



Women Entrepreneurs Finance Initiative (We-Fi)

THEMATIC FUNDING REQUEST

ON A PROPOSED FINANCING

IN THE AMOUNT OF USD 15M

TO THE

AFRICAN DEVELOPMENT BANK

FOR

AFRICA DIGITAL FINANCIAL INCLUSION FACILITY (ADFI)

April 2022

ADFI-We-Fi Co-financing Program

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Project Details	<p><u>Project Name:</u> Acceleration of Access to Finance for Women Businesses (WSMEs) by leveraging Data and Technology</p> <p><u>Implementing Entity:</u> African Development Bank through the Africa Digital Financial Inclusion Facility</p> <p><u>Geographic Scope:</u> Cameroon (Central Africa), Egypt (North Africa), Kenya (East Africa), Mozambique (Southern Africa) and Nigeria (West Africa).</p> <p><u>Implementing Timeframe:</u> Five years (2022 -2027)</p> <p><u>We-Fi Grant:</u> USD 15,000,000</p> <p><u>Additional Funds Mobilised:</u> USD 107,500,000</p>
Project Description	<p>Project Aim:</p> <ol style="list-style-type: none">1. To leverage finance and data to drive systematic changes needed to support WSMEs to build back better from COVID-19 pandemic.2. To harness the transformative power of digital technology for WSMEs to build back better from the COVID-19 pandemic. <p>Project Design:</p> <p>The project is complimentary to the African Developments Bank’s Affirmative Finance Action for the Women of Africa (AFAWA) program and has the following four core components</p> <ol style="list-style-type: none">1. Technical Assistance – To support partnerships development; identification of WSMEs target pool; human centred design (HCD) with the WSMEs and the partners; digital financial solutions, including digital credit design based on the insights from the HCD; and prototyping and testing.2. Capacity Building – In digital and financial literacy estimated for 11,359 WSMEs with 8000 eventually accessing the credit solutions.3. Pilot and Scaling – Development of minimum viable product (MVP), testing and iterations; and scaling to reach the overall targeted 8000 WSMEs with the credit financing4. Monitoring, Learning and Evaluation – Design and tracking of the project success metrics that will inform the different stages of the project; sharing insights and knowledge with the wider DFS ecosystem and evaluating impact of the work. <p>Project Implementation Activities:</p> <p>The project will be implemented via the following high-level steps:</p> <ol style="list-style-type: none">1. Identification of an implementing firm/s that will support project implementation

2. Formation of strategic partnerships, in the target countries, with institutions that work with WSMEs and/or have the required expertise and tools to deliver on the program.
3. Designing and implementing HCD research that will identify the needs of the WSMEs across the selected countries and the impact of Covid 19 on their businesses.
4. Using the HCD research to design relevant digital financial solutions for WSMEs
5. Testing, piloting and scaling of designed digital credit solutions
6. Capacity building of WSMEs in digital financial services that can help increase their operational efficiency and foster resilience

Expected Outcomes:

1. Increased access to finance and digital skills to at least 8,000 and 11,359 WSMEs respectively
2. Individual women and WSMEs at community level will experience a change in income/livelihood through tailored digital financial services
3. More women/WSMEs will be empowered, educated and their confidence boosted through tailored training approaches and methodologies.
4. WSMEs will have access to relevant and diverse financial products and services that will help develop their resilience during and post COVID-19 pandemic
5. Digital financial services providers (DFSPs), fintechs and other private sector partners will harness the transformative power of digital technologies and data for WSMEs using insights from HCD that will empower women to trade digitally, build a digital footprint and access relevant finance. The DFSP's will also be better equipped to provide responsive solutions to WSMEs.

Direct Beneficiaries:

WSMEs and their respective families and employees

Indirect Beneficiaries:

Government, business associations, research partners, fintechs, mobile/digital money companies and the financial institutions

Alignment to We-Fi:

The project is gender intentional and will serve to positively impact the delivery of sustainable and scalable solutions to WSMEs as well as increase their access to finance

Alignment to AfDB Ten Year Strategy and High 5's:

This project is aligned to the African Development Bank's Ten Year Strategy (2013 – 2023) pillar aimed at fostering inclusive growth and addressing the

	<p>gender gap. The program is also aligned to the High 5 objective of <i>Improving the Quality of Life for the People of Africa</i></p> <p>Alignment to ADFI’s Pillars and Strategic Orientation:</p> <p>This project is aligned to ADFI’s objective to be gender intentional and transformative as well as leverage technology to increase access to finance and close the gender gap on the continent.</p>
<p>Monitoring, Learning and Evaluation and Linkage to Genesis Analytics and reporting framework</p>	<p>This program will leverage the services of the consulting MLE firm that has been retained by ADFI to support its project investments and will guide the beneficiaries with data collection, reporting, monitoring and learnings consolidation.</p> <p>The program will leverage both the existing African Development Bank approved operating guidelines for We-Fi and ADFI which will also inform the reporting. Independent evaluations will be undertaken at the mid-point and end points of the program.</p>