

Savings at the Frontier

Testing commercial models that meet financial service demand of informal savers

A partnership between



About SatF

A US\$17.6 million

partnership between The Mastercard Foundation and Oxford Policy Management (OPM) across

6.5 years (2015-2022)

We are supporting financial service providers (FSPs) in three countries, Ghana, Tanzania and Zambia

We aim to scale up financial services for at least 250,000



rural and semi-urban adults

Apr SatF takes part in a **SEEP webinar** in partnership with the **Mastercard Foundation Savings Learning Lab** on the demand for formal financial services by savings groups



Sep-Dec SatF launch calls for proposals to **FSPs in Ghana, Tanzania and Zambia**

Oct SatF is introduced in a blog on **bridging the gap between informal savings mechanisms (ISM) and formal financial services**



Apr Blog from SatF on the **conditions needed for technology** to be an effective tool for **extending financial inclusion**

May Business plan development phase (BPD) starts for the **DSS platform** designed to revolutionise susu collection in Ghana

Jun SatF publishes a review of the evidence on **linking users of informal financial services with formal financial services**



Jun Project implementation starts for **NMB** to bring **formal financial services** to some of Tanzania's most excluded communities



Aug SatF publishes a **blog** on **bridging the gap between formal and informal savings** in Tanzania

Aug SatF partner **BFA** publishes a **blog** on working with **FSPs** to deliver sustainable business models

Sep Project implementation starts for **MaxCom** (now with DMA) to develop a **digital platform** for farmer savings groups in Tanzania



Jan SatF publishes **research findings** on savings groups members' **perceptions of formal financial institutions** in Tanzania



Mar Project implementation starts for **GCSCA**, Ghana helping to **digitise and analyse susu-collection data**

Jan Project implementation starts for **Vision Fund Zambia** to develop **products for savings groups** and their members in rural and peri-urban areas

Mar SatF publishes a **blog** on establishing an **organisational culture** for adaptation



Mar Members of the team discuss **customer-centric financial services design**, **digital delivery channels** and **business cases** for linkage at **WSBI's Scale2Save learning workshop** Mombasa



Sep Members of the team publish a **blog** investigating whether **Informal Savings Mechanisms (ISMs)** have had their day

Sep SatF hosts a learning event in Tanzania with partner FSPs to **explore route to market and partnerships**



Oct Team members take part in a **Savings Learning Lab** webinar debating the relationship between **ISMs** and **FSPs**



Oct SatF Fund Manager **John Balaba** and **Abed Darko** from SatF partner **DSS** present on **measuring proximity** at the 'Banking on the Last Mile' conference in Kampala, Uganda

Oct SatF hosts a learning event in Zambia with partner FSPs to **examine agent and float management**

Oct **TPB** present their **M-Koba product** at the **SEEP workshop** on Digital Savings Groups in Kigali, Rwanda

Mar SatF and PHB publish a focus note and blog based on the **experiences of SatF partner FSPs** to make **outreach to clients in underserved areas viable**

Mar Drawing on examples from partner FSPs, **SatF and PHB** develop a 'How-to-note' explaining why **efficient agent liquidity management** is important



Mar **CGAP** host special **webinar** reflecting on SatF's design, **sparking innovation** among FSPs and how **savings can impact people's well-being**

Sep SatF co-publish report with **Savings Learning Lab** focussing on practical solutions for agents to deliver high value to customers



Oct **DSS** announced **semi-finalist in EU Microfinance Awards 2020**

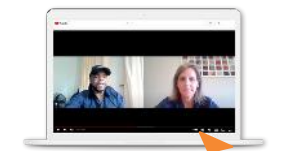
Oct SatF highlight how partners are using the power of data

Jan Janet Hayes and **Abednego Darko (DSS)** present on **encouraging effective and inclusive savings** as part of the e-MFP webinar 'Neither a borrower or a lender be'



Feb **FSP partners** discuss how the **COVID-19** pandemic and subsequent restrictions have affected their clients and how their role has changed

Mar SatF supports **BizyTech** to find the use case for serving **smallholder farmers** through their platform



Jun **Rob Ashley Madziva** shares his perspective of how **adaptive fund management** has worked and enabled adaptation for SatF partner **DMA**

Oct SatF and **PHB** publish a report looking at how **FSP partners are helping ISMs and individuals build greater financial resilience and manage risk**

2015

2016

2017

2018

2019

2020

2021



Nov The programme is **launched** by OPM and Mastercard Foundation at the 'The Power of Savings Groups' conference (SG2015) in Lusaka, Zambia

Dec SatF launches its **programme strategy**

Dec Researchers from SatF provide a snapshot of **country trends** in accessing **formal financial services** in Ghana, Tanzania and Zambia



Dec SatF blog shares the **iterative learning process** adopted by the programme as part of its monitoring, research, evaluation and learning



Dec Team members take part in **CARE's East Africa Savings Group Linkage summit** in Nairobi, leading a session titled 'Who are the clients and what do we know about them?'



