



ETHIOPIA'S RESPONSIBLE DIGITAL PAYMENTS ECOSYSTEM

*Translating the UN Principles for Responsible Digital
Payments into a Framework for Transformation in Ethiopia's
Payments Sector*



About the Better Than Cash Alliance



80 MEMBERS

Committed to transition from cash to digital payments to help achieve SDGs.

COMPANIES

Ethical Tea Partnership

Unilever

GRUPO BIMBO

INDITEX

H&M

Coca-Cola

M&S

World Cocoa Foundation

Gap Inc.

INTERNATIONAL ORGANIZATIONS

UNDP

UNHCR

unicef

WFP

UN WOMEN

GOVERNMENTS

AFRICA & THE MIDDLE EAST

				
Rwanda	Sierra Leone	Kenya	Uganda	Malawi
				
Ethiopia	Senegal	Ghana	Jordan	Côte d'Ivoire
				
Sudan	Benin	Sudan	Sudan	Sudan

ASIA & THE PACIFIC

			
Papua New Guinea	India	Bangladesh	Philippines
			
Afghanistan	Pakistan	Indonesia	Vietnam
			
Nepal	Nepal	Nepal	Nepal

LATIN AMERICA & THE CARIBBEAN

				
Mexico	Colombia	Uruguay	Peru	Paraguay



UN Principles Framework

The last three years have seen a seismic shift towards digital payments in Ethiopia. There is now a vital window of opportunity to make sure digital payments follow responsible practices.

The UN Principles for Responsible Digital Payments provide actionable insights to drive responsible digital payments which **build trust and equity for all**. Digital payments must:

- **work every time**
- **be fair**
- **be transparent**
- **be accountable**
- **offer recourse** when they fail

The nine principles are foundational to building better economies in the aftermath of the pandemic.



1 Treat users fairly



2 Ensure funds are protected and accessible



3 Prioritize women



4 Safeguard client data



5 Design for individuals

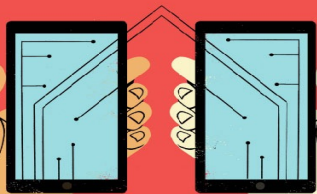


UN Principles for
**Responsible
Digital Payments**

6 Be transparent, particularly on pricing



7 Provide user choice through interoperability



8 Make recourse clear, quick and responsive



Building trust,
mitigating risks
& driving inclusive
economies



Look for
**EMERGING
TRENDS**

9 Champion value chain accountability





**ETHIOPIA
DIGITAL
PAYMENT
CONFERENCE**

THANK YOU

