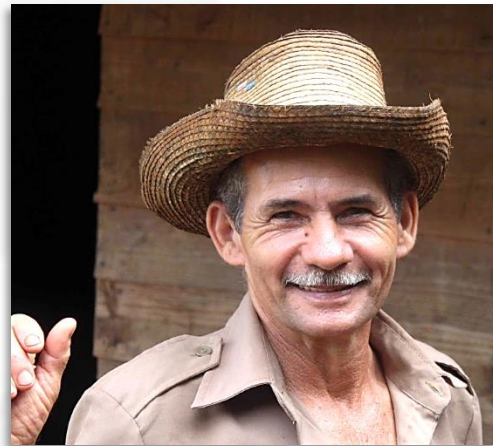




# Banca de las Oportunidades

Colombian Financial Inclusion Policy



Financing for development – May 2017



# Addis Ababa Action Agenda

## Financing for development – Financial Inclusion

**Financial  
stability**

**Financial and social  
inclusion**

### **Strengthening of institutions**

MFIs  
Cooperatives  
Development banks  
Mobil service operators  
Agents

### **Innovation and new technologies**

Mobil financial services  
Digital platforms

**Financial  
and  
economic  
literacy  
programs**

### **Sharing knowledge and experiences among countries**

Development and  
implementation of  
national strategies

### **Coordination among regulators to reduce barriers**

# Colombia leader on financial inclusion

In 2016, Colombia was on the top given its proper environment to promote financial inclusion (*Microscope and Financial and Digital Inclusion Project Report*), ¿why?

- Government long term commitment. Colombia has a public policy on financial inclusion since 2006 (Program BdO).
- Robust prudential standards for regulated financial institutions.
- Clear mechanisms on consumer protection and for solving complains against regulated financial institutions.
- Cutting edge regulation to bust financial inclusion.



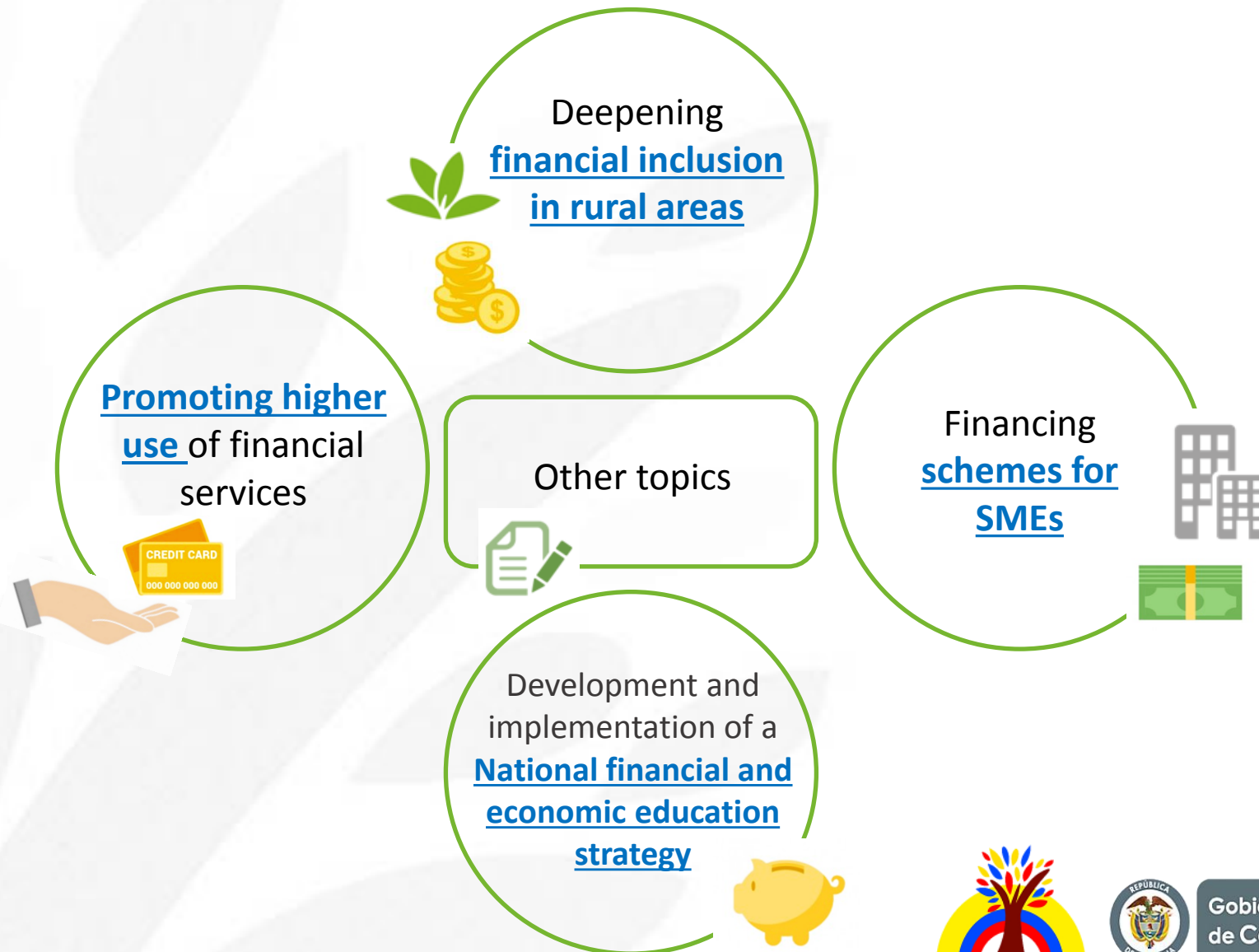
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# Summary of regulation

