

jamii.one

Digitising VSLA's
Reflections on key issues
13 April 2021 09.15 – 12.00 CET



**FINANCIAL INCLUSION
WINNER** NORDIC FINTECH AWARDS 2020
COPENHAGEN FINTECH





Our “why?”

Vision

A world **without** poverty

Mission

To provide **everyone** the access to sustainable financial service they need to create a better future for their family



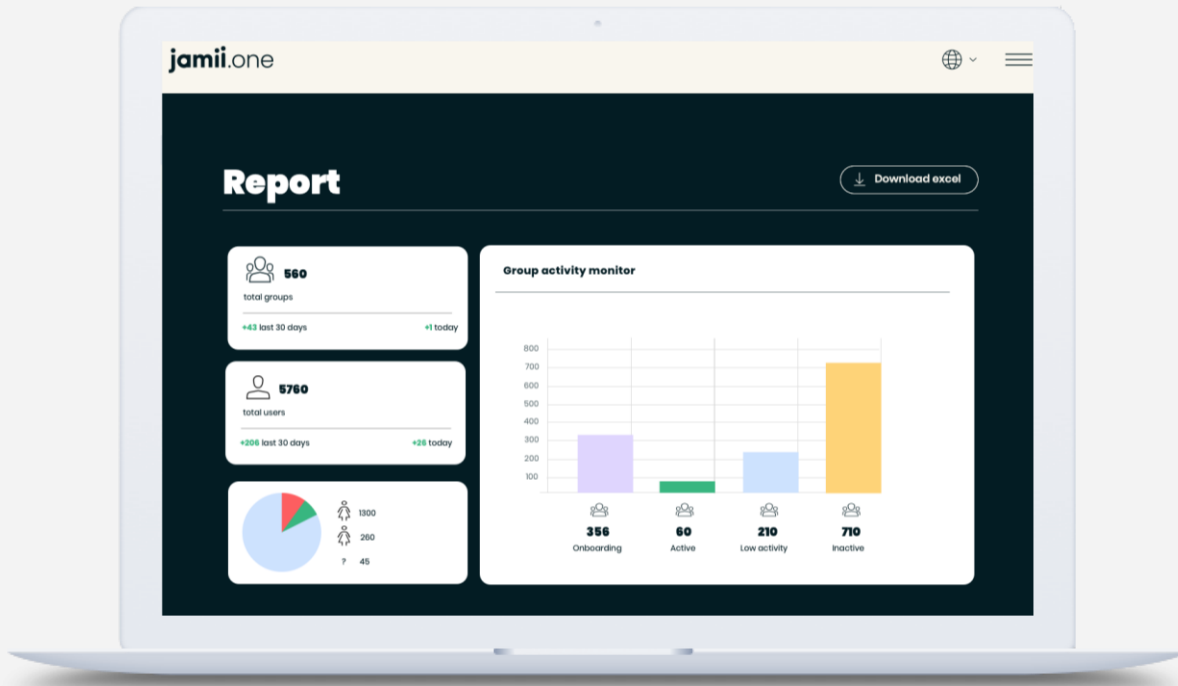
**End Poverty
in All its
Forms
Everywhere**

One digital community for savings groups

- A technology built for savings groups
 - ✓ A free app making registration easy, accurate and secure
 - ✓ Improving transparency and reducing conflict
 - ✓ Automating complicated accounting processes such as share-out
- Proof of identity and creditworthiness
- Access to financial service



Improved groups tracking



- ✓ Real-time data
- ✓ Onboarding monitoring
- ✓ Activity monitor
- ✓ Early warning indicators
- ✓ Automating reporting
- ✓ Post-programme monitorisation



Linking to financial services

Jamii.one works to use this data to link users with the financial services they need

- ✓ Loans
 - ✓ Linked 76 loans from Metemamen MFI
 - ✓ First collateral free, data-driven loans in the history of Ethiopia
 - ✓ Otherwise not eligible for a loan
- Insurance
- Savings
- Credit

Jamii.one is partner to the government

Goal: Reach 100,000 Ethiopian women with the Jamii.one technology in 2021

Partners:

- Ministry of Innovation & Technology
- Ministry of Women, Children & Youth
- Federal Cooperative Agency



“Jamii.one’s platform and this collaboration between government, civil society and the private sector will be part in bridging the gap and contribute to bringing financial inclusions of Ethiopian women.”

