



Women's Digital Financial Inclusion

ADVOCACY HUB

Ethiopia Overview



About us

Women's Digital Financial Inclusion

A D V O C A C Y H U B



The Advocacy Hub is a catalyst for collective action to increase women's digital financial inclusion.

- Led by Women's World Banking (WWB) and the United Nations Capital Development Fund (UNCDF), and supported by the Bill and Melinda Gates Foundation.
- The Advocacy Hub is a collective of local, regional, and global partners that unify and amplify advocacy through coordinated campaigns, resulting in targeted and scalable impact.



Women's World Banking



Unlocking Public and Private
Finance for the Poor

Financial Inclusion- Ethiopia data

Ask yourselves...

- To what extent has there been increased access to and usage of financial services in Ethiopia?
- Which segments of the population are benefiting most from innovation in financial technology, and why?
- Which types of services are most beneficial to women?

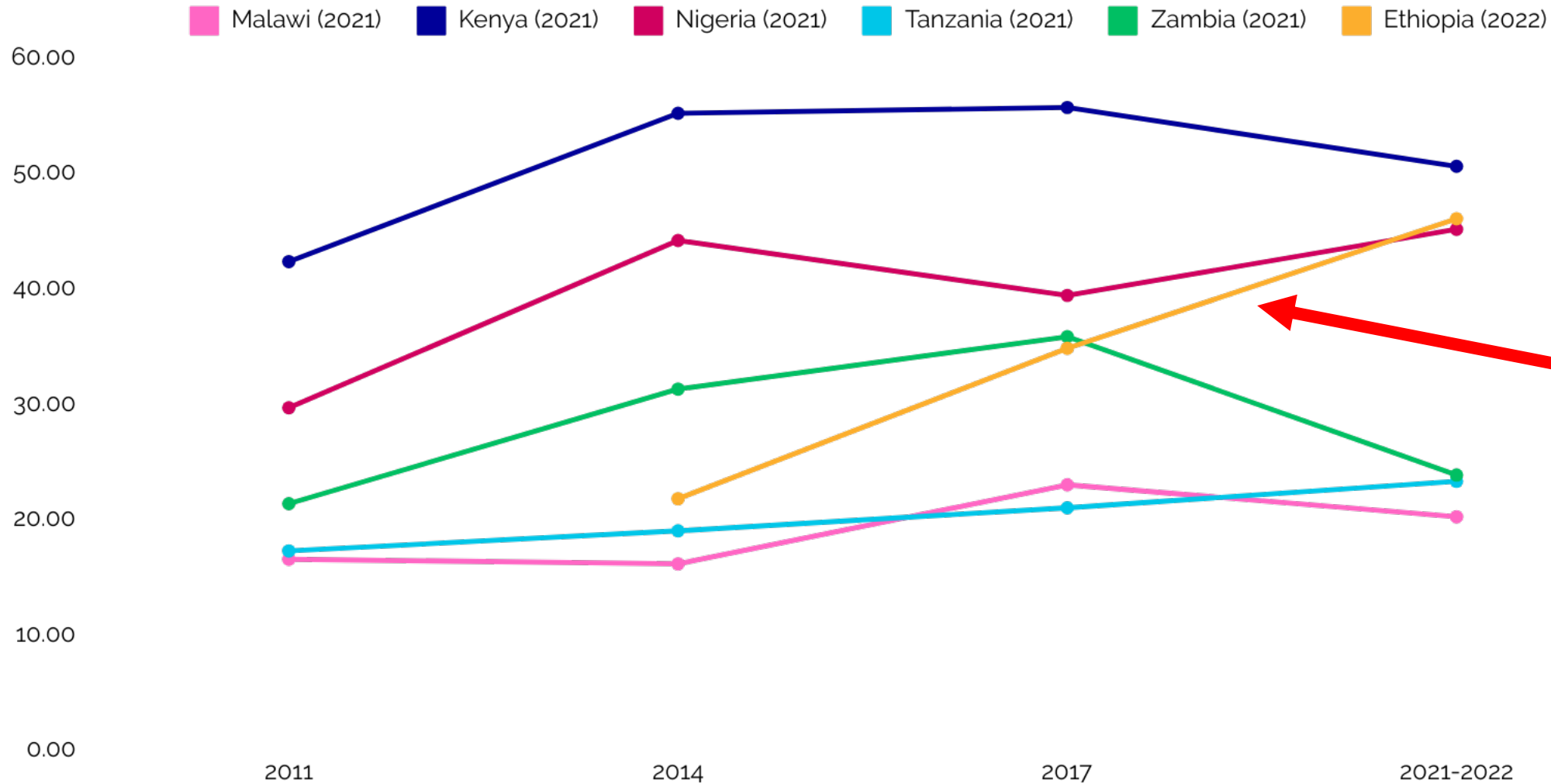


