



PERÚ:

On the road to financial inclusion

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Outline

1. What is Proyecto Capital?
2. Main milestones in the implementation in Perú
3. What did Proyecto Capital achieve so far?
4. What's next?

1

What is Proyecto Capital?

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

Technical
Assistance

Creation of
knowledge

Debate and
incidence/
Advocacy

Where we work?



Is a joint initiative of



IEP
INSTITUTO DE ESTUDIOS PERUANOS



Fundación Capital



Proyecto Capital
es implementado
en Perú por



Main milestones in the implementation process in Perú



Myth



Financial Inclusion = Having a bank account

Myth: Financial Inclusion = Bank Account



Since 2009, all users have been receiving CCT through a bank account at Banco de la Nación

But

In 2011, a survey showed that just 3.9% users know they had a bank account.

**Financial Education
for the right use of
financial services**



Training through storytelling - ISFE Strategy (2012)

Effects of Financial Education



- The percent of women who know they have a savings account in Banco de la Nación **increased from 6.1% to 31.5%**.
- The percent of women who know their savings are protected in a bank **increased from 1% to 24%**.
- **63% of women** who know what a voucher is.

Source: Savings Promotion Pilot - JUNTOS CCT Program

Myth

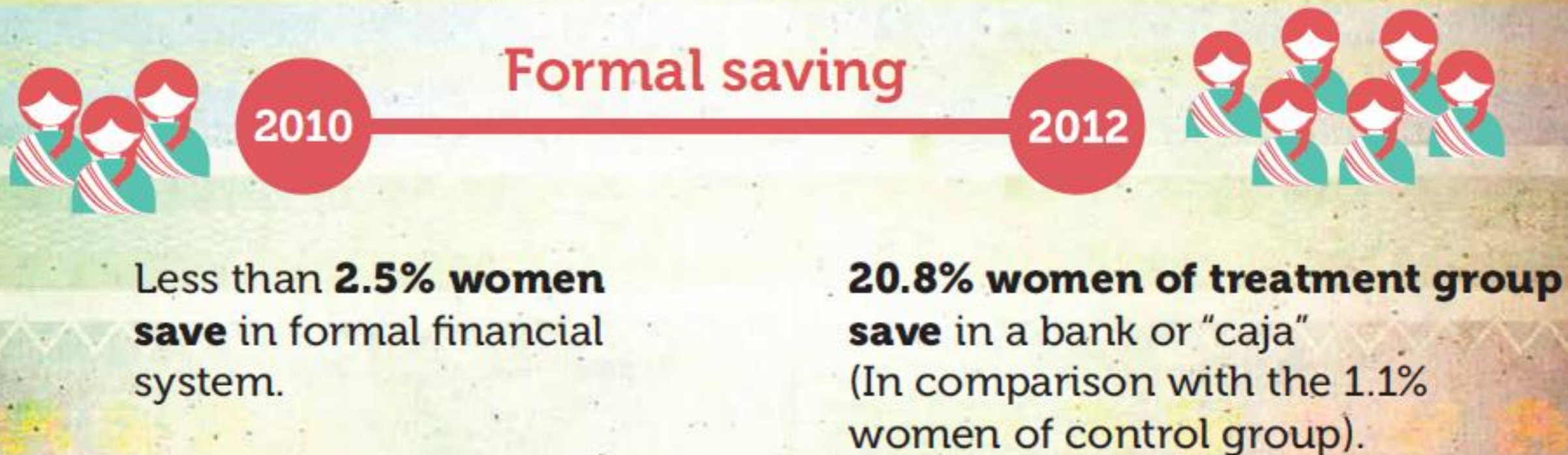
2



People living
in poverty
CAN'T
save

Proyecto Capital Strategy in Peru

Proof the hypothesis (Savings Promotion Pilot)



Source: Savings Promotion Pilot - JUNTOS CCT Program

Myth

3



Financial
System
CAN'T
understand
people living
in poverty



Barriers to access to the formal financial system



Despite progress, financial system is absent in 44% of 1046 districts across the country



High transaction costs



Difficulties in accessing



Lack of trust



e-Wallet system

- Bim platform "Modelo Peru"
- Access in rural areas
- Interoperability
- Customized for unbanked people



3

What did Proyecto Capital achieve so far?

4

What's next?



Support to
design public
policies



Keep building
evidence to
support and
improve



Train and
motivate



Evaluate

A woman in a blue sweater carries a young child on her back. The child is wearing a purple and pink patterned shirt. In the background, a group of people, including women wearing hats and a young boy, are gathered around a large poster or map, looking at it with interest. The scene is set against a wall with colorful geometric patterns.

Thanks!

Ivonne Villada

General coordinator of Proyecto Capital