

Annex 3. Previous Experiences on Financial Education

In order to contribute to the implementation of the FIP, the Juntos Program requests the technical cooperation of the Institute of Peruvian Studies (IEP), with who since the year 2009 have a cooperation agreement for the development of initiatives of financial education and inclusion, in the framework of Proyecto Capital (PK). This agreement facilitated during a sustained collaboration of nearly ten years, multiple methodologies and strategies were implemented to promote financial capabilities among the women receptors of Juntos. Facing the challenge that the PIF posed in the year 2016, PK collaborated with the Juntos Program in the design of a Training Manual designed to guide the Official conceptually and methodologically during his training sessions. Therefore, for the design of the Officials' Manual, lessons are taken from the three (3) previous initiatives implemented by Juntos in coordination with PK.

- a. **Savings Promotion Pilot (2009-2010 and 2010-2012):** This program allowed the articulation of money transfers with a promotion program on the use of savings accounts. Thus, the pilot had as an objective the promotion and encouragement of the access and use of financial services among the Juntos users, especially the use of their savings account and financial saving (Trivelli, Montenegro y Gutierrez, 2011). More than 28,000 Juntos households participated, belonging to 20 districts of 7 departments (all located in the mountain zone of Peru).¹⁵ For the implementation, an inter-institutional articulation effort was made between the Juntos Program, the Banco de la Nacion, Agro Rural, the Technical Secretary of the Inter-ministerial Commission for Social Matters and civilian society, through CARE Peru and the IEP (Institute of Peruvian Studies) and through PK.

The modality was on-site workshops for groups of 20 to 30 women. Each training lasted approximately four hours with three training modules: i) the financial system; ii) the financial services; iii) the agricultural development program from Agrorural. The training must have been concluded in maximum 5 months. "The actors in charge of implementing the pilot were *the financial facilitator from Agrorural*¹⁶, in charge of awareness, training and financial support. They went to the localities to meet with each group of women every month and in each of these sessions the corresponding module was worked on. The *Local Official*, in charge of resolving users' doubts about their participation in the pilot program and to coordinate with other actors of the pilot for its execution. The *Agents/Tellers in the Banco de la Nacion*, in charge of delivering the TMC, facilitating the deposit of a part of the TMC in the savings account and providing guided tours to the BN to the beneficiaries. *The Mother Leaders of Juntos*, to help the Local Official in the monitoring of

¹⁵The intervention of the Pilot Program Promotion of Savings in Juntos Families was executed in two phases. The first was executed between October 2009 and September 2010, and benefited a total of 3,800 users of Juntos in two districts of the south sierras: Coporaque and San Jerónimo. Seeing that the results were positive, the pilot was expanded to 24 more districts and with that, benefit more than 24.366 homes in seven departments of the country executed between June 2010 and July 2012 (Gutiérrez 2018).

¹⁶ AgroRural: Organization of the Ministry of Agriculture whose mandate is to promote the development of relevant markets for the rural sectors, among them the financial. AgroRural has a specialization in financial training and awareness raising of women who belong to the rural areas.