Access to finance through mobile money and financial institution accounts provides a crucial pathway to financial inclusion – especially for women. While financial institution accounts are leading the way in Ethiopia, mobile money ownership remains low. Women continue to face obstacles to becoming financially included. We must prioritize the analysis of both growth and gaps in access to finance to better understand and address challenges in Ethiopia.

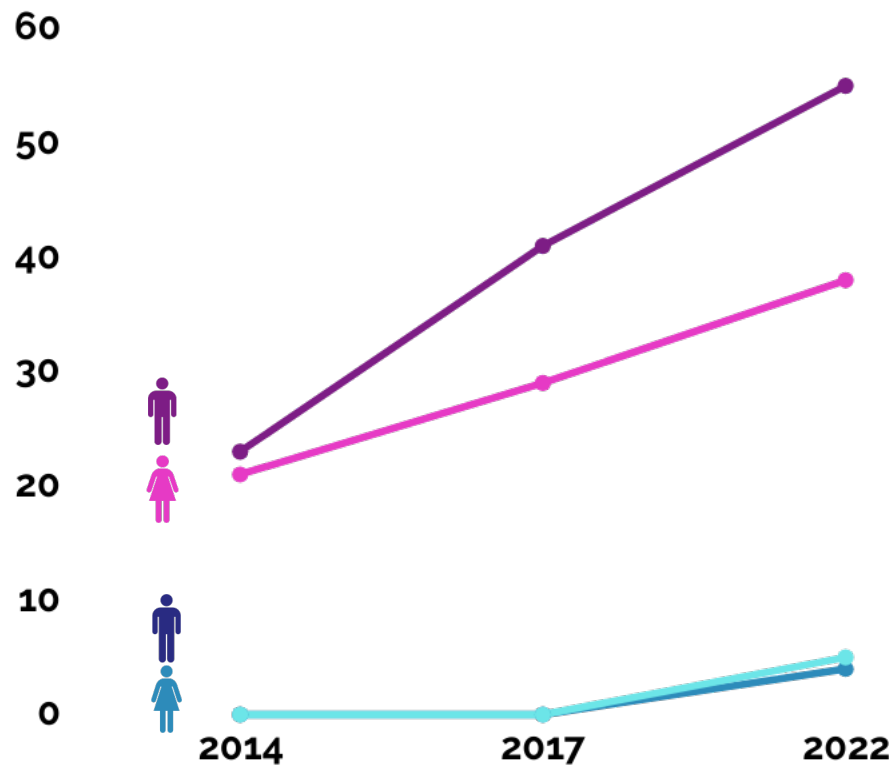
1. Access to finance has been increasing regularly over the years
2. Financial institution accounts still lead the way for people in Ethiopia, yet gender gaps persist
3. Barriers persist: Affordability, accessibility and lack of documentation drive exclusion

Financial institution account, adoption rates

(%, 15+), 2011 - 2022



Digital financial services are still lagging behind among adults in Ethiopia



Ownership of a financial institution account



Ownership of a mobile money account

Source World Bank Global Findex 2022



Impact Capital
for Development

Financial Inclusion Segments

In 2021, BMGF asked Mathematica to create a segmentation model that would allow us to analyse and compare women across different markets.

