

YouthStart UPDATE

Roll out of Services Leads to 141,000 Youth Savings Accounts

After completing and evaluating their pilot test, YouthStart partners started the roll out of youth services to all their branches. This has been a critical moment as it implies a great challenge in terms of coordination, supervision and monitoring. In some cases, YouthStart financial service providers (FSPs) passed from offering youth services in a couple of branches to expanding the offer to hundreds.

As a result, YouthStart is growing big. As of March 2013, YouthStart FSPs opened 141,597 youth accounts, collected over 4MM USD in youth savings and trained 119,475 youth with non-financial services, particularly financial literacy training. These figures keep growing.

In this new scenario, new challenges lay ahead:

- Implement strong coordination and supervision systems. Decentralise key functions to make the roll out feasible. This is particularly important for big FSPs.
- Institutionalise youth products so they become part of normal operations and are fully assumed by the whole staff.
- Put in place an effective monitoring system to ensure quality of services.
- Ensure all branches and all staff fully respect the Client Protection Principles for youth.

In this regard, YouthStart, just released a [technical note](#) to learn more about how to make financial and non-financial services protective of youth rights.

The Financial Services Providers (FSPs) that participate in YouthStart:

Malawi	OBM
Ethiopia	PEACE and ACSI
Senegal	PAMECAS
Rwanda	UCU
Burkina Faso	FCPB
Uganda	Finance Trust and Finca- Uganda
DRC	FINCA-RDC
Togo	FUCEC



YouthStart STAR to PAMECAS Hard-work

We are very pleased to announce the “Star of YouthStart” recognition of the first semester 2013 to PAMECAS in Senegal. People who know more about the progress of YouthStart may be wondering why PAMECAS, if just some months ago they were struggling to reach targets and consolidate a business model for youth. But that is exactly the reason why they deserve it. Over the last months, PAMECAS has made great efforts to catch up targets and place themselves at the head of YouthStart FSPs. Hard work proves fruitful.

PAMECAS (Partenariat pour la Mobilisation de l’Epargne et du Crédit Au Sénégal) is one of the most important Credit Union federations in Senegal. It currently has 82 branches all over the country, serving over 200,000 members. The mission of PAMECAS is to promote economic and social well-being of their members and communities based on the principles of solidarity, responsibility and democratic management. Under the YouthStart programme, PAMECAS developed a savings account for youth called Ndorté, which means “The start” in wolof, the most spoken language in Senegal.



Some of the most important achievements of PAMECAS in the last semester have been:

- PAMECAS experienced a steady growth in terms of new youth members and new youth savings accounts. They opened almost 2,000 new savings accounts for youth in each of the last two quarters, showing regularity in achieving results. Since the beginning of the programme, 6,099 youth became members of the institution and 4,713 opened a savings account as of March 2013.
- During the same period PAMECAS also offered loans to 1,053 youth to develop new or existing business
- In tandem with financial services, 1,758 youth received training on financial literacy. This area is the weakest in PAMECAS. They suffered many problems to reach an agreement with a Youth Service Organisation to deliver these non-financial services and were very delayed in finding an alternative way to provide it internally. By the end of 2012, PAMECAS decided to launch the financial literacy training through their own staff and will combine it with a linked approach with the NGO PLAN Senegal.
- PAMECAS completed the pilot test in late 2012 and rolled out the youth financial and non-financial services to all the 82 branches of the network.

YouthStart congratulates PAMECAS for their hard work and encourages them and the rest of YouthStart FSPs to continue working hard. Yes we can.

Monitoring and Evaluating Outcomes of Youth Programmes

During 2012, all YouthStart partners focused their energies on launching financial and non-financial services for youth and on consolidating a successful model to adequately serve them, resulting in almost 150,000 new youth savings accounts. However, YouthStart is aware this is an outstanding achievement but is not enough. We need to make sure that:

- FSPs are reaching low income youth, who have fewer opportunities and are generally excluded from the financial system.
- Youth use their savings account regularly, and get familiar with the FSP. This is the only way to exert the positive effects of access to finance on youth.
- Youth are increasing their financial capability through the programmes FSPs are providing them.
- FSPs explore the opportunities from cross-selling to youth and their relatives, to help them build the business case of providing financial services to youth.

YouthStart FSPs must start putting much higher attention to these indicators of quality of youth services. To do so, they need to be able to monitor and evaluate them. The challenge with these indicators is that the MIS cannot capture them and now that youth services are rolled out to all branches, manual collection would be too daunting a task.

For this reason, YouthStart held its **annual training on “Monitoring and evaluating outcomes of youth programmes”** through the LQAS methodology. LQAS is a simple low cost management tool based on randomized sampling of youth being interviewed about those issues the MIS cannot capture.



In this 3 day training held in Istanbul from 2-6 May and delivered by Reach Global, 21 participants from 10 YouthStart FSPs:

- Identified the power of randomized sampling to infer conclusions for a whole population.
- Practiced using the LQAS methodology to their particular youth programmes and analysed results to make decisions
- Developed an action plan to design and implement LQAS back in their FSPs

Over the following months, YouthStart will support the FSPs to conduct a baseline LQAS assessment that will become the starting point for regular monitoring and evaluation of the key quality areas of the programme. This will help YouthStart and the FSPs take the corrective measures needed and achieve the desired outcomes.

CYFI Summit 2013

UN Secretary Statement in Support of Youth Finance

As he did in 2012, the UN Secretary General released a statement renewing his support to the Child and Youth Finance Movement and to programmes like YouthStart. His message was read during the second [Child and Youth Finance International \(CYFI\) summit](#) held in Istanbul on May 7th to 9th.

In addition, the CYFI summit was honoured with the presence of the UN Secretary General Envoy for Youth to open the summit; and of Marc Blicher, the UNCDF Executive Secretary to close it, leaving no doubt as to the importance the UN grants to youth access to finance.

YouthStart shares its Experience

More than 500 participants from around the globe participated in the second CYFI summit, including the ten YouthStart partners. Six of them were invited as speakers in different sessions.

ACSI from Ethiopia and FINCA Uganda served as speakers in a session where they presented the challenges in balancing outreach, impact and sustainability of youth services. UCU from Rwanda and FUCEC from Togo presented their lessons learned in a panel focused on the importance of pilot testing youth products. PEACE from Ethiopia participated in a panel with other partners of Women World Banking to share their experience to attract young girls. And Finance Trust from Uganda was invited as panellist to a session on facilitating youth entrepreneurship.

Beth Porter, UNCDF policy advisor, chaired a panel on the role of governments on the National agenda.

Thanks to CYFI for this amazing summit that gathered FSPs, practitioners and policy makers, becoming a perfect occasion for working together for real change, to reshape the future of Youth Finance.



PEACE Nomination to Pioneer Award

CYFI held an awards celebration to recognize the contribution of different players to youth finance. CYFI named PEACE MFI finalist in the category of Pioneer FSPs. YouthStart wants to congratulate PEACE for their nomination and for their wonderful work in implementing specific strategies to attract young girls. YouthStart also wants to congratulate the Postal Bank of Kenya, the winners of the award.

Publication on Client Protection for Youth Clients

During the CYFI, UNCDF-YouthStart released a [Technical Note of Client Protection for Youth Clients](#). It synthesizes the main adaptations made by UNCDF-YouthStart to the indicators of The Smart Campaign's Client Protection Principles (CPP) self-assessment tool. In addition, UNCDF-YouthStart added an eighth principle to address the key Child- and Youth-Friendly Banking Principles promoted by CYFI. The purpose of these adaptations is to ensure that, FSPs working with youth adopt the best practices for youth client protection for their youth offerings.

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