



Keeping clients first
in microfinance

The Business Case for Consumer Protection & Smart Certification

Moderator:

Sarah Samuels, *Global Operations Manager*
The Smart Campaign
Center for Financial Inclusion

Panelists:

Godwin Nwabunka, *Chief Executive Officer*
Grooming Centre

Tiko Okoye, *Chief Executive Officer*
Fortis Microfinance Bank



March 22, 2018
11:00 a.m. – 12:30 p.m.
Kigali, Rwanda

Agenda

- ▶ About the Smart Campaign and Certification Program
- ▶ The value of consumer protection/certification from providers
- ▶ Grooming Centre – background/certification journey
- ▶ Fortis Microfinance Bank – background and certification journey
- ▶ Discussion on the business case for consumer protection and certification
- ▶ Audience questions and comments
- ▶ Closing comments and Grooming Centre video

Introducing the Smart Campaign

- ▶ Founded in 2009, the Smart Campaign works globally to create an environment in which financial services are delivered safely and responsibly to low-income clients.
- ▶ The Campaign shares tools and resources that help financial institutions deliver transparent, respectful and prudent financial services to all clients
- ▶ To date: Nearly 5,000 total endorsements, with over 42 million clients banking at certified institutions



Keeping clients first in
financial inclusion



RESPONSIBLE FINANCE

**Regulation for
client protection
and supervision**



**Financial
education and
capability**

**Standards and
codes of conduct
for the industry**

Smart Campaign's Client Protection Principles

1. **Appropriate product design and delivery**
2. **Prevention of over-indebtedness**
3. **Transparency**
4. **Responsible pricing**
5. **Fair and respectful treatment of clients**
6. **Privacy of client data**
7. **Mechanisms for complaint resolution**

Key Areas of Smart Campaign Activity

*Deepen regulatory
know-how*

*Convenings: trainings,
events, workshops*

*Research: DFS, agent
banking, biz case for
CP, client voice
research*



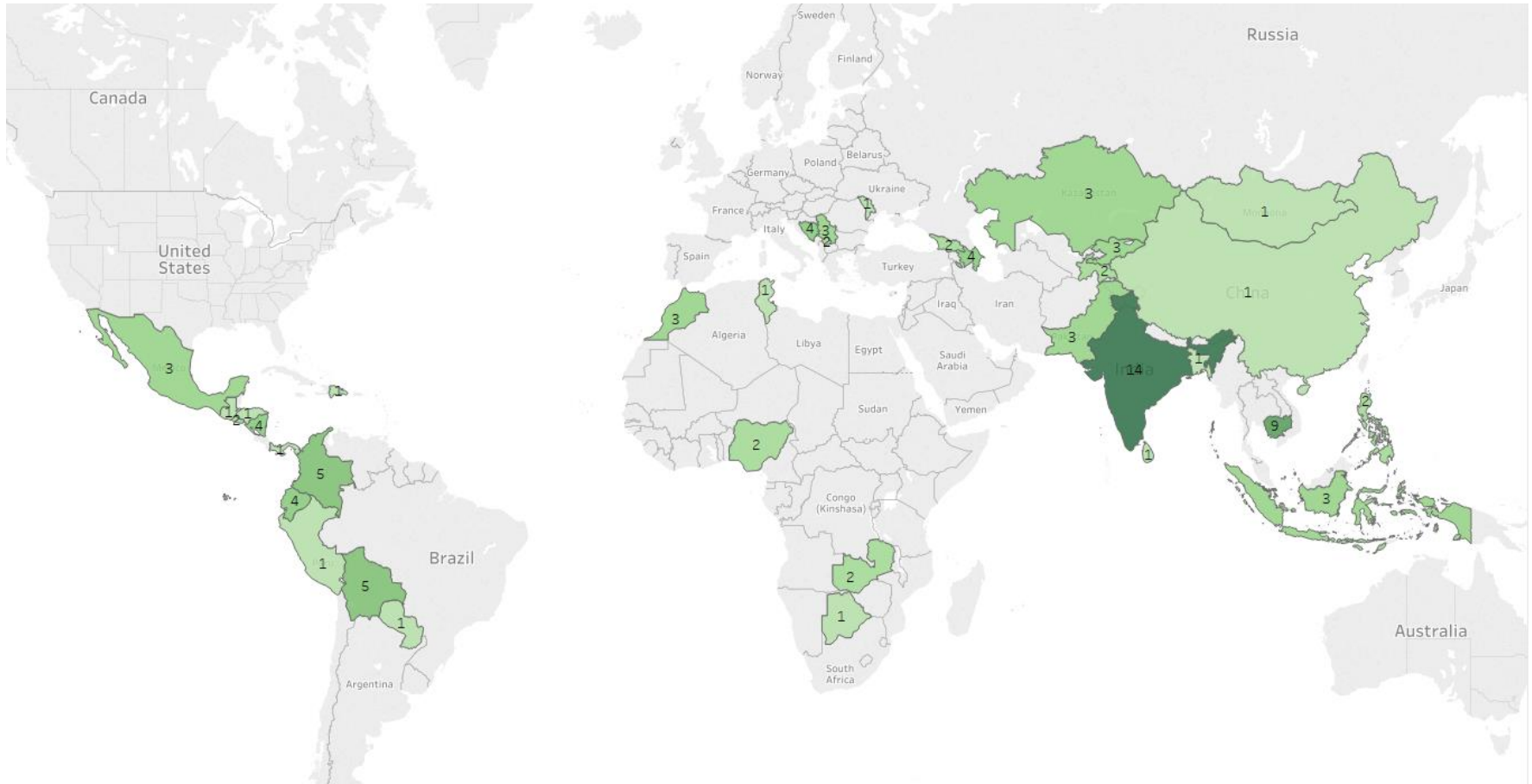
*Educate and empower
clients (including radio
campaigns)*

