

Women Entrepreneurs Finance Code Community of Champions

The Women Entrepreneurs Finance Code (WE Finance Code) is being rolled out in 30+ countries to expand the amount of financing available to women-owned/led micro, small and medium enterprises (WMSMEs). It will do so by addressing the data gaps that inhibit women-led businesses from accessing finance. The Code will increase the number of financial institutions around the world that are disclosing their level of funding to WMSMEs. It will also create incentives, transparency, and accountability to close the gap. By increasing women's access to finance, the Code will contribute to the economic empowerment and resilience of women around the world in a systematic and high-impact way.

The core of the Code is a simple, voluntary pledge that Financial Services Providers (FSPs) make to endorse the goal of closing the finance gaps facing WMSMEs and to commit to taking action in three areas:

- ✓ **Leadership:** Designate a senior leader to champion the organizations' efforts to support WMSMEs.
- ✓ **Data:** Monitor and report annually on financing provided to WMSMEs.
- ✓ **Activities:** Expand and introduce new measures to support and finance WMSMEs.

Become a Catalyst of Change for WMSMEs in Your Country

The following collaborative virtual and in-person learning programs are offered in 2025 to support the Community of Champions, and in some cases other Public and Private sectors institutions to understand, develop and implement the WE Finance Code in their countries. They are being designed and delivered by the Financial Alliance for Women in partnership with the Women Entrepreneurs Finance Initiative (We-Fi). These training programs are complemented by knowledge products available on www.we-fi.org.

WE Finance Code CoC Online Meetings

February 6
April 10
September 4
November 13

Primer on the Strategic and Business Case for Serving WMSMEs:

March 6
March 13
March 20
March 27

WE Finance Code Study Tour

May 30



IN-PERSON

The WMSMEs Gender Data Learning Series:

October 9
October 16
October 23
October 30
November 6

WE Finance Code Community of Champions

The WE Finance Code Community of Champions (CoC) is a global peer learning community made up of national Code champions who share best practices across implementing countries. The CoC consists of leaders from Central Banks and other FSP regulators; supply side data aggregators; main FSP Code signatories and/or their trade associations; National Code coordinators and other ecosystem actors working to build and implement the Code. The CoC meets four times per year online and once in-person for a day long, deep dive workshop on emerging best practices—the WE Finance Code Study Tour.

2025 Meeting Schedule:

The CoC will convene five times total in 2025:

February 6 (Online): Designing a National Code: Building the Implementation Plan and Charter

April 10 (Online): Signatories Recruitment, Onboarding, and Engagement

May 30 (In person): Study Tour, Kigali, Rwanda

September 4 (Online): National Gender Data Journey and Reporting

November 13 (Online): Effective Policies and Instruments for Enabling WMSMEs

Timing:

All webinars take place on Zoom from 1:00 pm to 2:30 pm GMT.

Who Attends?

Up to four Code Champion Institutions from each country are invited to participate, along with a National Code Coordinator, and a representative of the supporting We-Fi Implementing Partner. The Champion Institution must put forward a senior leader, nominated by a CEO, to lead the Institution's Code efforts. The Champion Institution must have sector-wide influence and available resources to support Code implementation. It is recommended to nominate at least two individuals from each Champion Institution to join the CoC, and to have representatives from at least four institutions per country.

How to Join?

If your institution is a Code Champion, please nominate your representative by filling out this registration form.

[CLICK HERE TO REGISTER](#)

WE Finance Code In-Person Study Tour

The 2025 WE Finance Code Study Tour takes place in Kigali, Rwanda on May 30, dovetailing with the Financial Alliance for Women Annual Summit taking place in Kigali on May 28 and 29.

The Study Tour will be a 1-day immersive program sharing lessons learned from more than 30+ WE Finance Code implementing countries, going in-depth into country Charters and Implementation Plans, and Gender Data journeys. What is working and what is not will be discussed openly in a collaborative learning atmosphere. This workshop is a unique opportunity to learn and network with the WE Finance Code CoC Members.

Date: May 30, 2025

Time: 8:30 am to 5:00 pm EAT

Location: Kigali Convention Center, Kigali, Rwanda

Who attends?

Please nominate your representative(s) by filling out the registration form. Participants in the WE Finance Code Study Tour are also invited to attend the [Annual Financial Alliance for Women Summit 2025](#). This Summit shares practical strategies for FSPs and policymakers to support women's financial inclusion. It will also feature a national launch event of the WE Finance Code Rwanda on May 28.

[CLICK HERE TO REGISTER](#)

► Primer on the Strategic and Business Case for Serving WMSMEs:

The Primer on the Strategic and Business Case for Serving WMSMEs is a 4-part webinar series showcasing the world's best use cases. This series equips FSPs with insights to effectively serve women entrepreneurs as a distinct market segment and foster an organizational culture that supports these initiatives. The Primer will feature expert speakers from Financial Alliance Members with successful WMSMEs and Employees Value Proposition strategies. These experts bring hands-on experience and will share valuable lessons learned from their own Women's Markets programs.

Online Learning Journey

- March 6:** Building the Strategic Case
- March 13:** Creating the Customer Value Proposition
- March 21:** Building Internal Alignment
- March 27:** Measuring Progress

Timing:

All webinars take place on Zoom from 1:00 pm to 2:30 pm GMT.

Who Attends?

