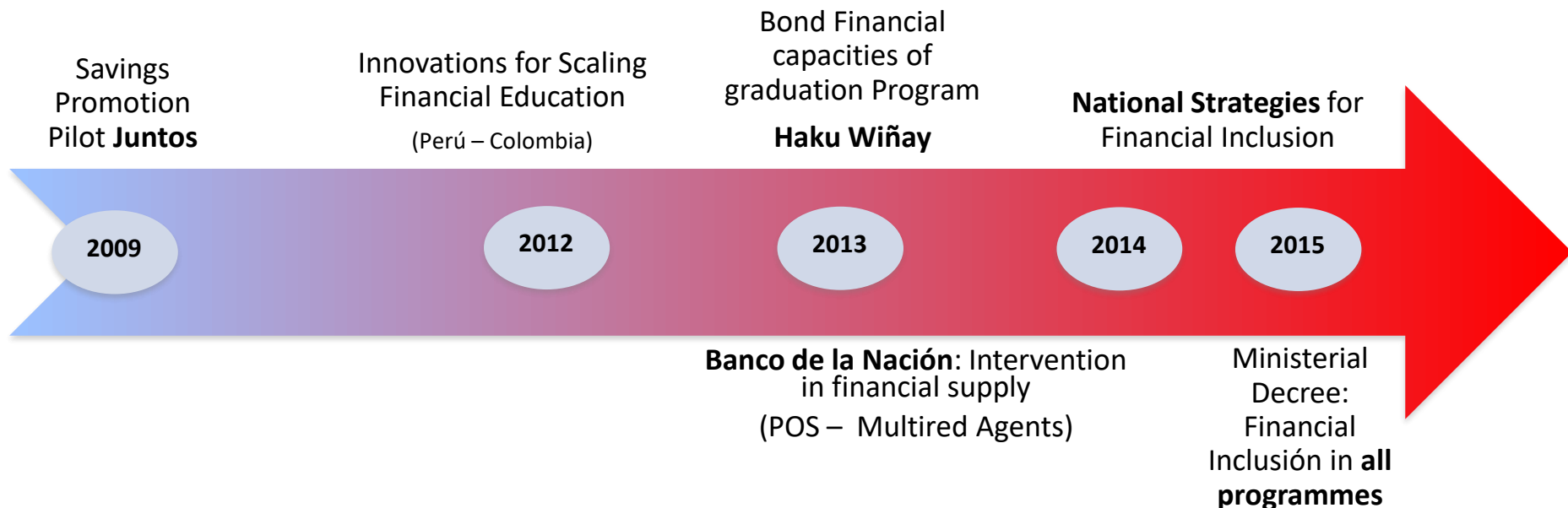
50 Research for support PK implementation (qualitative, quantitative, case studies, country assessments, RCT).

55 InShorts about the investments results and the experience of PK.

3. Main milestones in the implementation process in Peru and Chile.



PK Strategy in Perú



Prove of concept (RCT Savings Promotion Pilot):

Formal Saving

2009: Less than **2.5%** of women of JUNTOS save in the formal system.(C and T).



2012: The **20.8%** of women in treatment save in a bank or “caja”(the 1.1% households in control)

Informal saving

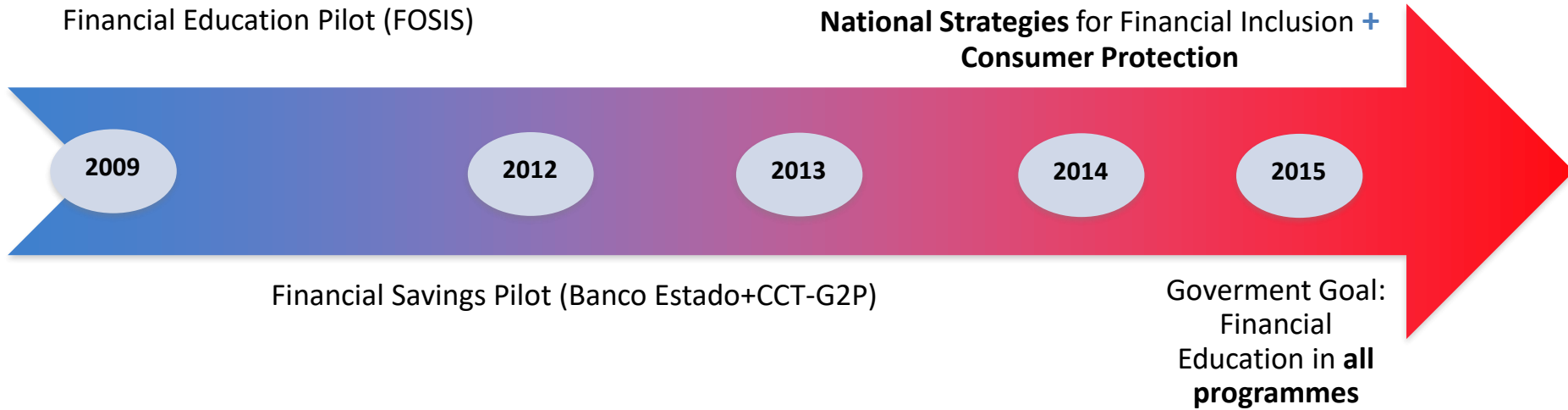
Positive effects:

Increase 8% in the purchase of animals.

Lack of financial supply to the targeted population.

High transaction cost to access this supply.

