



4 Billion Conversations

about Access to Financial Services for Women

The problem

My mother is my role model. She survived on loans to take care of her household needs. She took a \$25 loan – one month's living expenses – to pay for my high school entry fees; and then another every year I went to school. She worked hard to pay off those loans. She built her business on borrowing, working hard, and repaying the loans. She is now eligible to take a loan of \$1500 from the local women's savings committee and lives in a house with running water and electricity! Imagine if she had access to real financial services. But she doesn't speak English, so she struggles with mobile banking and can't ask for help with it. She's afraid to go to the bank; she has no bank account, no collateral, and no access to formal financial services that she could use to lift her out of poverty.

The facts

- [One billion women](#) do not have access to formal financial services because banks require land titles or bills, which many women don't have.
- Only [33% of women](#) worldwide have an understanding of financial products.
- Financial services increasingly depend on access to technology, such as mobile phones, tablets, computers. But these services are only in dominant languages that many women, in rural areas in particular, don't speak.

Women need more than just microcredit; they need a range of financial services to generate income, build assets, smooth consumption, and manage risk. They need information about these products and services and the confidence to demand them.

CLEAR Global's contribution

At CLEAR Global, we provide information in the right language, worded so everyone can understand it. We provide spaces for women to ask questions, get answers, voice concerns and get help. CLEAR Global does research on the languages people speak, the sources of information they trust and can access, and the channels they prefer. We open up appropriate communication channels, using voice-enabled information kiosks, or chatbots in text messaging apps, often in conjunction with more traditional channels like radio. We use content from our global and local partners to make sure the information is reliable and correct. And we do it all in voice or text so that anyone can access it.

The outcome

Our solutions have helped thousands of people ask questions and get answers they understand, building knowledge, understanding and confidence. Thousands of people have the opportunity to access the services they need.

We want four billion women to have the same opportunity.