**State Minister, Ato Sisay
Ministry of Innovation & Technology**



NGO partners

- ✓ ZOA
- ✓ Wα-PYDO
- ✓ FHI360
- ✓ World Vision
- ✓ Plan International
- ✓ CRS
- ✓ Tearfund
- ✓ CoSAP
- ✓ Mercy Corps
- ✓ MENA
- ✓ HIDO
- ✓ FHIDO
- ✓ LIA
- ✓ Maedot
- ✓ SNV
- ✓ Floresta Ethiopia
- ✓ SYHLA
- ✓ Love for Children
- ✓ Mary Joy
- ✓ MSD
- ✓ ADA
- ✓ iDE
- ✓ MCS
- ✓ IRC
- ✓ TLLM
- ✓ ANPPCAN
- ✓ Children's HopeChest
- ✓ ChildFund
- ✓ And more...

Partner of UNCDF for IDEA

- **18,000 people** in savings groups in Melkadida refugee camp and host community will be digitised with the Jami.one platform
- 600 saving groups and 10 cooperatives
- Jami.one has partnered with ZOA and Wa-PYDO to deliver this IDEA pilot project for UNCDF
- Timeline: February 2021 – January 2022
- Location: refugee camps in Melkadid Operation and Host communities in Dollo Ado, Dollo Bay and Suftu woredas in Somali region, Ethiopia.



Digitising VSLA's

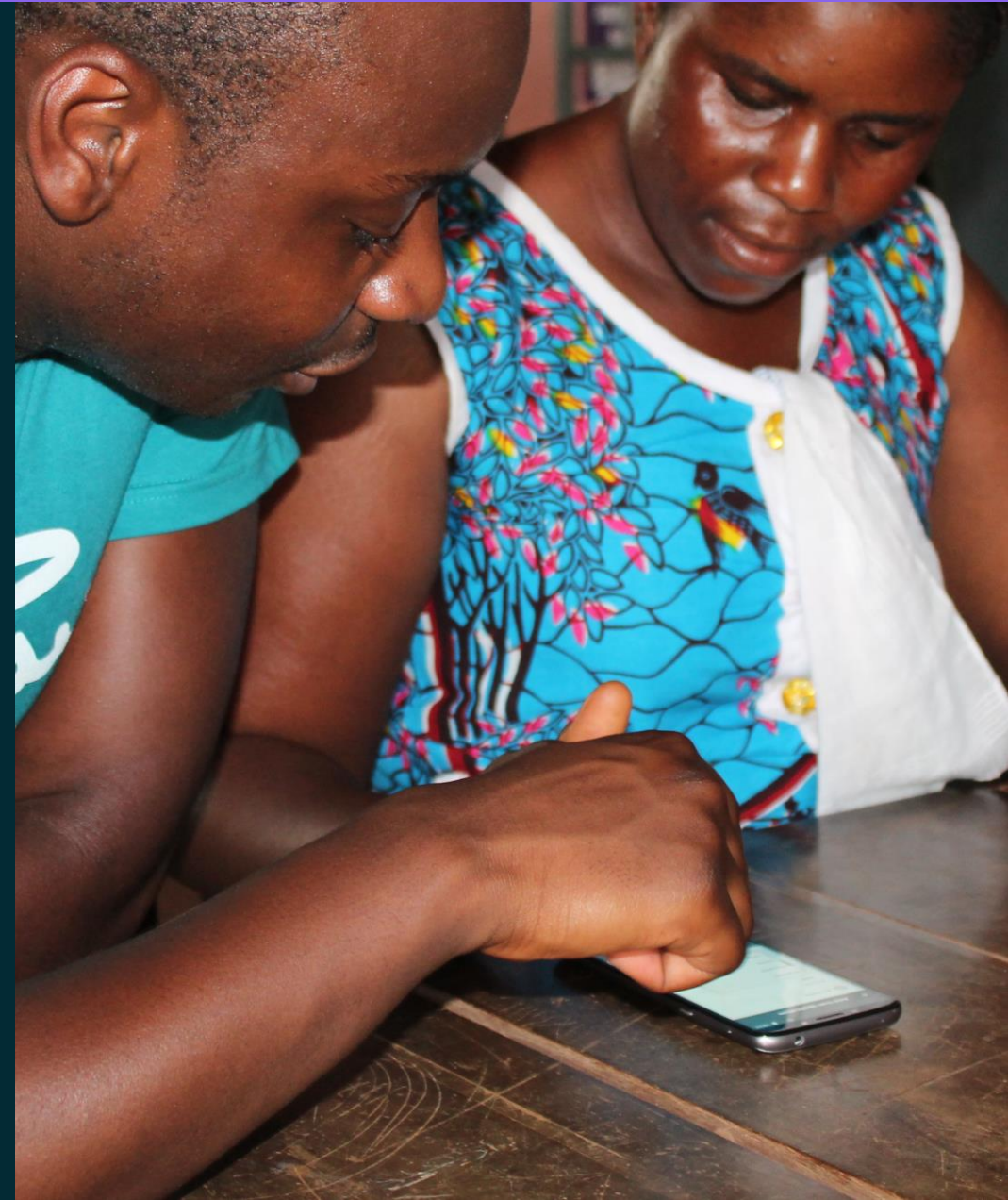
Reflections on key issues

1. Ethical design
2. User-driven design
3. Localisation
4. Individualisation versus social cohesion of groups
5. Strong versus weaker users