1. Agents authorization (2006); in 2015, this channel was authorized to commercialize inclusive insurances.
2. Simplify requirements on KYC and AML, products with caps on total balances and monthly transactions value.
  - Simplify saving accounts (CATS accounts in Spanish, 2008)
  - Electronic deposits (2013)
  - Low value insurances (2015)
3. Differential interest rates:
  - Microcredit (2007)
  - Low value credits up to USD 460 (2014)
4. New financial license specialized on transactional services (SEDPE in Spanish, 2015)
5. Financing mechanisms for SMEs
  - Movable guarantees (2013)
  - Factoring (2015)
6. Strengthening institutional arrangements around financial inclusion
  - Inter – institutional Commission for Financial Inclusion (2014), two new sub commissions: Rural and Fintech
  - Inter – institutional Commission for Financial and Economic Education (2015)

# National Financial Inclusion Strategy



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# National Financial and Economic Education Strategy

Inter institutional dialogue and coordination

Measuring, monitoring and evaluation

				
<b>Formal education</b>	<b>Productive age</b>	<b>Vulnerable</b>	<b>Small entrepreneurs</b>	<b>Retirement</b>

Quality standards: contents and methodologies

Articulation with other public policies

# Work developed by BdO



Supply



Demand



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# Supply

## Technical Assistance



- *Strengthening of institutions*
- *Methodologies transfer*
- *Products development*

## Costs subsidies and co-funding

- *Increase financial coverage through: branches, agents and consultants on field*

## Competitive grants



- *Development of mobile financial services*

## Specialized information



- *Annual and quarterly reports*
- *Special studies*



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# Demand

## Financial literacy programs



- *Face to face to population and trainers*
- *Informal saving and credit groups (learning by doing)*
- *Massive through massive media*

## Demand side information



- *First and second demand side survey on FI.*
- *First demand side survey on insurances.*

## Support to little entrepreneurial projects



- *From the idea conception, business planning, training to credit access*

## Guarantees for Small entrepreneurs



- *Focused on Low value microcredit*
- *Offering coverage to fulfill the lack of collateral to small entrepreneurs*



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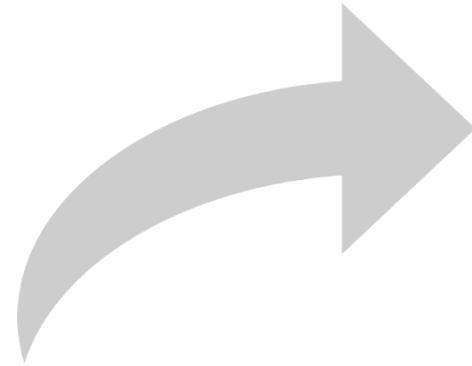