01

Excluded, marginalized

02

Excluded, high potential

03

Included, underserved

04

Included, not underserved

←
Lower potential for inclusion

..... →
Greater potential for inclusion

Segments
Defined

Mobile phone ownership has increased

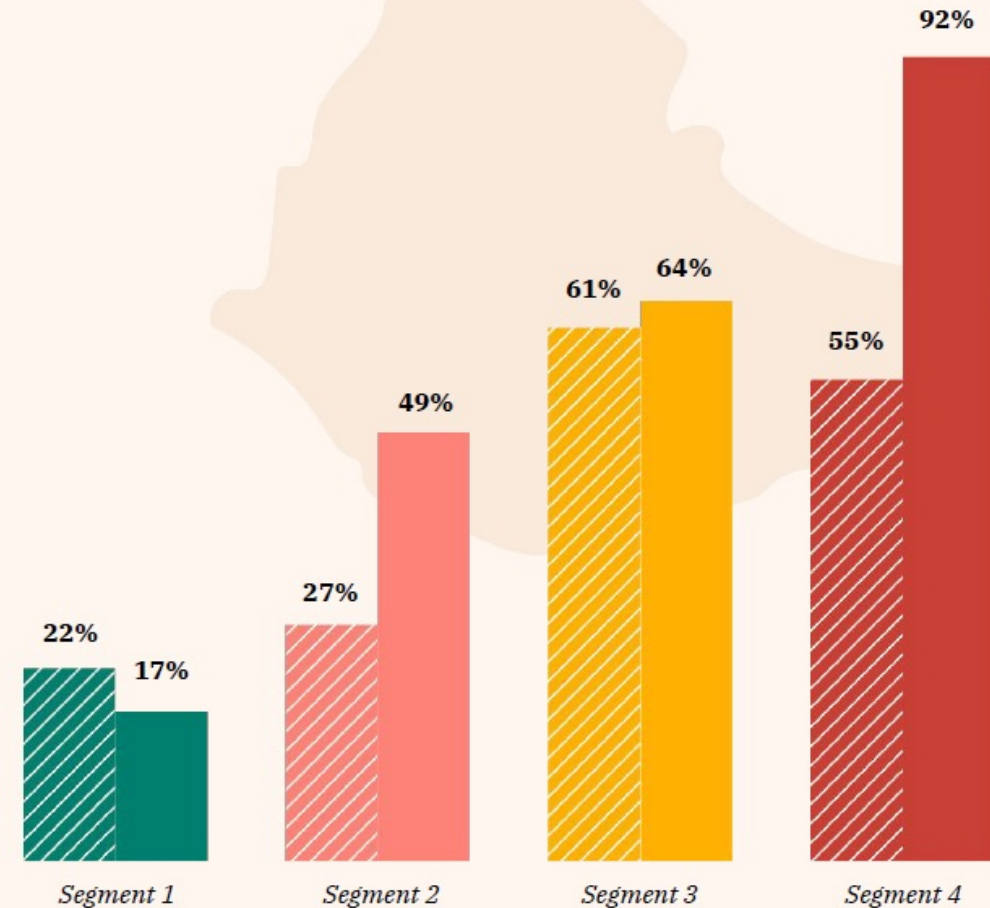
Barriers & Opportunities Analysis | IFS Focus Country Analysis

