

INCLUSIVE BUSINESS

KNOWLEDGE SHARING TEMPLATE

The aim of this template is to collect experiences, projects, policies or initiatives at local, country and regional level related to the promotion of Inclusive Business.

1. General Information
1.1. G20 Country
Turkey
1.2. Project / Initiative / Policy name/title:
I Can Manage My Money
1.3. General objective
The purpose of the project is to increase the financial awareness of young people aged between 15-30 in Turkey. It aims to teach the young people how to manage their money; to facilitate young people to establish healthy financial lives and future; and thus support sustainable development in Turkey.
1.4. Expected results <i>(output-level: number of BoP engaged, jobs created, services delivered, etc.)</i>
A contemporary, non-formal training curriculum on budgeting and financial management established and multiplied among young people in Turkey. The project was designed for 1 year with a target of training of 9,000 young people. However, the project was extended several times with remarkable results of training of 1,100,000 young people, entrepreneurs, blue collars and farmers.
1.5. Intended impact <i>(outcome-level: income generated or increased, health/education/housing improved, etc.)</i>
Research results and testimonials show that I Can Manage My Money has a positive impact on both trainers and beneficiaries. The results of the long-term impact analysis ¹ indicate that the trainees' level of financial literacy increase and they develop healthy financial habits. The project supports the personal development of trainers, as they are encouraged to engage with the local authorities as well as with their peers. At the highest level, the project is also expected to contribute to six of the UN Sustainable Development Goals, which are no poverty (Goal 1), quality education (Goal 4), gender equality (Goal 5), reduced inequalities (Goal 10), responsible consumption and production (Goal 12) and partnership for the goals (Goal 17).

¹ 2015 long term impact analysis results: The long-term impact analysis compares the financial knowledge and budget habits of those who were trained with a control group with similar characteristics that did not follow the training sessions

Social and economic impact analyses show that the I Can Manage My Money programme has a significant and measurable effect on both individual's and society's financial well-being. In order to measure the economic impact of "I Can Manage My Money" project, a "what-if" analysis was conducted by Infakto Research Workshop. The target was to estimate the possible contribution of this program to the Turkish economy, based on the data collected as part of the long-term impact assessment of the project. The estimation is based on a series of quantitative analyses. The study revealed that if I Can Manage My Money trainings were delivered to all youth between the ages of 15-30 in Turkey, there would be an additional saving between 3.4 and 8.5 billion USD, equivalent to 8 to 21 percent of Turkey's current account deficit".

2. Legal framework

2.1. Does the Project / Initiative / Policy have an associated regulatory or legal framework?

The project helped development of a Government policy on financial literacy. The need for financial literacy was included in 10th NDP and a 2014 National Strategy and Action Plan for Financial Literacy was introduced with tasks given to partnership in three areas

3. Implementation

3.1. Implementation level

- Domestic
 Support of developing and low-income countries (international cooperation)

3.2. Implementing agency (including link)

Habitat Association www.habitatdernegi.org

3.3. Direct target group (MNCs, medium or large international or domestic company, SMEs, women, youth, rural/urban communities etc.)

I Can Manage My Money training is available in 5 segments: High school students, university students, young adults, young entrepreneurs. The Project was revised in 2017 to include farmers and blue collars.

3.4. Indirect target group (SMEs, women, youth, rural/urban communities, etc.)

As part of Farmer Segment, students studying agriculture in universities, employees of municipal and district directorates of provincial food, agriculture and livestock, employees of chambers of agriculture and farmers volunteer as trainers. Due to demand, the trainings were given to miners and other blue collar staff on ad hoc basis.

3.5. N° of countries involved (if project is Regional/Global)

3.5.1. City, Country, Region 1: Turkey

3.5.2. City, Country, Region 2:

3.5.3. City, Country, Region 3:

3.5.4. City, Country, Region 4:

3.5.5. City, Country, Region 5:

3.6. Project status

3.7. Duration (mm/yyyy – mm/yyyy)

<input type="checkbox"/> Under design <input checked="" type="checkbox"/> In progress <input type="checkbox"/> Completed	Jan 2015-Dec 2018
3.8. Brief description of the link with the BoP <i>How does the project / initiative / policy include the BoP? How does it benefit the BoP? How does it define the BoP and its role?</i>	3.9. Role of the BoP
The project is supported by Visa Turkey to and 22 banks in Turkey with the acknowledgement that well-educated consumers and users of financial services and products have a positive impact on the long-term sustainability of the bank's business and the economy	<input checked="" type="checkbox"/> BoP as customer <input type="checkbox"/> BoP as distributor <input type="checkbox"/> BoP as retailer <input type="checkbox"/> BoP as supplier
3.10. Sector <i>(more than one answer possible)</i>	
<input type="checkbox"/> Agriculture or Food <input type="checkbox"/> Energy <input type="checkbox"/> Health <input type="checkbox"/> Education <input type="checkbox"/> Water, Sanitation <input type="checkbox"/> Waste Management <input type="checkbox"/> Housing or Construction	<input type="checkbox"/> Retail, Manufacturing or Consumer Goods <input type="checkbox"/> Information Communications Technology (ICT) <input checked="" type="checkbox"/> Financial Services <input type="checkbox"/> Tourism <input type="checkbox"/> Cross-sectoral <input type="checkbox"/> Other: _____
3.11. Topic <i>(more than one answer possible)</i> (*) See Annex for definitions	
<input type="checkbox"/> Inclusive business models and strategy <input type="checkbox"/> Scale <input type="checkbox"/> Policy and government <input checked="" type="checkbox"/> Finance for inclusive business <input type="checkbox"/> Corporates in inclusive business <input type="checkbox"/> Partnerships <input type="checkbox"/> Environmental impact <input type="checkbox"/> Gender	<input type="checkbox"/> Results measurement and impact <input type="checkbox"/> "What is IB?" <input type="checkbox"/> Innovation <input type="checkbox"/> Digitalization <input type="checkbox"/> Capacity building <input type="checkbox"/> Data <input type="checkbox"/> Impact investing <input type="checkbox"/> Other: _____
3.12. Main area of intervention / Type of support provided <i>(What is the project's/initiative's/policy's focus regarding the main challenges faced by inclusive businesses -more than one answer is possible-)</i>	
<input type="checkbox"/> Financial resources <input type="checkbox"/> Rules and regulations <input checked="" type="checkbox"/> Information <input checked="" type="checkbox"/> Capacity	

