

Microfinance Center

Examples of initiatives and projects supporting
microfinance and social economy providers in
Europe

Policy Forum

26 September, 2023

Romania



Advocacy - selected activities



- Initiation of Romanian Microfinance Association
- Policy Forum in Romania (2022) and Bulgaria (2023)
- Microfinance survey 2022 edition
- Close cooperation with other European networks on policy papers, raise issues of the sector with the European counterparts incl. the one of running out of resources under InvestEU
- Development of cross border partnership where there are available programs to support experimentation and exchange (Horizon, Interreg)

- Recommendations for Managing Authorities (to recognize microfinance and social economy sector players, recognize the ECoGC which is an EU quality label, provide grants for BDSS and develop financial instruments to leverage the sector)
- Action/working groups on various subjects
- Supporting Ukrainian refugee women start-ups in Poland (pilot project)



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the European Union



MICROFINANCE CENTRE

SIFTA – Social inclusive finance technical assistance

Service Providers



Project Advisory, Capacity building and Market Development services (e.g. tailored trainings, study visits, Peer to Peer visits)

- **Frankfurt School of Finance and Management (FS)** – Consortium Leader
- **Microfinance Centre (MFC)** – Consortium Partner
- **European Microfinance Network (EMN)** – Consortium Partner



Rating, Assessments and Evaluation services (e.g. Institutional, Impact, ESG, ECoGC)

- **MF Rating** – Provider of Institutional Assessments, Rating and Evaluations



SIFTA – Social inclusive finance technical assistance



12 April 2023 - webinar "Impact measurement and management"

19-20 July 2023 - all-day workshop " Marketing: Sales Channel Management - the best online and offline /traditional practices practices to reach targeted customers"

planned

10 October 2023 - all-day workshop " Evaluation and reporting of the environmental, socio-economic and governance standards of microcredit institutions in Romania"

16 November 2023 - all-day workshop " Digitalization of the MFIs relationship with customers: online lending services and provision of BDSS"

12 December - webinar "Risk Management"



Transform Together Fund – Call for proposal, deadline: 13 November 2023



GREEN & DIGITALIZATION



CERISE SPTF



Co-funded by the European Union

Webinar: Transform Together Fund & digital skills building among vulnerable groups

When: 27 September, 2023, 11:00 - 12:00 (CET)



- support innovative green or/and digital approaches or solutions that will benefit vulnerable microentrepreneurs groups



GREEN & DIGITALIZATION



CERISE SPTF



Co-funded by the European Union

Webinar: Transform Together Fund & green skills building among vulnerable groups

When: 29 September, 2023, 11:00 - 12:00 (CET)



- grant €20,000 to €50,000
- up to 90% co-financing for approved projects

“Microfinance for Female Entrepreneurship” - Borrow Wisely Campaign 2023

- CAMPAIGN: 1ST TO 31ST OCTOBER
- NEW COMPONENTS: WISE BORROWING AND DIGITAL PRACTICES
- 2 LEVELS: Local & International
- Flexible Participation depending on your preference
- Signing MOU
- MFC provides materials
- LOCAL LEVEL: MFIs translate materials and run the campaign locally
- INTERNATIONAL LEVEL: MFIs provide examples/stories of how they support female entrepreneurs - WE ALL SHARE THEM ON OUR SOCIAL MEDIA
- WEBINAR WITH THE RESULTS



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Examples of promotional materials



USE 6 ONLINE TOOLS TO UPGRADE YOUR BUSINESS!

Access the secrets of digital tools designed to boost your business, crafted in an easy to follow format, to create the dream story you want for yourself, today!

- Let your clients find you through Google maps
- Show your products and services on Instagram
- Keep your clients informed via Facebook
- Create your own website
- Start selling your products online
- Offer convenient payment options

For more please visit ...{MFI's website} or ask your loan officer for Financial Health Check.

Part of an international educational campaign carried out by the Microfinance Centre



BECOME A WISE BORROWER in 5 STEPS!

STEP #1

Check how much you can afford to borrow

Part of an international educational campaign carried out by the Microfinance Centre

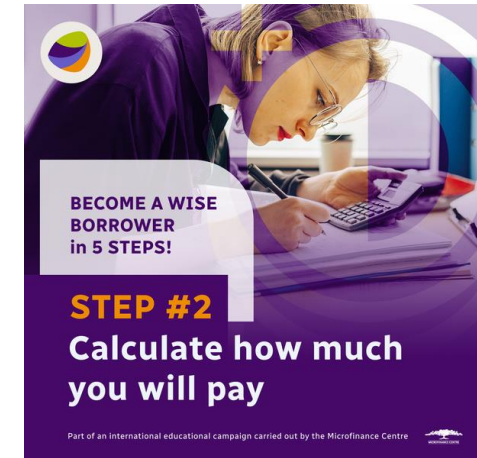


BECOME A WISE BORROWER in 5 STEPS!

STEP #3

Find out if you fully understand the contract

Part of an international educational campaign carried out by the Microfinance Centre



BECOME A WISE BORROWER in 5 STEPS!

STEP #2

Calculate how much you will pay

Part of an international educational campaign carried out by the Microfinance Centre



BECOME A WISE BORROWER in 5 STEPS!

STEP #4

Control debt - don't let it control you!

Part of an international educational campaign carried out by the Microfinance Centre

3rd edition – learning opportunity



**EMPOWERING
THE FUTURE**

MFC VIRTUAL CONFERENCE
November 21th-22th 2022



THANK YOU



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Microfinance Centre