

COMPLIMENTARY TRAINING Fintech In Gender Lens

CALL FOR PARTICIPATION

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Fintech In Gender Lens

Training Of Trainers - **September 2023**





YOU ARE

- ◆ A woman in business, particularly in the fintech sector
- ◆ An executive member of a women-in-business association
- ◆ An executive member of an ICT association
- ◆ A policy maker concerned with financial inclusion
- ◆ A regulator working on the new set of laws governing the fintech sector

YOU BELIEVE IN

Fintech solutions for advancing equality in access finance?



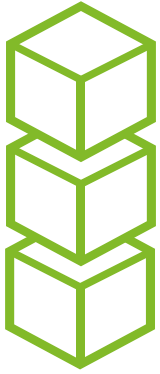
YOU WANT

To take an active part in the **emergence of an inclusive fintech sector** in the South Med?



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YOU ARE READY TO BECOME



- ◆ **An active driver of women empowerment** in the fintech sector?
- ◆ **A respected counterpart for policy makers** on fintech and gender?
- ◆ **A force of proposition** with regulators in charge of carving new laws governing artificial intelligence, big data, data protection, fintech and payment?

**Take the chance to participate in the
FINTECH IN GENDER LENS TRAINING OF TRAINERS**
- free online training with certificate-



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At the end of the training, you will:

- ◆ Be familiar with the dynamics of the fintech and payment solutions development
- ◆ Comprehend why and how fintech is not gender neutral and what should be done to ensure that fintech is inclusive
- ◆ Master tools for mainstreaming gender into fintech policies and regulations
- ◆ Be able to apply critical thinking to policies and regulations in the making
- ◆ Be able to advocate for women empowerment through fintech and access to finance.
- ◆ Better carry the flag of your community and influence policy makers.
- ◆ Be able to train your community members on the subject



ORGANIZATION OF THE TRAINING:

- ◆ **Dates:** From 15th September to 30th September 2023.
- ◆ **Format:** Seven sessions / 2 hours per session.
- ◆ **Sessions:** Online synchronous sessions, using Zoom and a participatory approach.
- ◆ **Language:** English
- ◆ **FinTech prerequisites:** Not required.

APPLICATION PROCESS:

- ◆ **Application process:** Interested candidates can apply using this [link](#) from the 31st of July to 26th of August.
- ◆ **Selected candidates** will be informed by email.
- ◆ **Number of beneficiaries of the 1st cohort:** 25 women.

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THE TRAINER

Dr Amira KADDOUR is a University Professor and Principal Researcher for Inclusive and Sustainable Ecosystem. Dr KADDOUR is editor of books and papers, president and member of networks and associations in FinTech in Africa. Her scientific research and advocacy in the field are making a remarkable impact in Africa and Middle East. Her latest study developed for the MED MSMEs Programme «[Mainstreaming the gender lens in the FinTech industry](#)» was presented during the 2023 Women's International Day event organised by the Union for the Mediterranean as a comprehensive study with impactful recommendations.

Dr KADDOUR is the FinTech in gender lens expert of the EU-funded regional MED MSMEs Programme.





WHY THIS TRAINING?

Positioned at the intersection of finance and technology, the FinTech sector is an industry driven by disruptive innovation, where technological advancements reshape financial services. However, it is crucial to recognize that the FinTech industry is not gender-neutral. Similar to the financial sector, the tech sector within FinTech remains predominantly male-dominated, highlighting the persistence of gender disparities. This gender imbalance not only hinders the industry's potential but also perpetuates the limitations of traditional financial models. In light of the rapid advancements in the sector, it is imperative to prioritize inclusivity within the FinTech industry as a pressing concern that requires immediate attention.

Addressing gender equality in FinTech encompasses various aspects, ranging from policy design to women's access to and utilisation of FinTech services, as well as their representation as women on board. Women encounter numerous barriers and stereotypes that hinder their meaningful participation in the industry. Embracing a gender transformative approach that acknowledges the intersectionality of gender within the FinTech sector is paramount. Indeed, studies highlighted that women control more than \$216 trillion in global wealth, and improving diversity and inclusion has a considerable economic payoff. According to Boston Consulting Group and UBS wealth management, this trend will increase by a compound annual growth rate of 5.7% to \$97 trillion by 2024, for every \$1 of investment raised, women-owned start-ups generate \$ 0.78 in revenue, compared to \$ 0.31 for male-run businesses. Startups with diverse teams have shown better performance. **IMF (2022)** study showed that a 1% increase in the scale of FinTech usage is associated with a 1.4 percentage points increase in the number of female workers, and 0.4% increase in the ratio of female to total employees. FinTech could thus improve female employment and reduce gender inequality.

Nevertheless, according to the [Global Gender Gap Report \(2022\)](#) we will need 132 years to reach full parity and 151 years to close the gender gap in terms of economic participation and opportunity. Although in some subindexes the report noted improvements, in other ones, there was a drop (the Economic Participation and Opportunity subindex increased from 58.7% to 60.3%, Health and Survival subindex increased from 95.7% to 95.8%, while the Educational Attainment subindex fell from 95.2% to 94.4% and Political Empowerment remained the same, at 22%), these volatile trends show that the challenge of eliminating gender inequalities will continue to be a cause for consolidation and advocacy efforts, where challenges will be more important for new emerging sectors like FinTech.





WHY WOMEN IN THE SOUTH MED REGION?

In the South Med region, FinTech is targeted by regulators as a tool to support financial inclusion and economic growth, national strategies for financial inclusion clearly highlight the relevance of digital financial services and the opportunities for vulnerable persons. However, there is a wide disparity in the legal framework level and ecosystem advancement. Despite the great potential for innovation and the existing initiatives, the FinTech industry remains uneven and has a large gap in terms of potential for investment and social welfare improvement.

Women can play a significant role in these countries to support creating an inclusive FinTech industry. Thus, this call for participation in the training of trainers aims to support the advocacy of women in business and FinTech associations so they can effectively advocate and contribute to this fast-growing field and raise awareness about the need for inclusive policies and FinTech-tailored services that satisfy the needs of women as users but also as founders.



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