**Results**

# Financial coverage

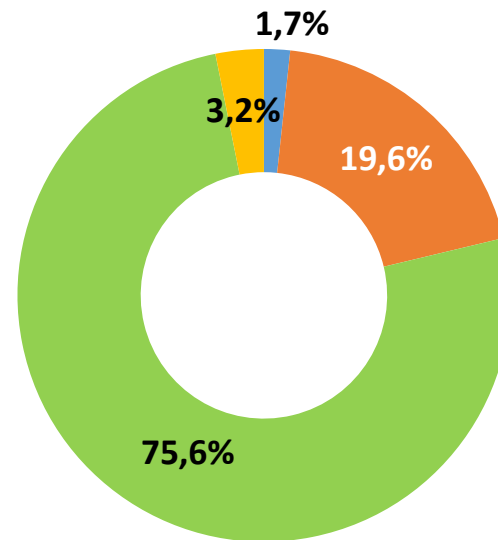
273.493

2012



482.080

2016



- Branches
- Agents
- POS
- ATMs

**208.587**

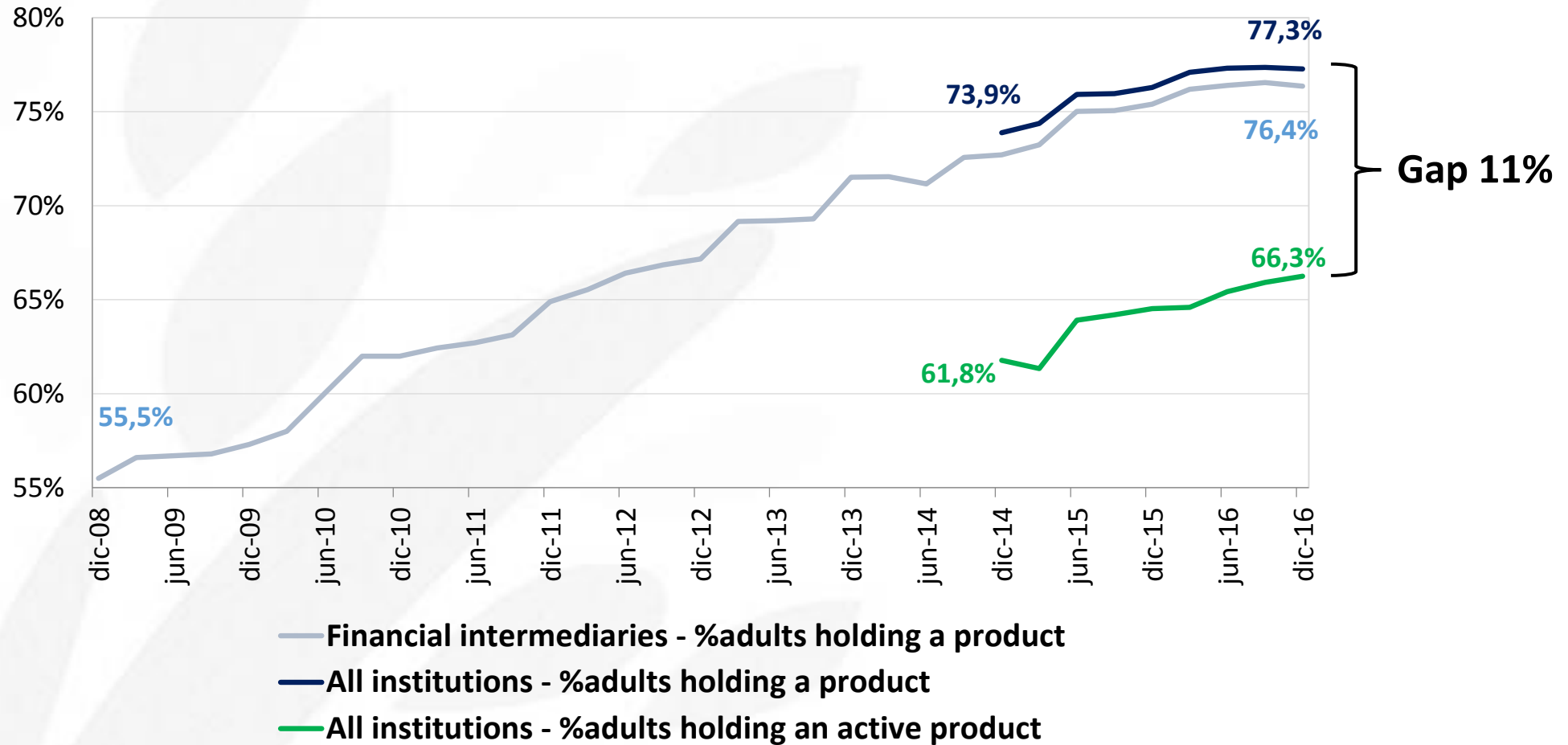
**New points of access**



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# Financial Inclusion