Women in Ethiopia: Mobile Phone Ownership

2017 & 2021

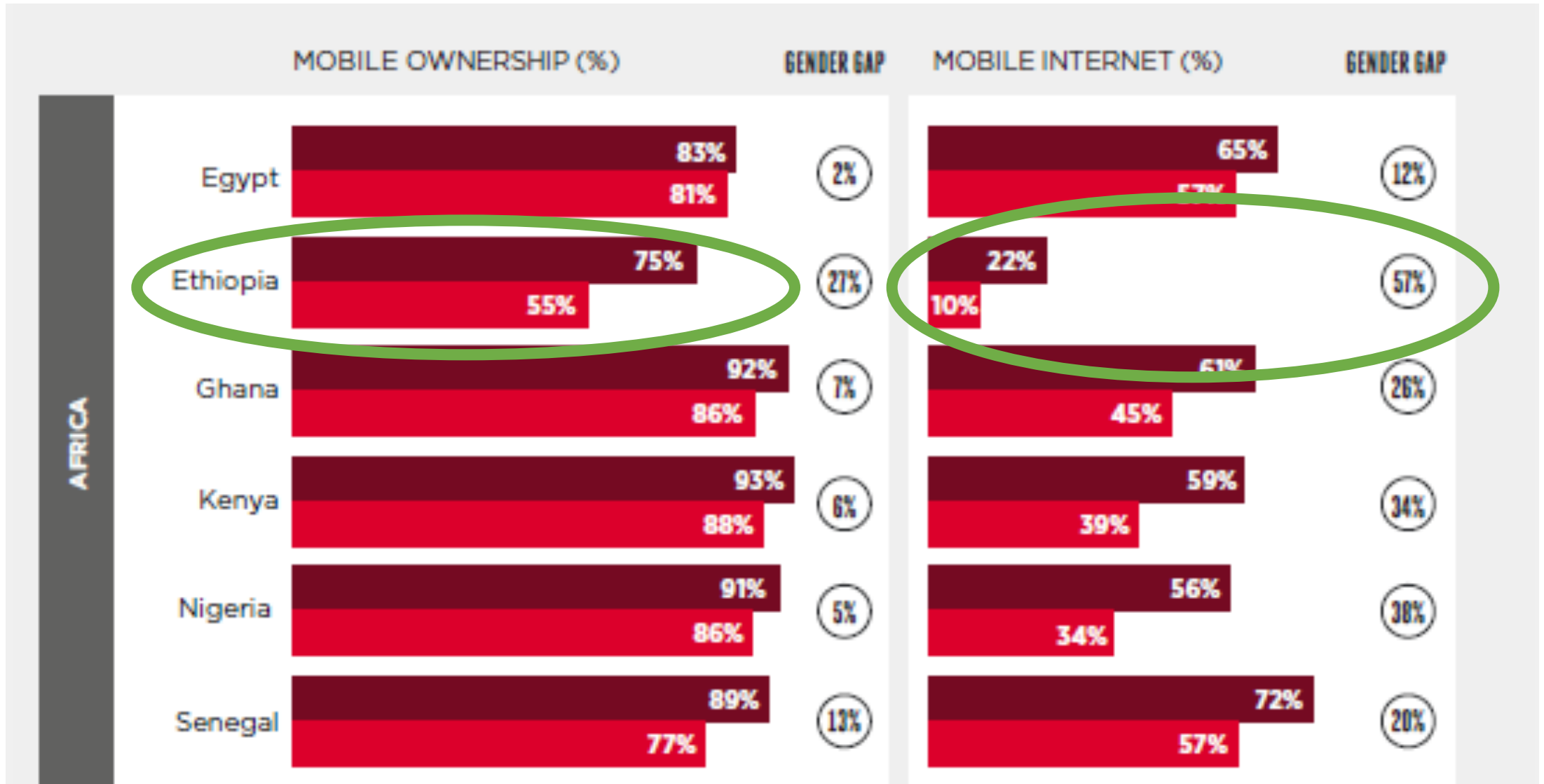
Women's mobile phone ownership increased from 2017 to 2021 for Segments 2, 3, and 4, with Segment 4 having the largest increase of 37% and Segment 3 having the smallest increase of 3%.