1. Ethical design

- Functionalities should be designed with the intention of driving “**value creating behaviour**” among users rather than user growth
- **Algorithmic fairness** should be the foundation to use data for access to financial services
- **Financial products** should be scrutinised based on user-needs and good grievance mechanisms
- Ensuring **informed consent** must be part of the design with special consideration for low education and low literacy



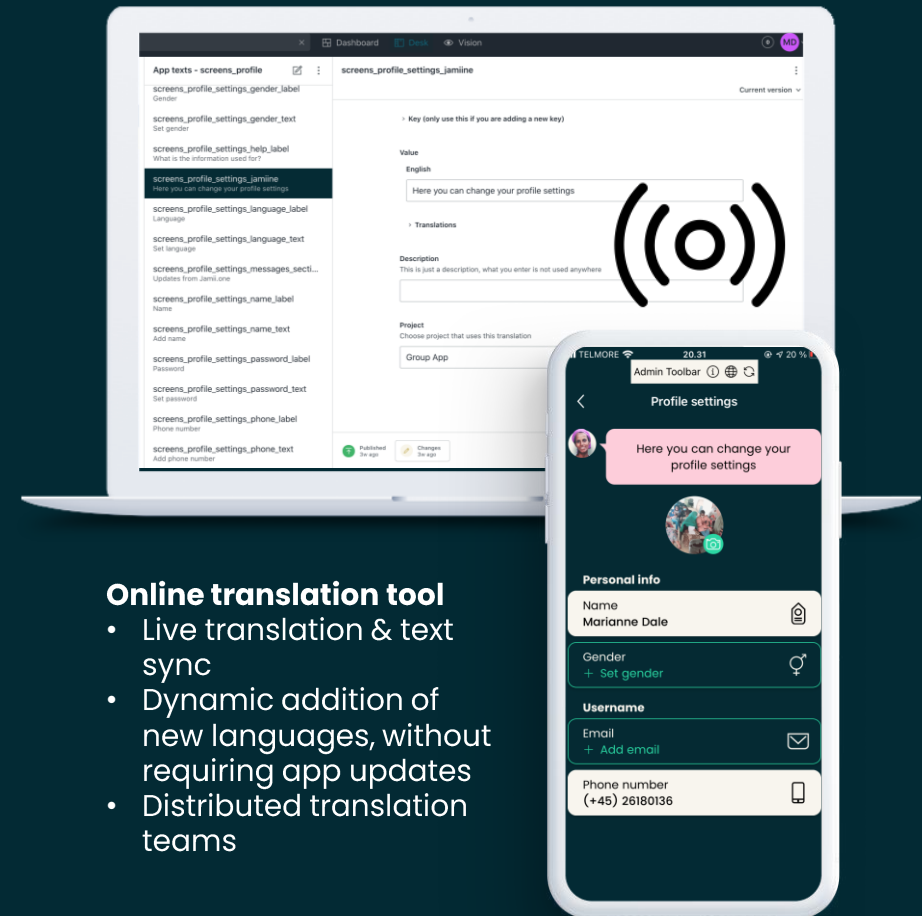
2. User-driven design

- Design with the users
- Ensure a **design that is inclusive** of low digital, financial and reading literacy
- Continuously test with new users and implement feedback



3. Localisation

- Built for high language complexity
- **Algorithmic fairness** should be the foundation to use data for access to financial services
- Built with offline functionality to support unreliable internet connections



Online translation tool

- Live translation & text sync
- Dynamic addition of new languages, without requiring app updates
- Distributed translation teams

4. Individualisation versus social cohesion of groups

- **Digitisation:** Ease of registration, shorter group meetings, less conflict, increased transparency, additional values offering
- **Individual financial services:** Have not observed negative effects of providing some members in the group the opportunity for an “external” loan on social group cohesion.



5. Strong versus weaker users

- A shift in **group dynamics** – age and digital literacy
- Short term **gender power balance** impact (PCI, Tanzania)
- **Group based technology**: for the first time ever?
- Lack of internet does not disproportionately disadvantage any individual user



jamii.one

jamii.one

*One community,
unlocking opportunity*

jamii (Swahili)

Origin & history

From Arabic جَامِع

Noun

1. community

