

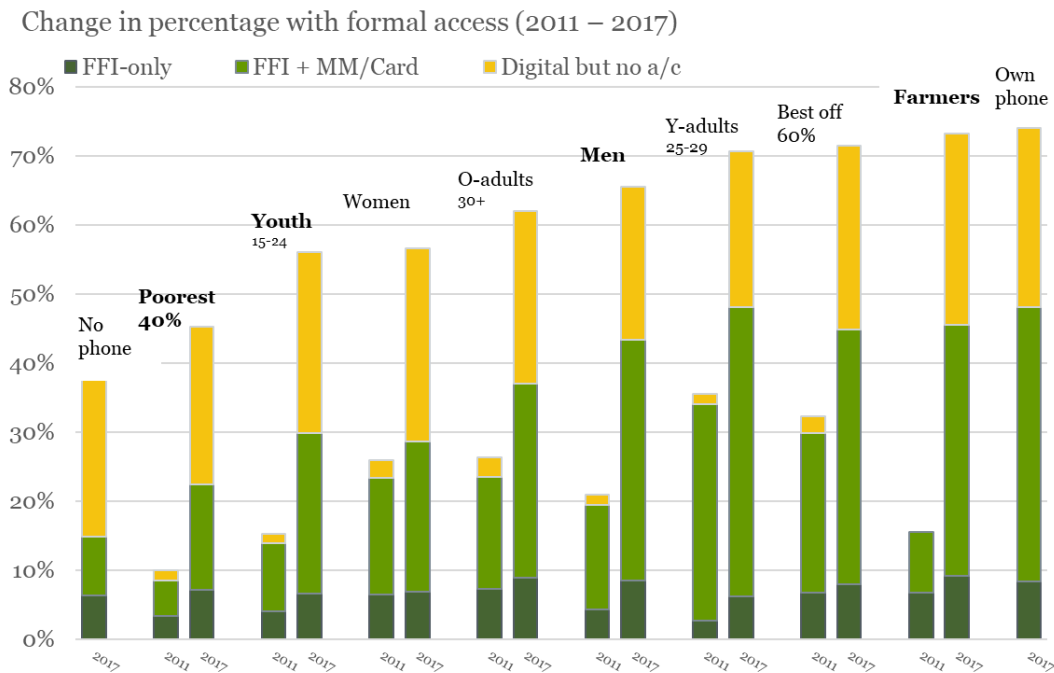
## Savings at the Frontier (SatF)

*A Mastercard Foundation partnership with Oxford Policy Management*

### Country profile: Zambia

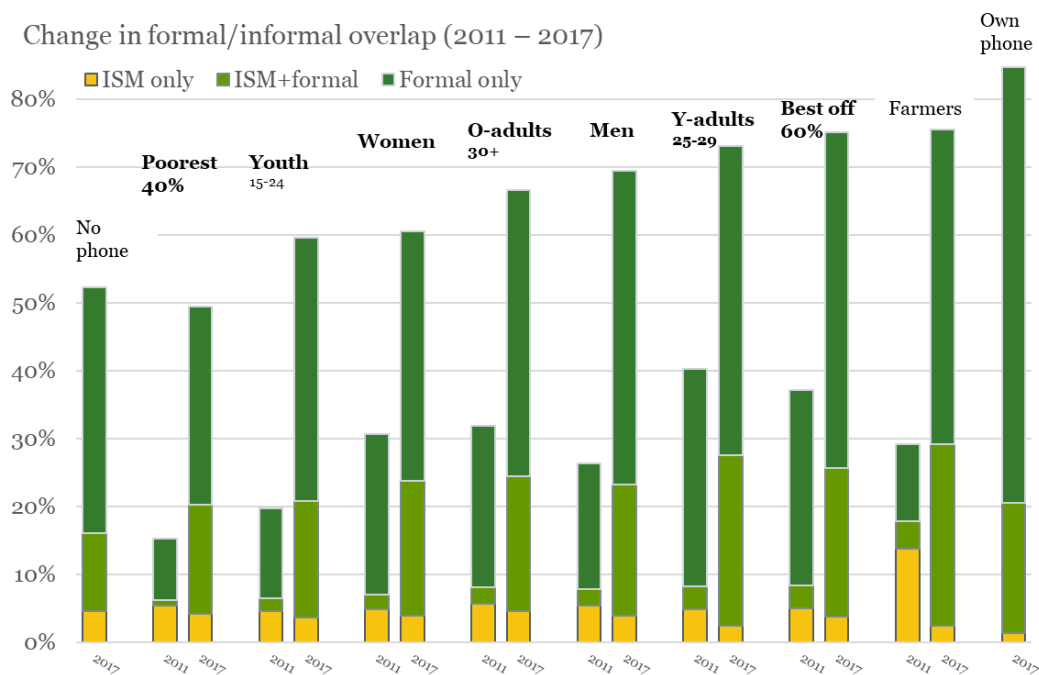
Financial inclusion levels in Zambia increased from 37.3% (1.5 m) of adults being financially included in 2009 to 59.3% (4.8 m) adults in 2015. This drop in exclusion was driven by growth in the use of formal as well as informal financial services. Women are generally less well financially served than men although the gap lessened between 2009 and 2015. However, the gap widened between those living in urban (73% financially included) and rural areas (50.1%) (FinScope 2015).

5.7 million adults in Zambia use formal financial services, of which 2.6 million use a bank account and mobile money, 2.3 million use mobile money only and 0.7 million use only a bank account. Global Findex data shows that there was significant growth in the use of digital financial services across all population segments, as shown in the figure below:



Source: SatF analysis of Findex microdata

Findex data also shows that 1.8 million use a combination of both formal and informal financial services and only 0.4 million use only informal. Using a combination of the two increased across all population segments between 2011 and 2017, as shown in the graph below:



Source: SatF analysis of Findex microdata

SatF is working in partnership with two financial service providers (FSPs) in Zambia to help them test and deepen commercial relationships with ISMs and further even out the discrepancies in levels of financial inclusion. Both our partners in Zambia are using innovative digital technologies to help close the gaps, particularly for those living in rural areas.

## Our partners

Read more about our partners – Madison Finance and VisionFund Zambia – by clicking on the links below.

### Madison Finance

SatF is supporting [Madison Finance Company Ltd \(MFinance\)](#) to develop a mobile phone enabled/ linked savings product that aims to bring formal financial services to 2.8 million new customers.

### Vision Fund Zambia (VFZ)

SatF is supporting [Vision Fund Zambia \(VFZ\)](#) to develop digital group and individual savings products for savings groups and their members in rural and peri-urban Zambia.

## Our work

### RESEARCH: [Zooming in on informal savings mechanisms in Zambia](#)

This study, conducted in three provinces of Zambia, was commissioned by SatF in 2019 to provide new insights regarding users of ISMs, how they perceive their groups and formal financial service providers (FSPs), and what drives their decisions to use one service rather than another.

WATCH: [A personal reflection on the report](#) by Paul Rippey, one of the lead authors and a SatF Advisory Committee member.

**WATCH:** At the end of 2019, [SatF shared research findings](#) on the preferences and usage of financial services by ISM users in Zambia at a joint event with Financial Sector Deepening Zambia (FSDZ).

**SUMMARY:** [A deep dive into Savings Groups and their services](#)

Briefing written by FSDZ based on the 'Zooming in' report.