**Maintain rigorous
Certification Program:
Evolution of Standards to
match industry's evolution**

Smart Certification Program FAQs

- What is Smart Certification?
- What are the Certification standards & indicators?
- Who can conduct Certification Missions and certify institutions?
- Who is eligible for Certification?
- How much does Certification cost?

Certification Heat Map



The Value of Certification

- ▶ In 2016, in a project funded by Deutsche Bank, the smart campaign interviewed 37 certified institutions, including loans officers, staff and clients, and conducted 4 site visits to ask them why and how client protection was benefiting them
- ▶ Key Findings:



80% of institutions believe the cost of certification is appropriate.



82% of institutions believe the cost of certification was compensated by value received.



60% of institutions have seen themselves highlighted in local media due to certification.

social mission.

The Business Case for Consumer Protection Panel

Grooming Centre



Certified Spotlight

Grooming Centre, Nigeria

Grooming Centre was founded in December 2006 to provide financial services to entrepreneurs at the base of Nigeria's economic pyramid.

Grooming Centre currently operates in 22 states in Nigeria with a network of 376 branches and serves over 476,000 clients. The Centre is the result of a strong commitment from a group of microfinance practitioners who aim to build a vibrant organization that will improve access to financial services in Nigeria.

Certification Awarded February 2016

Photo credit to: Grooming Centre

FORTIS MFB

FORTIS MICROFINANCE BANK PLC



Certified Spotlight

Fortis Microfinance Bank, Nigeria

Fortis Microfinance Bank was certified in March 2016. Fortis's mission is to encourage the growth of micro small and medium enterprises development by empowering entrepreneurs and those on the base of the economic pyramid to run their own businesses and break out of the poverty line through access to financial services. Since it began its operation in 2007, it has grown to serve over 50,000 clients through its 12 branches in Nigeria.

Certification Awarded February 2016

Photo credit to: Fortis Microfinance Bank

Thank you!

Any questions from the audience?

Get involved –
Please visit www.smartcampaign.org
and endorse the Campaign!