PK Strategy in Chile



Access

1 of every 3 Chileans has CuentaRut (BancoEstado)



Coverage: 95,7% of the country's communes report to have at least one point of access.

Usage + Financial Education:

The World's average for indebted adults for every 10.000 adults is 2.007

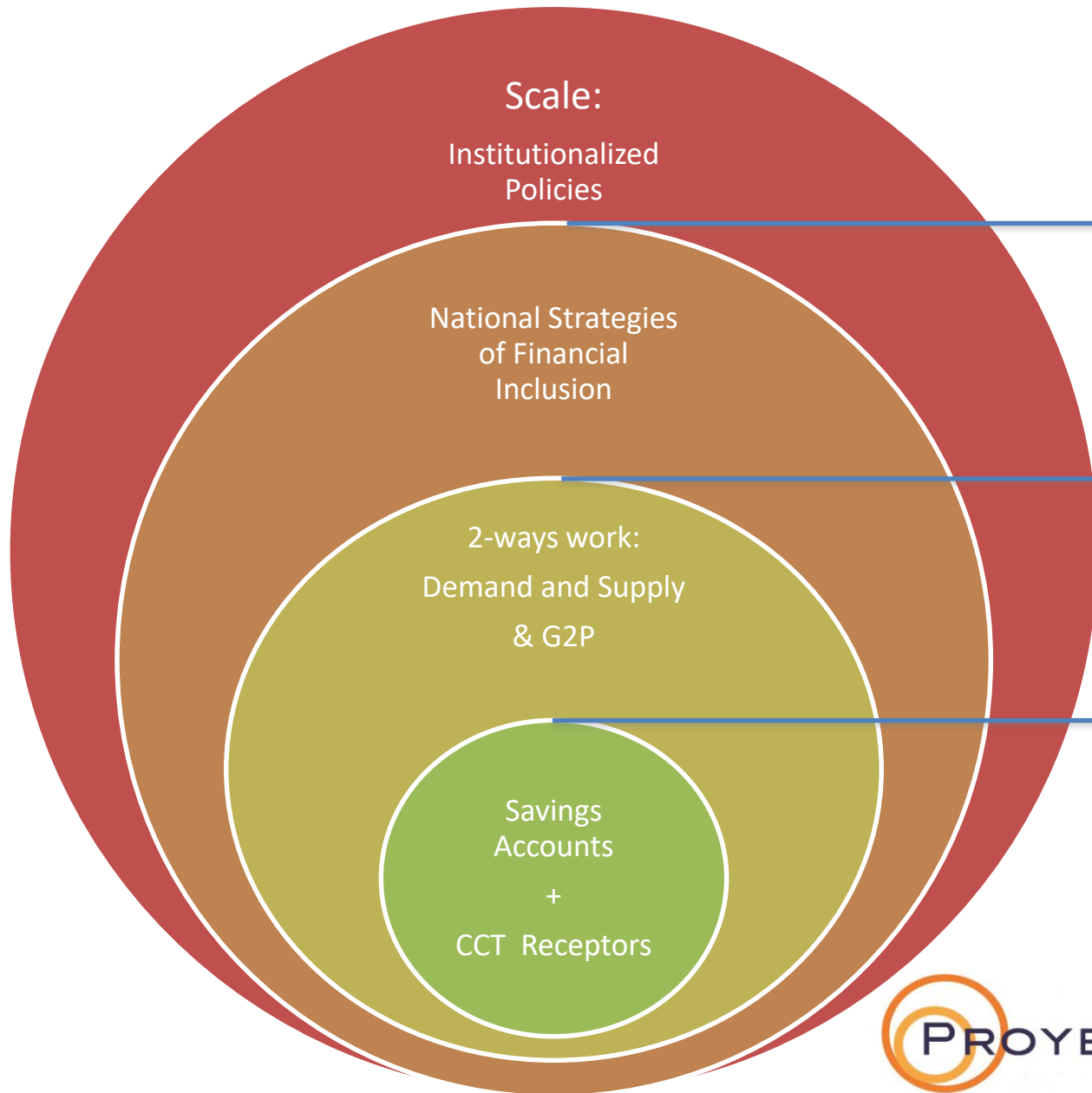
For Chile is 3.672

Payment of Social Benefits

Until 2012, the 99% of social payments was made in cash (1,6 million beneficiaries)

From the group of people in poverty over 18 years old, 75% (1.070.000 people) declare not having means of payment

Evolution of the Project Concept



The Social Protection System integrates FI in the core of its Institution

Citizen-oriented approach and economic empowerment.

Productive, human, and Financial actives.

Savings in the formal Financial System.

4. Challenges

- Contribute to building two (2) National Financial Inclusion Strategies articulating elements of access, use, education and protection consumer for vulnerable segments.
- Scale the technical assistance from one program of CCT to all Social Protection System

Institutionalized
Policies

Demand

- Develops new pilots and research to meet new segments (youth, older people) and capitalize on lessons learned from the financial inclusion in graduation programs.

and Supply

- Position the Proyecto Capital as the coordinator between governments and financial institutions to meet the needs of financial inclusion.

What is our dream?

100 million people living in poverty
use financial services
to improve their economic security
And their well being

Thank you!





Financial Inclusion Opportunities in Latin America and the Caribbean

For more information visit our website:

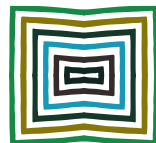
www.proyectocapital.org



FORD FOUNDATION



IDRC | CRDI Canada



IEP
INSTITUTO DE
ESTUDIOS
PERUANOS



Fundación Capital