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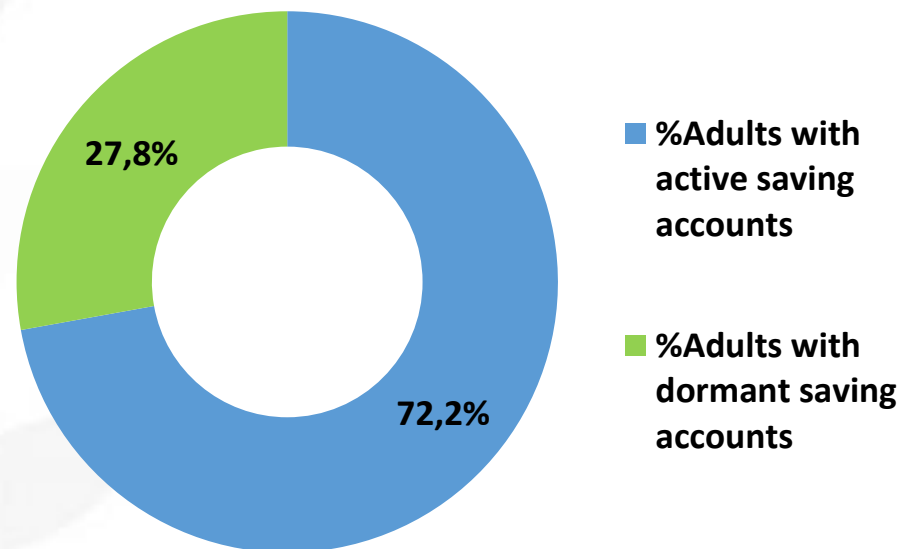
# Usage

## 23,6 millions

#Adults holding a saving account

## 70,9%

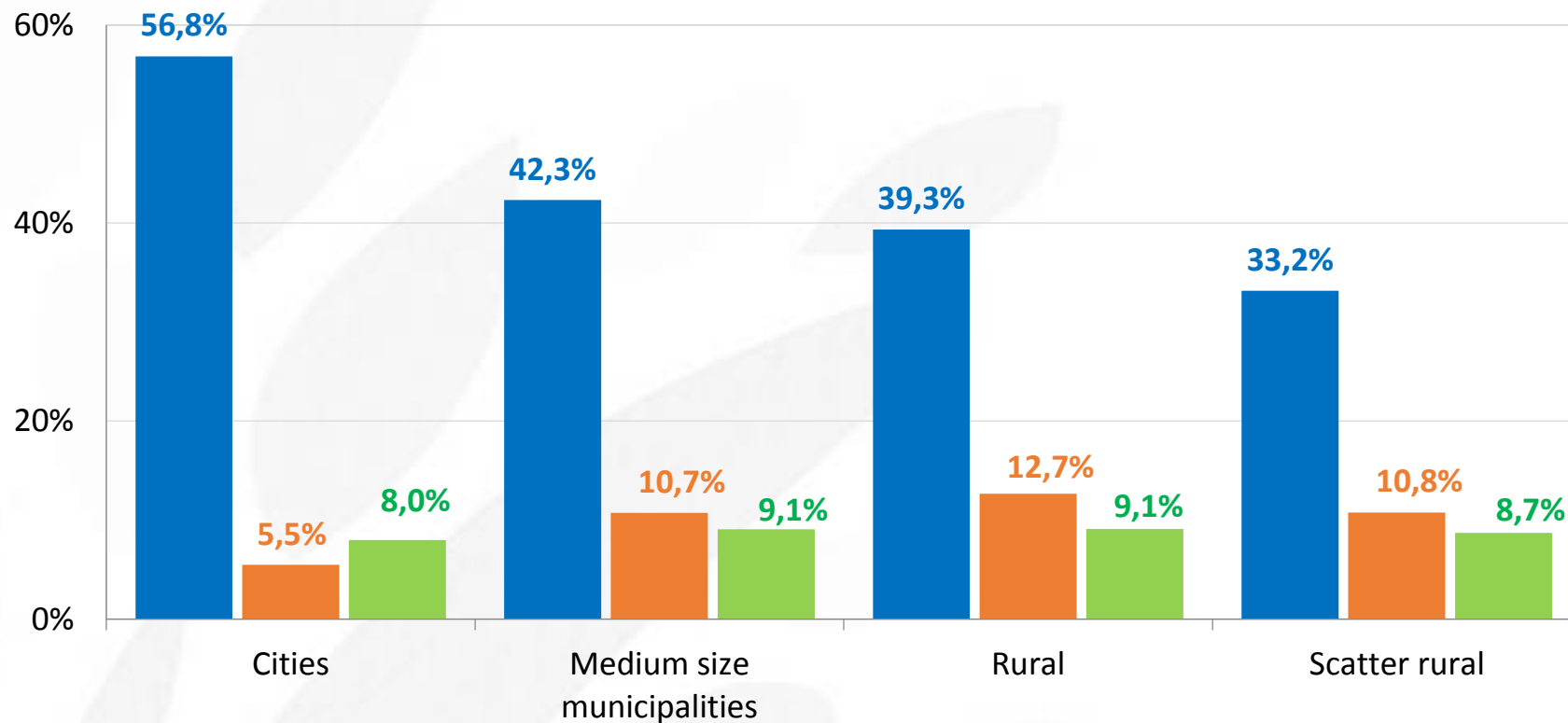
%Adults holding a saving account



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# %Adults with saving products



