



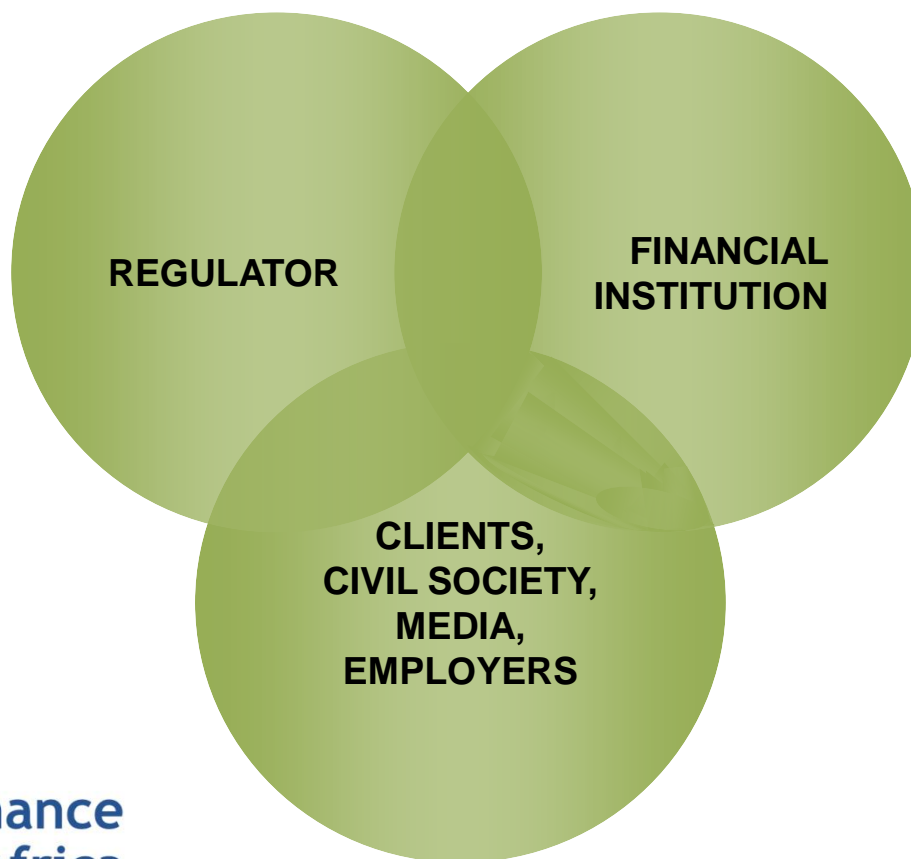
FINANCIAL CAPABILITY AND CONSUMER PROTECTION

What is already happening in Africa?

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Looking at FinCap/CP from different perspectives





Overview: Themes

1. Consumer Protection (Regulators, CPAs)
2. Responsible Finance (Financial Institutions, Investors)
3. National Frameworks (policy makers, practitioners, other champions)
4. Changing behaviour (civil society, media, employers, FIs):
 - Clients
 - Staff of Financial Institutions



Overview Mapping – Let us fill the gaps



■ Countries we received information from

- Burundi
- Ethiopia
- Ghana
- Kenya
- Malawi
- Morocco
- Mozambique
- Namibia
- Nigeria
- Senegal
- South Africa
- Tanzania
- Uganda
- Zambia

Sources: own survey, MF Opportunities, FEF, CGAP



Consumer Protection: Champions

- Regulators
- Consumer Protection Agencies (not focusing on consumers of financial products) in > 35 African countries:
 - Uganda, Kenya, 2 in Senegal, 3 in Ghana, Ethiopia, Burundi, Seychelles, Mali, Chad, Morocco, Tunisia, Togo, Malawi, many others (see Consumer International homepage)
- Some active, many weak, most NGOs, without enforcement mechanism
- Microfinance Networks: AMFIU Uganda has developed a Consumer Code of Practice
- Challenge: mandate, enforcement mechanism



Consumer protection: law / regulation

CP Law or Regulation	Countries
CP law in place	South Africa Mauritius Nigeria
CP law draft / planned	Malawi Kenya Uganda Ghana (provisions in 3 other laws) Mozambique



Consumer Protection: disclosure norms

- Botswana
- DRC
- CEMAC Countries (6)
- Gambia
- Liberia
- Mauritania
- Mozambique
- Namibia
- Sudan
- Uganda
- WAEMU Countries (8)
- Zambia
- Senegal (provisions included in the MFI law),
- Tanzania: disclosure/truth in lending' study in progress



Responsible Finance

- (M)FIs have endorsed the CGAP client protection principles
- Investors like KfW require their investees to adhere to these principles
- (M)FIs sign up for code of conduct



Changing behaviour

- Schools
 - Plan Kenya is working on introducing Fin Cap in primary schools
 - Plans to include Fin Cap in school curricula underway in Ghana, Namibia
 - CMA Uganda's Secondary Schools Challenge
- Road shows (Ghana, ...)
- Theatre plays (Ghana, Uganda, ...)
- Radio shows (e.g. Uganda, Nigeria, ...)
- TV: "Makutano Junction", Kenya
- "Financial Literacy Weeks" in Ghana, Uganda, World Thrift Day



Changing behaviour, cont'd:

- Global Financial Education Programme (GFEP) developed curriculum:
 - 674 organisations were trained by GFEP in Africa
 - MF Opportunities/Citi Foundation carried out GFEP ToTs in Tanzania, Uganda, Zambia (Camfed deliver Financial Education to young women using the GFEP curriculum).
 - Equity Bank Kenya is working with Kenyatta University to train Trainers and FE Champions to reach 25,000 youths with the GFEP curriculum.
- Faulu Kenya to train up to 54,000 clients in debt management, savings & budgeting



Changing behaviour, cont'd:

- Opportunity International - building financial capacity of poor communities through financial education in Mozambique
- SA: Financial Education targeting Miners and other groups (Teba Bank)
- Financial Education at the Work Place: BMW South Africa trained staff to enhance “financial wellness” → Role for big employers!



Financial Capability Frameworks

Financial Capability Framework	Countries
Developed	Ghana
Planned	Kenya, South Africa, Tanzania, Namibia, others



Diagnostics/Surveys

Finscope

- RSA '08
- Namibia '07
- Botswana '04
- Kenya '09
- Nigeria '08
- Malawi '08
- Uganda '06
- Zambia '05
- Rwanda '08
- Mozambique '09
- Tanzania '06

Other

- Tanzania
- Namibia: baseline studies on current levels of financial literacy planned
- Malawi: Microfinance Opportunities – Baseline financial landscape studies
- Ghana:
 - FinScope survey covered aspects of financial literacy
 - USAID Baseline Survey on financial education of urban dwellers



Merci!

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