

Women's Digital Financial Inclusion Advocacy Hub

Campaign Toolkit #2: Accelerating Gender Equality with Digital Financial Services

This campaign highlights how digital financial services can support the goal of achieving gender equality. By using this toolkit, coalition members can coordinate their advocacy efforts to provide a louder and more coordinated collective voice to boost awareness and drive action.

Creative Assets

Videos:

- [Montage Video 1](#)
 - [Montage Video 2](#)
 - [Vitasari Anggraeni, Deputy Director of Policy, Southeast Asia, Women's World Banking](#)
 - [Lilian Tan, Senior Program Officer, Women's Economic Empowerment & Financial Inclusion, Bill & Melinda Gates Foundation](#)
 - [Dr. Arifah Rahmawati, Secretary of the Economic and Employment Council of the Central Leadership, 'Aisyyah](#)
 - [Dr. Tapiwa Uchizi Nyasulu, Former Head of Women & Gender Policy and Development, African Union Commission](#)
 - [Shiphra Chisha, Director of Programmes, The Graça Machel Trust](#)
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LinkedIn and Facebook Posts

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Montage Video 1:

Access to #DigitalFinancialServices is critical for empowering individuals and driving economic growth. How can we make a difference? Hear from industry leaders and Women's Digital #FinancialInclusion Advocacy Hub members:

A comprehensive financial inclusion strategy is needed to accelerate inclusive economic growth, with measurable gender targets, clear timelines, and a robust implementation plan. - Lilian Tan (Bill & Melinda Gates Foundation), and Yashmin Fernandes (Women's World Banking)

When implementing #WomenCenteredDesign and focusing on the perspectives and needs of women customers, financial products become more accessible and user-friendly. - Vitasari Anggraeni (Women's World Banking)

Collaboration is key to support implementation of the National Financial Inclusion Strategy (NFIS). For example, Ethiopia's NFIS includes gender considerations. Financial services

providers and policymakers can create solutions tailored to women's needs. - Leah Dejenu, Community Organizer, UNCDF

Together, these initiatives form a powerful approach to overcoming barriers and ensuring that everyone can benefit from digital financial services. #ItsHerEconomyToo

Montage Video 2:

Access to #DigitalFinancialServices is a game-changer for women's economic empowerment and broader economic growth. Here's how:

Digital #FinancialInclusion is an enabler for 13 of the 17 Sustainable Development Goals (#SDGs), driving comprehensive global development. - Yashmin Fernandes (Women's World Banking)

Involving women and girls in creating solutions and empowering them to take on decision-making roles creates more sustainable, inclusive solutions. - Dr. Tapiwa Uchizi Nyasulu

By prioritizing digital financial inclusion and empowering women, we can drive sustainable economic growth and achieve greater #GenderEquality. #ItsHerEconomyToo

Vitasari Anggraeni:

Successful initiatives are enhancing access to #DigitalFinancialServices for women in Indonesia – learn more from Women's Digital Financial Inclusion Advocacy Hub Member, Women's World Banking (Vitasari Anggraeni).

1. #WomenCentered Design: By focusing on the specific needs and perspectives of women, financial products are becoming more accessible and user-friendly.
2. Collaboration with Civil Society Organizations: Financial service providers (FSP) can partner with organizations to better understand and meet the needs of women customers. A notable example is an Indonesian FSP collaborating with the Indonesian Association of Women with Disabilities to create more inclusive products.

The Hub is dedicated to ensuring women benefit from digital financial services, driving economic empowerment and inclusive growth. #ItsHerEconomyToo

Lilian Tan:

As Lilian Tan (Bill & Melinda Gates Foundation) rightly states, women are not a monolith – they represent diverse segments with unique challenges and needs. To improve access to digital financial services, we must address all barriers by considering women with varying levels of income and mobile phone access, and more.

Understanding the different segments and tackling the obstacles that hinder their access are essential for empowering women and fostering inclusive growth. #ItsHerEconomyToo

Dr. Arifah Rahmawati:

Women in rural and urban areas face different challenges in accessing #DigitalFinancialServices. Urban women often have better internet access, while rural women may need to travel to gain access.

To bridge this gap, Women's Digital Financial Inclusion Advocacy Hub member Dr. Arifah Rahmawati, 'Aisyiyah' notes that financial service providers must actively reach out to women in rural areas and prioritize building digital and financial literacy, ensuring they have the tools and opportunities needed for #FinancialInclusion. #ItsHerEconomyToo

Dr. Tapiwa Uchizi Nyasulu:

To empower women with #DigitalFinancialServices, collaboration is key. We all need to be at the table, supported by conducive policies and regulatory frameworks. Using gender-disaggregated data is also essential to tailor our efforts and enhance women's #FinancialInclusion.

The Women's Digital Financial Inclusion Advocacy Hub is committed to creating a more inclusive financial ecosystem for all women. #ItsHerEconomyToo

Shipra Chisha:

Access to #DigitalFinancialServices can be a powerful catalyst for women's economic empowerment and economic growth.

In this video, Women's Digital Financial Inclusion Advocacy Hub member Shipra Chisha (Graça Machel Trust), shares a compelling example of a woman entrepreneur who expanded her business from four employees to 42, significantly boosting her revenue and scaling from micro to a sustainable enterprise.

This transformation showcases the incredible impact that digital financial services can have on #WomenEntrepreneurs and the broader economy. #ItsHerEconomyToo

Twitter/X Posts

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Please note this copy is optimized for free Twitter/X accounts with 280-character limits. You may add more copy if you have Premium access.

Montage Video 1:

Access to #DigitalFinancialServices is vital for empowerment and economic growth. Hear from industry leaders and Women's Digital #FinancialInclusion Advocacy Hub members: @womensworldbnkg, @UNCDFdigital and @gatesfoundation. #ItsHerEconomyToo

Montage Video 2:

Access to #DigitalFinancialServices is crucial for women's empowerment and economic growth:

- Digital #FinancialInclusion drives 13 of 17 #SDGs.
- Empowering women in decision-making fosters sustainable solutions. #ItsHerEconomyToo

Vitasari Anggraeni:

Two key initiatives to enhance women's access to digital financial services:

- #WomenCenteredDesign: Tailoring products to women's needs makes them more user-friendly.
- Collaboration with Civil Society Orgs: This helps financial service providers understand and meet women's needs. #ItsHerEconomyToo

Lilian Tan:

Women are diverse, facing unique barriers to digital financial access. Addressing these hurdles, including income and mobile access disparities, is crucial for empowerment and inclusive growth. #ItsHerEconomyToo

Dr. Arifah Rahmawati:

Urban and rural women encounter distinct challenges with #DigitalFinancialServices. While urbanites often have better internet access, rural women often need to travel for it. To narrow this gap, financial service providers must actively engage rural women. #ItsHerEconomyToo

Dr. Tapiwa Uchizi Nyasulu:

Collaboration, alongside supportive policies and gender-disaggregated data, is vital for empowering women with #DigitalFinancialServices. The Women's Digital Financial Inclusion Advocacy Hub is dedicated to an inclusive financial ecosystem for all women. #ItsHerEconomyToo

Shipra Chisha:

Access to #DigitalFinancialServices empowers women and drives economic growth. Shipra Chisha (@G_MachelTrust) shares a story of a woman entrepreneur significantly scaling her business with digital finance, illustrating its profound impact on #WomenEntrepreneurs. #ItsHerEconomyToo