The Primer Series is designed for senior representatives from banks, fintechs and top tier microfinance providers seeking to develop strategies for WMSMEs. The program is best suited for SMEs/MSMEs segment leads, as well as those in strategy, marketing, and human resources teams. It will also be of interest to key public sector officials implementing the Code. CoC members are also welcome to attend.

How to Register?

Participation is by invitation only. The deadline to register is February 28, 2025. Participants must try to attend all four webinars in the Primer Series.

[CLICK HERE TO REGISTER](#)

► The WMSMEs Gender Data Learning Series:

The WMSMEs Gender Data Learning Series is a rigorous training program focused on guiding FSPs through a step-by-step journey to sex-disaggregate their data (for all clients and specifically WMSMEs).

The program features guest experts from Alliance members and data experts sharing practical know-how and tools for sex disaggregating MSMEs data and using it to drive market development. It equips WE Finance Code Signatories including FSPs and data aggregators with the know-how to develop or enhance their institution's gender data usage and reporting.

Online Learning Journey

Through a hybrid learning path combining online self-paced learning modules with live sessions, participants will be able to access tools and develop skills in their own time as well as meet virtually as a group to gain insights from global experts and engage with peer practitioners.

- October 9:** Starting Your Gender Data Journey
- October 16:** Setting the Right Definition
- October 23:** Data Planning & Integrating Gender Into Data Systems
- October 30:** Data Capturing
- November 6:** Using Gender Data to Drive Business Decisions

Timing:

The Learning Series features five live Zoom webinars taking place from 1:00 pm to 2:30 pm GMT. Additionally, participants should complete an online course on the Alliance learning management platform each week in between live sessions.

Who Attends?

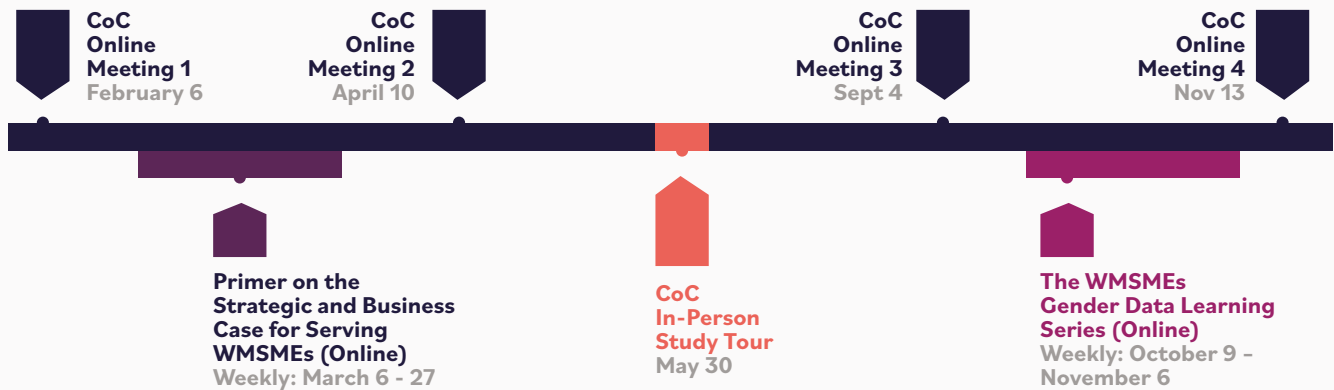
The program is designed for teams looking to enhance their sex-disaggregated data analytics. This includes data practitioners (i.e., business intelligence team at FSPs and data aggregators) as well as Women's Markets managers and senior business decision-makers at FSPs. CoC members are also welcome to attend.

How to Register?

The WMSMEs Gender Data Learning Series online is by invitation only. Spots are limited and participants must commit to the hybrid learning path, including the guided self-paced learning modules and live sessions. Registration is not open at this time. Information will be provided as it becomes available.

Women Entrepreneurs Finance Code Community of Champions

Peer Learning Programs 2025 Timeline



The WE Finance Code Peer Learning Programs are designed by the Financial Alliance for Women and are offered in strategic collaboration with the Women Entrepreneurs Finance Initiative (We-Fi), and with the generous support of the Visa Foundation.



The Women Entrepreneurs Finance Initiative (We-Fi), housed in the World Bank, is a global partnership that supports women entrepreneurs by scaling up access to financial products and services, building capacity, expanding networks, offering mentors, and providing opportunities to link with domestic and global markets. With contributions from 14 donor governments totaling over \$360 million, We-Fi works with six multilateral development banks as Implementing Partners, reaching over 150,000 women-led SMEs in 69 countries, and has facilitated \$3.6 billion in financing to women entrepreneurs around the developing world.

The Financial Alliance for Women is a leading members' network of 100+ financial organizations dedicated to championing the female economy—the world's largest, fastest growing market, and yet one that remains untapped.

**FINANCIAL
ALLIANCE
FOR
WOMEN**

The Financial Alliance for Women helps its members create and implement their own Women-Centered Strategies. As peer learning experts, we create sophisticated knowledge-sharing environments, granting our members unparalleled access to best practices and proprietary strategic insights from the most innovative and successful Women's Market programs globally. For more information, please contact the Alliance team directly: peerlearning@financialallianceforwomen.org or email the strategic partner from whom you received this invitation.

FinancialAllianceforWomen.org
@FAforWomen