

Women and Financial Performance
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The case for growing the women market segment for economies, companies & financial institutions

- Boost growth (the USD 12Trillion by 2025- McKinsey)
- Grow the bottom line (the 8-13 bp per unit female director- IMF)
- Quality customers: Loyal savers, Least NPL, health insurance fan, potential adopters of DFS for convenience and proximity
- Women's World Banking profiled best-practice financial institutions : Leadership, Data, Product Design, Champions
- Denarau Action Plan: 10 points to drive change within AFI network

However, gender gaps persist, spurred by legal gender differences + demand and supply factors

- Gender gap static @ 7% globally, 9% in developing countries, between 2011-14; 2 billion women excluded
- Gender gap increased in MENA, SSA, South Asia regions, correlated with legal gender differences
- Demand side: cultural barriers, limited capabilities and education, gaps in financial information, preference for informality ...
- Supply side: Limited data and understanding of the women segment, poor product design, biased staff, low diversity in C-suite

Tackling informality is win-win as it increases usage, closes gender gaps, drives profits

- High informality in business (93.2% in 2014), 26.7% owned and 26.8% managed by women
 - Automation and ease of doing business reforms, + effect on credit information, customer profiling, cash-flow based lending
- Informal finance: More women (24%) than men (17%) are informally served **only**; 14.7% and 5.8% gender gap on formal saving and credit
 - Digitize and link informal groups to formal financial institutions by 2020
 - Mobile micro-saving, micro-loan and micro-insurance introduced
 - Women special windows in some banks
 - Umurenge-SACCO automation and consolidation

Policy, legal and regulatory measures open windows of opportunities and innovation

- Equal rights on employment, entrepreneurship, property ownership
- Smart ID facilitates KYC and Credit Information System
- Data and measurement : Demand side and real-time supply side useful in setting and monitoring targets in gender-responsive NFIS
- Smart regulation:
 - Publication of Board and senior management members of financial institutions by gender (GoR gender policy 35%)
 - Agency, DFS, Fintech (sandbox policy)
 - Movable assets can be used as collateral

A Rwanda where women co-create their full financial inclusion and reach their economic potential

- Government of Rwanda has done a lot to empower women
- Women networks at the forefront of women mobilization, empowerment and advocacy: National Women Council, Women Chamber, Pro-Femmes Twese Hamwe
- Women of Rwanda committed to build on this and play a more active role in their financial performance through an initiative called New Faces New Voices (Rwanda Chapter)
- NFNV Rwanda pursue three objectives: 1- access to finance, 2- financial and business capabilities, and 3- women voice and representation in financial institutions

NFNV-R network, advocate, provide financial information & solutions e.g. investments

- Registered with RDB as a public company limited by shares and by guarantee (to do both profit and not-for-profit activities)
- Member-based, primarily women across 6 clusters
- Partner with financial institutions so they make more money serving the women better; offer financial solutions directly to address a market failure
 - Advocacy and networking: Trainings, events, studies
 - Financial and business information services: on-line platforms
 - Programming: mainly targeting low-income main market cluster
 - Investments: a digital women investment fund under licensing with CMA

Looking ahead: building blocks are in place, need the cement and builders to tighten the building

- Blocks: Political will, conducive policies, infrastructure
- Builders: women, financial institutions, Households
- The cement: coordination, collaboration, partnership
- The building:
 - Increase usage of financial services
 - Meaningful impact in people's lives
 - Halve the gender gap and other gaps by 2021
 - Eradicate gender gap and other gaps by 2024

