

MICROCREDIT, EMPOWERING TOMORROW'S ENTREPRENEURS

A mobile exhibition by the European Microfinance Network (EMN)

For the 2019 edition of the European Microfinance Day campaign, EMN prepared a series of panels forming a mobile exhibition presenting the fundamentals of European microfinance. What is it? Who is it for? What is the role of the EU institutions? The exhibition was first presented during the Brussels event of the 2019 EMD, and is now ready to be shipped anywhere to help raising awareness about microfinance and its contribution to a more inclusive society.

1. WHAT IS MICROCREDIT?



This first set of panels presents a basic definition of microfinance, focussing on its core promises such as empowerment, financial inclusion, etc, together with two inspiring stories of microfinance clients in Greece and in Belgium. The main panel features two side boxes, the first one briefly telling the origins of microcredit and the second one warning visitors about what microfinance is not to be confused with, namely payday lending or handouts.

2. WHO IS MICROCREDIT FOR?



This main panel in the second set focusses on some of the typical client profiles for microfinance and the difficulties they traditionally face when applying for a loan through the conventional banking system. Each of these commonly identified difficulties is symbolised in an obstacle race separating a would-be entrepreneur from business success, accompanied with a short description. The second panel in the set features more client stories from the EMN membership while the third one gives more details about the business advice aspect of microfinance.

3. THE IMPACT OF MICROCREDIT AND THE ROLE OF THE EU



This last part begins with a panel presenting the virtuous circle created when the community invests in microfinance, that ultimately leads to a considerable return on investment for the public budget. On that same panel, the current policy framework for microfinance is detailed, touching upon the EU Pillar of Social Rights and the various Sustainable Development Goals served by microfinance. The main panel then presents the action of the EU in a schematised way, with a side box dedicated to the European Code of Good Conduct for the Provision of Microcredit. The last panel presents a series of proposals addressed to European policymakers for a more transparent and developed microfinance sector.

TECHNICAL SPECIFICATIONS

- ➔ 10 aluminium panels (dibon)
- ➔ 7 vertical panels (2m x 0.9m)
- ➔ 3 horizontal panels (1.25m x 2.5m)
- ➔ Wooden articulated clips and base

Are you interested in displaying the mobile exhibition in your country? Don't hesitate to get in touch with our Advocacy Manager, Oscar Verlinden (o.verlinden@european-microfinance.org) or our Communications Officer, Vianney Stoll (v.stoll@european-microfinance.org) for more information.