

# Women's Financial Inclusion Data Partnership Partnership Principles



Globally, there is a gender gap in financial inclusion. Women are 7 percentage points less likely than men to have a bank account.<sup>1</sup> Even when women have an account, they frequently have difficulty obtaining a loan for their business or other purposes, and are very likely to be underbanked. Women are also more likely to be dissatisfied with banking services worldwide. For women-owned micro-, small-, and medium-sized enterprises in emerging economies alone, there is an estimated US\$1.7 trillion finance gap.<sup>2</sup>

Closing the gender gap in financial inclusion will help reduce poverty and inequality and foster inclusive growth. But stakeholders need a complete picture of the gap to be able to close it – and data is critical to this. Increasing the production, availability, and use of sex-disaggregated data on both the demand for and supply of financial services will enable banks and policymakers to take action toward closing the financial inclusion gender gap. More and better data will allow banks to build the business case for serving women as a distinct market with specialized needs and will help governments develop and monitor effective policies that expand women's financial inclusion.

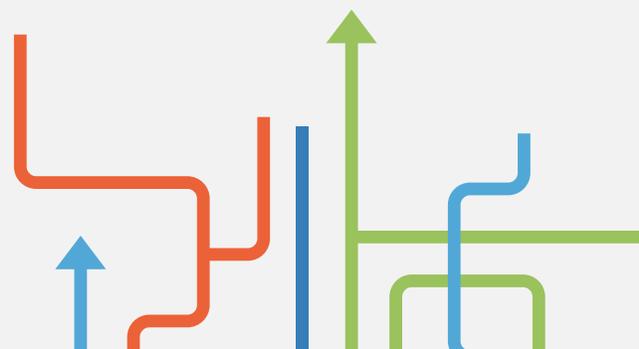
## ABOUT THE PARTNERSHIP

The Women's Financial Inclusion Data (WFID) partnership works to increase awareness about the importance of sex-disaggregated financial services data and coordinate efforts and interventions to maximize its collection and use. WFID partners include the Alliance for Financial Inclusion (AFI), Data2X, the Global Banking Alliance for Women (GBA), the Inter-American Development Bank (IDB), IDB Invest, the International Finance Corporation (IFC), the International Monetary Fund (IMF), and the World Bank Group (WBG).

The WFID partners have considerable expertise in gender data value chains. All partners promote the importance of gender data, each working on distinct aspects of women's financial inclusion, including: taking leading roles in building banks' capacity to serve the women's market, providing innovative financing instruments to support their efforts, integrating gender into national financial inclusion strategies, and working with governments to expand their monitoring and evaluation capabilities.

<sup>1</sup> Demirguc-Kunt, Asli, Leora Klapper, Dorothe Singer, and Peter Van Oudheusden. 2015. "The Global Findex Database 2014: Measuring Financial Inclusion around the World." Policy Research Working Paper 7255, World Bank, Washington, DC.

<sup>2</sup> IFC, SME Finance Forum, World Bank Group, 2017. "MSME Finance Gap: Assessment of the Shortfalls and Opportunities in Financing Micro, Small, and Medium Enterprises in Emerging Markets." International Finance Corporation, Washington, DC.



# The Principles for Women's Financial Inclusion Data

These tenets reflect the Partnership's aspirations and commitments to increasing women's access to and use of financial services by promoting the collection and use of sex-disaggregated data. The partners believe that the adoption of the following principles and commitments to action by ourselves and other stakeholders will advance women's financial inclusion worldwide.

## **PRINCIPLES.** The Women's Financial Inclusion Data partnership believes that:

1. High-quality sex-disaggregated data is a key component for understanding who is served, un-served, and under-served in the financial system, and for developing and monitoring policies to support women's financial inclusion.
2. Global databases that include sex-disaggregated data are integral in building awareness of women's financial inclusion gaps and the opportunities these present across markets.
3. Greater availability of sex-disaggregated national-level data (at minimum) supports the business case for serving women as a distinct market. This data will encourage financial service providers to target the women's market through a commercial approach.
4. Policymakers, financial service providers, and international organizations should work together to ensure sex-disaggregated data is included in global databases. These stakeholders should also collaborate to develop and improve national-level data ecosystems and ensure that quality gender data is collected, shared, and used.
5. Sex-disaggregated data should be used responsibly and objectively – avoiding the creation of biases and risks.

## **ACTIONS.** The Women's Financial Inclusion Data partnership commits to the following actions:

- Prioritize gender data analytics within our own efforts to foster women's financial inclusion.
- Promote the production and use of sex-disaggregated data as part of our technical and capacity-building activities.
- Promote the collection and use of more and better sex-disaggregated data across our members, clients, partners, investees, and other stakeholders.
- Share our lessons, experiences, and best practices for others to learn from and contribute to.
- Support policymakers to sex-disaggregate national demand-side surveys and encourage the collection, analysis, and reporting of supply-side data from their financial systems.
- Encourage financial service providers to sex-disaggregate their data to enable better demand-side research and supply-side analysis related to women's financial inclusion.
- Collaborate with other stakeholders to make definitions used more consistent, improving data comparability and reducing reporting burdens.

## WFID Activities

In 2017, the WFID partnership engaged McKinsey & Co. through the support of the Bill and Melinda Gates Foundation to develop a Global Gender Data Strategy to understand and test the role that data can play in closing the gender gap in financial inclusion. As a result, the WFID partnership has prioritized the following joint activities as part of its ongoing commitment to closing data gaps within each of our institutions:

### **COORDINATING:**

- Facilitating alignment of priorities and coordination of efforts among key stakeholders
- Mapping key data points and working on harmonizing definitions and indicators among key data producers

### **CONNECTING:**

- Ensuring that countries, financial institutions, and strategic networks are linked up for peer learning and sharing of experiences

### **CHAMPIONING:**

- Raising awareness through the organization of key convenings and the incorporation of key topics into global conferences
- Highlighting the work of sector champions through the production of case studies

### **CATALYZING:**

- Piloting national-level work to support the development of national data ecosystems
- Developing knowledge products that highlight best practice and demonstrate feasibility