May Project implementation starts for **TPB Bank** (now **TCB**) to help reach **savers** in rural and peri-urban areas in Tanzania.

Jun Project implementation starts for **Equity Bank** to extend their **services to rural customers** in Tanzania

Jun Project implementation starts for **Interpay** (now **Emergent**) to **launch a mobile finance app** for **savers** in rural and peri-urban areas in Ghana

Jun Project implementation starts for **Mfinance** aiming to bring **formal financial services** to **2.8 million new customers** in Zambia

Jul SatF blog **examines the value for banks** in working with **savings groups**

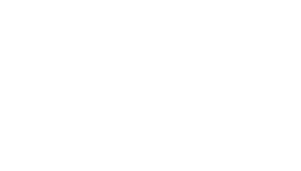


Jul Blog by SatF examines the **commercial opportunity** that links to informal savings mechanisms may offer **Ghanaian financial services providers**

Oct **SEEP Annual Conference**: SatF presents approach to adaptive management in a joint session with Itad, WSBI and TPB titled 'Beyond Buzzwords: Practical Steps for Adaptive Management and Organizational Change'

Nov SatF **newsletter** is launched

Nov Project implementation starts for **Access Bank** to develop a **savings product** for **women entrepreneur groups**



May SatF team members attend **SG2018: The Power of Savings Groups Conference** in Kigali, leading a discussion on the lessons being learned about change management in FSPs

Sep SatF hosts an **Annual Learning Event** in Arusha, Tanzania - the first to **include all partner FSPs**



Apr SatF hosts its first **webinar** for FSP partners on **behavioural science applications** in user experience and financial services design



Apr Team members **introduce the work of SatF** during the **Mondato Summit** in Johannesburg

Oct SatF publishes a study **assessing the existing research base on proximity** and how **tools and data** might be better used by FSPs to support their **linkage businesses**



Oct **Sukhwinder Arora** takes part in a **SEEP learning webinar** on **savings groups and consumer protection**

Oct **Access Bank** presents at a **peer learning session** at the **SEEP Annual Conference** exploring the relationship between formal and informal finance



Nov **SatF learning event** with partner FSPs takes place in Tanzania focusing on **communicating with customers** during COVID-19, business continuity, agent management and customer relations

Dec **FinDevGateway** webinar 'Mapping It Out: Practical Tools for Reaching Remote Clients' explores SatF work on proximity



Dec Researchers from SatF launch 'Zooming in on Informal Savings Mechanisms' at an **FSDZ-hosted event** in Zambia



Jun SatF host **four virtual learning events** with **FSP partners** on communicating with customers during COVID-19, business continuity, agent management and customer relations

Sep **Mbinya Mutiso** presents SatF's work on **proximity** at **SEEP's Innovation Challenge**

Sep **Stephen Peachey** and **Abednego Darko** document the impact of **COVID-19** on **susu collection** in Ghana



Oct **Vision Fund Zambia** discuss the **complexities of designing digital savings groups** at **SEEP Annual Conference 2020**

Nov **Sukhwinder Arora** joins panel discussion on the **role of support organisations** in **encouraging effective and inclusive savings** at **European Microfinance Week**

Dec SatF shares its approach to **adaptive management** including the **two-way promise card**



Mar **Hanna Laufer** and colleagues at **NIRAS-LTS International** and **Aalborg University** publish a journal article on **geo-data driven approaches to financial inclusion**



May **Janet Hayes** and **Robert Stone** discuss the **importance of working in partnership** and the tool SatF uses to manage these - the **two-way promise card**

Jun Members of the SatF team discuss the programme's approach to **adaptive fund management** and how our partners are analysing their data to improve their customer offer

Nov **CFI's Financial Inclusion Week 2021**:

SatF discusses the **impact of formal finance** with respect to groups and individuals financial decision making

Partner FSPs reflect on some of the **data management challenges** they have experienced, what they did to address them and lessons learned

Hanna Laufer introduces the **Proxy Data Warehouse** – an innovative tool that can be used by project teams to explore ideas, ask questions and conduct analytics

Click the icons to read more

@SavingsFrontier

www.opml.co.uk/projects/savings-frontier

Photos courtesy of SatF/OPM/Sam Vox or Nana Kofi Aquah and TPB