

WMSME Gender Data Driving Business Decisions



REGISTER NOW

Looking to advance your WE Finance Code implementation? It starts with getting your gender data right!

Do you need to establish the baseline of WMSMEs in your consumer and business lending portfolios, define what you mean by women-owned/led businesses, set up the systems and processes to collect and analyze the data going forward?

Are you looking for practical examples of how financial services providers (FSPs) are effectively using sex-disaggregated data to drive business decisions and policy makers are using it to inform financial inclusion policy design?

The Learning Series, **WMSME Gender Data: Driving Business Decisions**, is a rigorous training for the Women's Markets and Micro, Small and Medium Enterprise (WMSME) Segments Leads and IT and Business Intelligence Leads of Financial Service Providers (FSPs) and data aggregators interested in developing and scaling their women's financial inclusion strategies using data.

The Learning Series will feature guest experts from some of the world's top FSPs, all members of the Financial Alliance for Women, and data experts sharing practical know-how and tools for developing your gender data journey for individual women, and women-led MSMEs. You will also have opportunities for peer learning with fellow participants working at FSPs around the world.

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.

TIMING

The Learning Series runs from **May 14 to June 11**, featuring five live Zoom webinars taking place every Thursday from **1:00 to 2:30pm London time**. Additionally, you'll complete an online course on the Alliance learning management platform, requiring about 90-120 minutes per week in between live sessions.

The live webinars will have live interpretation from English to Spanish, Russian and French. The online course is in English, only.

CONTENT HIGHLIGHTS

Week 1 - May 14

Starting Your Gender Data Journey

- Making sense of gender data
- Assessing the data needs of your organization
- Diagnosing the WMSME data ecosystem

Week 2 - May 21

Setting the Right Definition

- Selecting the right definitions for individuals and WMSMEs
- Aligning available definitions to work towards a national-level definition

Week 3 - May 28

Data Planning & Integrating Gender into Data Systems

- Prioritizing metrics to track
- Addressing key challenges in the data journey
- Integrating gender data into existing reporting and monitoring frameworks

Week 4 - June 4

Data Capturing

- Establishing a baseline and setting KPIs and targets
- Creating a gender data scorecard using internal data
- Monitoring progress and performance against KPIs
- Building national level dashboards

Week 5 - June 11

Using Gender Data to Drive Business Decisions

- Utilizing gender data analysis to drive informed decision-making
- Establishing a baseline and setting KPIs and targets
- Leveraging market data to improve analytics
- Identifying external risks

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WHY ATTEND

This series will be of interest if you are looking to:

- Sign on to the WE Finance Code, or advance your Code commitment.
- Reach more women and increase engagement.
- Cross sell to and retain your individual women and/or WMSME customers.
- Develop or strengthen your institution's gender data journey—from diagnosing and aligning to piloting, reporting, and refining your data.
- Define WMSME clients, establish data baselines and KPIs, and report on sex-disaggregated data.
- Use gender data insights from sex-disaggregated data to improve business decisions and policy design.
- Report to the WE Finance Code

WHO ATTENDS

The program is designed for teams seeking to enhance their sex-disaggregated data analytics. This includes:

- Data practitioners (Business Intelligence and IT teams at FSPs and data aggregators)
- Women's Markets managers
- MSME segment leaders
- Senior business decision-makers

It is recommended that each institution attending the series nominate at least two staff members to participate—ideally a combination of the business intelligence/IT team and segment teams.

The Gender Data Learning Series is designed by the Financial Alliance For Women and offered in strategic collaboration with the Women Entrepreneurs Finance Initiative (We-Fi) of the World Bank and the European Investment Bank (EIB).

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.

We-Fi.org
@WEFinanceCode

FinancialAllianceforWomen.org
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