4. Funding	
4.1. Origin <i>(more than one answer possible)</i>	
<input type="checkbox"/> Government / State-owned enterprise <input type="checkbox"/> Multilateral Development Banks (MDBs) or Development Financial Institutions (DFI) <input type="checkbox"/> International Organisations (IOs) <input type="checkbox"/> NGO / Foundation <input checked="" type="checkbox"/> Private sector <i>(impact investment fund, private equity fund, venture capital fund, commercial bank, corporation, etc.)</i> <input type="checkbox"/> Other: _____	
4.2. Brief description of funding / contributions <i>(e.g. name of funding institution, type of financing instrument, etc.)</i>	
Project is funded by 22 banks in Turkey, whose support is coordinated and channelled through Visa	
4.3. Available funds <i>(optional)</i>	
Amount contributed so far USD 4,000,000	
4.4. Value of project	
NA	
4.5. Description of financing/procurement process	
5. Monitoring and Evaluation	
5.1.1. Does the project / initiative / policy involve a monitoring process?	5.2.1. Does the project / initiative / policy involve an evaluation process?
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
5.1.2. Brief description	5.2.2. Brief description <i>(specify type of evaluation - process, outcome, impact – and methodology)</i>
The Project is closely monitored to assess the social and economic impact and to verify the relevance of the trainings.	An independent research group, Infakto Research Workshop, is reporting on the impact every year.
5.1.3. Lessons learned and results <i>(if applicable)</i>	5.2.3. Lessons learned and results <i>(if applicable)</i>
The trainings were modified to fit the needs of segmented target groups and to include new modules on financial management for entrepreneurship	In order to measure the economic impact of “I Can Manage My Money” project, a “what-if”

analysis was conducted by Infakto Research Workshop. The target was to estimate the possible contribution of this program to the Turkish economy, based on the data collected as part of the long-term impact assessment of the project. The estimation is based on a series of quantitative analyses. The study revealed that if I Can Manage My Money trainings were delivered to all youth between the ages of 15-30 in Turkey, there would be an additional saving between 3.4 and 8.5 billion USD, equivalent to 8 to 21 percent of Turkey's current account deficit".

6. Contact Information

6.1. Contact Information *(if there is a website of the project/policy/initiative, please include it)*

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7. Supporting material

Please provide links to or upload any further supporting materials, including: newspaper articles, case studies, toolkits, photographs, and any other relevant materials to help illustrate the project

<https://www.paramiyonetebiliyorum.net>

<http://habitatdernegi.org/projelerimiz/parami-yonetebiliyorum/>

<https://itunes.apple.com/tr/app/parani-yonet/id977138830?l=tr&mt=8> (app)

<https://play.google.com/store/apps/details?id=pixelplus.paramiyonetebiliyorum&hl=tr> (app)

https://www.youtube.com/results?search_query=parami+yonetebiliyorum

ANNEX

BoP as customer: business models that reach low-income consumers (products, services that target low-income consumers).

BoP as distributor: business models that reach low-income distributors (distribution, awareness, market building).

BoP as supplier: business models that engage source products from low-income workers and suppliers

BoP as retailer: business models that sell goods to the consumer, e.g. at the BoP

Capacity building: Lessons learned from capacity building programmes.

Corporates in inclusive business: corporate business models that engage the BoP.

Digitalisation: impact of digitalisation on business and society.

Data: Data and inclusive business. Data and the BoP.

Environmental impact: inclusive business models that mitigate or adapt to climate change.

Finance for inclusive business: finance for inclusive business, e.g. impact investing, accessing funding.

Gender: economic empowerment of women, gender issues.

Impact investing: publications from impact investors and about impact investing in general.

Inclusive business: Inclusive businesses provide goods, services, and livelihoods on a commercially viable basis, either at scale or scalable, to people living at the base of the economic pyramid (BOP) making them part of the value chain of companies' core business as suppliers, distributors, retailers, or customers. In addition to these commercially inclusive activities, businesses may also pursue broader socially inclusive goals. Inclusive business should promote sustainable development in all its dimensions – economic, social and environmental.

Inclusive business models and strategy: business-planning tools, assessment of models.

Innovation: Innovative business models, importance of innovation and how to be innovative.

Partnerships: business-to-business, business to government, or business to NGO partnerships within inclusive business models.

Policy and government: policy issues and ecosystem for IB; resources from or for donors and policymakers; policy recommendations.

Results measurement and impact: approaches to measurement of results, findings on results of inclusive businesses.

Scale: strategies for scale.

“What is IB?” : introductory literature on IB, discourse papers that define IB.