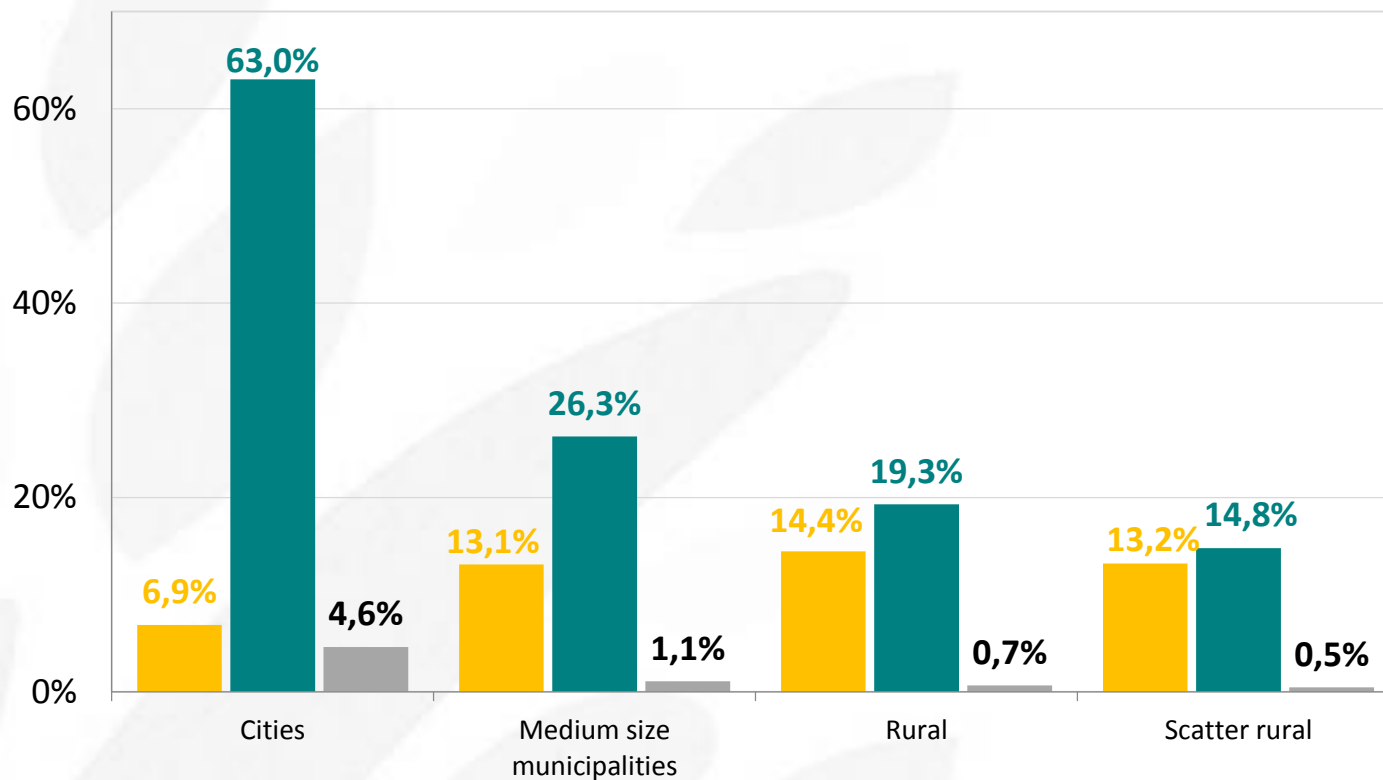
- %Adults with saving accounts
- %Adults with electronic saving accounts
- %Adults with cellphone managed accounts



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# %Adults with credit products



■ %Adults with microcredit

■ %Adults with consumption credit

■ %Adults with housing credit



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# Thanks



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TODOS POR UN  
NUEVO PAÍS  
PAZ EQUIDAD EDUCACIÓN