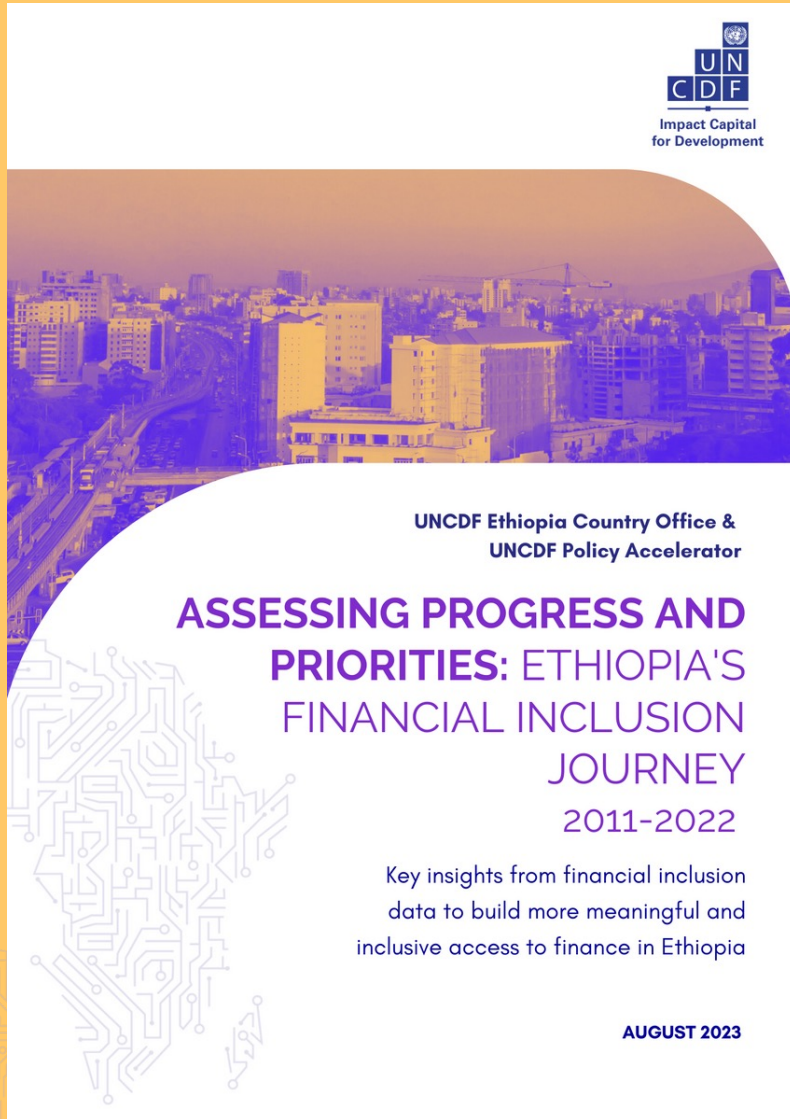
▨ 2017
■ 2021



Sources: Mathematica analysis of 2021 Global Findex database data.

Gender gap persists- source GSMA 2023





Read the full report: Assessing Progress and Priorities: Ethiopia's Financial Inclusion Journey 2011-2022





Section 01

Barriers, Opportunities, and Exemplars

Research Economic Empowerment and Financial Inclusion



Section 02

Customer Journey




Phase 1	Phase 2	Phase 3	Phase 4
Initial Awareness	Basic Account Stage	Active Account Stage	Advanced Engagement

Section 03

Mobile Phone Ownership

2017 & 2021



Category	2017 (%)	2021 (%)
Category 1	45%	65%
Category 2	35%	55%
Category 3	55%	75%
Category 4	65%	85%

Section 04

Full List of Barriers (1 of 2)



- Barrier 1: Lack of financial literacy
- Barrier 2: Limited access to services
- Barrier 3: High transaction costs
- Barrier 4: Inconsistent service quality
- Barrier 5: Limited product range
- Barrier 6: Poor customer support
- Barrier 7: Lack of trust in institutions
- Barrier 8: Limited digital access
- Barrier 9: High interest rates
- Barrier 10: Limited collateral options

Section 05

Rolling out a product/service rollout with capacity-building training



Key steps for successful rollout include: 1. Conducting a needs assessment, 2. Developing a training curriculum, 3. Identifying local champions, 4. Piloting the rollout in a small area, 5. Monitoring and evaluating the impact.

Section 06

The Barrier Diagnostic Tool

The **Barrier Diagnostic Tool** is meant to provide a checklist of questions and sources that both Program Officers and Implementation Partners can use to, within a country context, determine the **likelihood** in which they should approach barriers to **NTI-2**.

Section 07

Enablers & Exemplars



Section 08

Gender gap with India



Category	Sub-category 1	Sub-category 2	Sub-category 3
Category A	25%	35%	40%
Category B	30%	40%	45%

Section 09

Can we identify barriers that are relevant and not yet resolved so partners can center their programs and interventions on critical issues facing women?



Thank you

