

November 2015



## GIS4FI Community of Practice<sup>1</sup> Knowledge-Sharing Session Summary

The following is a brief from the first GIS-focused community of practice knowledge-sharing session on 26 November 2015. The session focused on ways to promote maximum usage of geospatial data and financial access maps by the private sector.

### Who was in attendance?

1. Access to Finance Rwanda
2. Central Bank of Nigeria
3. FSD Kenya
4. FSD Mozambique
5. FSD Tanzania
6. FSD Uganda
7. FSD Zambia
8. insight2impact

## Summary Notes

### Main discussion points of the session:

**Integrating GIS data with existing financial inclusion datasets.** As a data source, GIS amplifies the financial inclusion potential of other data, when integrated or triangulated with datasets like financial inclusion demand-side surveys (FinAccess, FinScope, Access2Financial Services, financial diaries), census data and such. For example, rather than relying on consumer perceptions of access to financial points, concrete and verified points are indicated on a map.

**Capacity in FSDs.** The capacity limitations of FSDs was a recurring concern expressed in the call. There are a number of different ways that FSDs indicated their capacity limitations:

- The skills to demonstrate the value of GIS to stakeholders, including but not limited to, FSPs.

- The skills to analyse geospatial data and/or to provide training to FSPs in the use of geospatial data.
- The ability to secure datasets with a geospatial aspect, such as the census, from the relevant government departments (e.g. statistical office) as well as broadening awareness of, and capacity to find, non-governmental data sources in other sectors, such as agriculture, which could add significant value to the financial sector, while promoting financial inclusion.

**Demonstrating the value of GIS to FSPs.** This was the theme of the session. To participate and use GIS, stakeholders – including FSPs – need to understand what is in it for them. In other words, a GIS value proposition must be created for FSPs. Ultimately, it is important for FSPs to understand the market landscape and use information such as that provided by FSPMaps to grow their businesses. Some FSDs themselves found it difficult to understand how this value proposition appeared until use cases

<sup>1</sup> **The Data Quality Community of Practice** is a grouping of technical data collection specialists within their organisations that are looking to identify innovation, best practice and challenges in data collection, both survey data and GIS data, to improve the use of data for financial inclusion.



were developed by external consultants for their own countries to use their GIS tool. These use cases were seen as the key to demonstrating the value of GIS to FSPs.

**What role should FSDs play in training FSPs in the use and application of GIS, if any?** Although there was broad consensus that FSDs have a role to play in demonstrating value of GIS to FSPs, participants questioned whether demonstrating value should extend to the training of FSPs. It was asserted that it was not within the mandate of the FSD to train and develop research and analytic capacity in FSPs. Although FSDs generate information through financial access point mapping and financial inclusion surveys, their responsibility does not extend to doing analysis for the FSPs.

**GIS value advocacy tool.** Following on from this, successfully communicating the value of GIS is seen as a challenge in transforming existing GIS tools into practical advocacy tools. This begs the question as to what such a tool would look like: would it be individual use cases developed per country or FSP per country, or an overriding tool from which generic use cases can be developed?

**Data collection is expensive.** The conversation on encouraging GIS use takes place in an environment where GIS and the creation of other data such as financial inclusion surveys is expensive. Enabling sustainable and cost-effective data collection remains an ongoing quest.

## Next Steps

Issues to be pursued by the community of practice community going forward include:

- Harmonising FSD engagement with GIS across the FSD network. This will mean defining who to involve, and include scoping and understanding the roles of i2i and FSD Africa.
- Filling capacity constraints. Identifying which capacities to focus on. How can i2i and/or FSD Africa either fill these directly

or indirectly by introducing FSDs to experts or service providers?

- Identifying how i2i can assist engagement with national statistical offices and other data providers outside of government bodies (such as the WorldPop project) to assist FSDs in securing data.

### About insight2impact

**insight2impact | i2i** is a facility advancing the use of data for financial inclusion. It was established by **FinMark Trust** ([www.finmarktrust.org.za](http://www.finmarktrust.org.za)) and **Cenfri** ([www.cenfri.org](http://www.cenfri.org)) in 2015 in response to a growing need amongst policymakers and providers for a platform to inform and support data initiatives in financial inclusion.

For more information see our website [www.i2ifacility.org](http://www.i2ifacility.org) or contact i2i community of practice and partnerships manager Mari-Lise du Preez at [mari-lise@cenfri.org](mailto:mari-lise@cenfri.org)