



CGAP's vision is a world where poor people are empowered to capture opportunities and build resilience through financial services.

CGAP works to make financial services meet the needs of poor people. We spur innovations, test solutions, and inspire change through knowledge and partnerships. By advancing responsible and inclusive financial systems, we help move people out of poverty, protect their gains, and advance global development goals.

THE POWER OF FINANCIAL INCLUSION

Globally, approximately 1.7 billion people have no financial account -- at a bank, mobile money provider or other formal institution. Even when they have accounts, many poor people find them of little value and they are left unused. The result is that roughly one in three of the world's adult population lacks the financial services they could use to dramatically improve their lives. They have no savings for a child's education; they cannot access loans to buy the seeds and fertilizers; and they have no insurance to protect them from medical or natural disasters.

A growing body of research shows that when poor people have better opportunities for how to manage their money, over time their income and consumption improve. As a result, evidence is building that financial inclusion is a key enabler for reducing poverty, and for achieving the United Nations' Sustainable Development Goals of improved education, better health, food security, access to clean water and more.

At CGAP, we work to ensure more households and small business are included in the formal financial system and that they can access and effectively use financial services. We see equitable access to finance as inextricably tied to economic and political stability.

WHY CGAP?

- **COLLECTIVE POWER**
We are a global partnership of more than 30 leading development organizations, whose rich variety of perspectives guide and strengthen our work. Supported by bilateral and multilateral agencies, foundations and development finance institutions, CGAP serves as a platform to exchange knowledge and coordinate efforts.
- **DEEP EXPERTISE**
Our team is made up of financial, regulatory, and development experts from over 25 countries, representing extensive technical experience in the private and public sectors.
- **TRUSTED VOICE**
CGAP's pioneering research, backed by practical field work, gives us the credibility and impartiality to advance innovative strategies and convene governmental and private leaders to explore collective solutions.
- **GLOBAL INFLUENCE**
Housed at the World Bank, but with a separate governance and funding structure, CGAP benefits from the World Bank's global intellectual capital and administrative support, while remaining independent and flexible.



HOW WE WORK

Our approach is characterized by an unrelenting commitment to rigorous testing, innovation, and partnership. The hallmark of CGAP's work is its high-quality research and analysis. We influence through evidence, bringing together financial services providers, mobile network operators, policy makers, regulators, and funders to make financial markets work for the poor.

Our method is to:

- Explore emerging challenges and opportunities at the frontiers of financial inclusion.
- Test innovative solutions through research, fieldwork, and demonstration projects.
- Share lessons learned to scale up innovations.

We engage with four key groups:

CUSTOMERS

Our research into how poor families manage their money, pay bills, invest in their businesses, and cope with setbacks provides unique insights that are reshaping the way financial services providers design products and deliver services. The smallholder financial diaries we produced from field surveys in three countries are among our most popular publications.

INDUSTRY

We partner with the private sector to address market barriers to financial access, and we work on pro-poor business models to help companies realize the growth and profit potential of underserved customers. For example, with CGAP's help, a struggling microfinance institution in Pakistan developed a business turnaround plan and is now a global leader in digital finance and branchless banking.

POLICY MAKERS

CGAP advises policy makers, regulators, and supervisors at the national and global levels. Global standard-setting bodies have incorporated CGAP's insights into their guidance on how digital finance changes market risks and opportunities. In Myanmar, Pakistan, and Ghana, regulators have changed branchless banking rules for mobile operators based on CGAP's work.

DONORS AND INVESTORS

Our research and analysis identify emerging trends in global funding for financial inclusion and provide concrete guidance on the best ways to support responsible and inclusive markets. Our annual funder survey and a handbook for funders on how to measure results are examples of how CGAP promotes good practice in the donor and investor communities.

SPOTLIGHT

MOBILE MONEY IN GHANA

Over several years, CGAP worked with government and industry to redraft bank regulations to allow mobile network operators to offer digital financial services (DFS). This resulted in the Bank of Ghana issuing new mobile money regulations in 2015. By 2017, financial inclusion had risen to 58 percent and mobile money accounts more than doubled.

“CGAP was able to come in as a credible, neutral player to showcase global experiences and walk through every technical aspect.”

— Selorm Adadevoh,
Former Chief Commercial Officer,
Tigo (Millicom) Ghana

SMALLHOLDER FAMILIES

From 2013 to 2017, CGAP worked in eight countries collecting over 300,000 data points through national surveys and financial diaries, which financial service providers now use in designing pro-poor products. Informed by this data, Positive International Ltd and Grameen Foundation in Tanzania designed a mobile offering to help smallholder farmers save for agricultural inputs.

“CGAP's data is a great resource. It helped us design our mobile layaway service and plan for a pilot. Now we're using the data to understand the product's potential in other regions.”

— Karan Kapoor
Managing Director
Positive International Limited

