

# Measuring the impact of the 6<sup>th</sup> European Microfinance Day

## Feedback Report

As for previous editions of the EMD campaign, participants were asked to fill in a feedback form to measure both the overall outreach and to survey their perception of this initiative and identify areas of improvements for the future. 12 participating organisations out of 14 filled in and returned the form, thus providing an accurate overview.

### LOCAL ACTIONS

The highly peculiar context of this 2020 edition led to a lesser involvement of the EMN and MFC membership. With limited resources, a portion of our members understandably chose to focus on helping their clients weather the COVID-19 storm, rather than invest in awareness-raising.

The **14 participating members** were free to promote the EMD campaign, and microfinance in general, in whichever way they saw fit. However, the sanitary measures in place for the most part of 2020 prevented them from holding physical gatherings. Thus, the 50/50 split between online and physical events traditionally observed for the EMD campaign turned into a 100/0 ratio.

The nature of those events remained however rich and diverse. Some members chose to release a **short video clip** promoting microfinance, some focused on specific aspects of entrepreneurship through **dedicated webinars**, others showcased some of their **clients' successes**, and the list goes on. In total, it is **23 local actions** that were organised this year in **12 countries**, below the initial target of 30 but quite satisfying nonetheless given the exceptional circumstances surrounding this edition.

Feedback from members indicates that the response from the public to these local actions was globally positive. It was however pointed out on one occasion that this edition somehow lacked the usual sense of unity, the feeling of a truly concerted action between all participants and with the Secretariat. While the circumstances largely explain this impression, it should be kept in mind and addressed in future editions.

The concept of the EMD campaign, however, remains highly valued by the participants (**4 out of 5**).

Open comments from members include:

- *"This year's context made it difficult to organise the EMD differently. The teams were very busy in supporting our clients to restart their activities, and any physical event was cancelled."*
- *"We were pleased to be part of the local EMD actions."*
- *"It was our first social campaign. The ration effectiveness/cost has been very high."*
- *"The campaign helped us bring into the spotlight and in discussion the importance of microfinance for communities and small businesses that are struggling to grow."*
- *"The partners we had chosen to highlight are engaging and appreciate our initiative."*
- *"It worked well as it gave us an opportunity to re-engage with existing customers."*

### BRUSSELS EVENT

A feedback report dedicated to the Brussels event is available in **Annex I**. It is worth adding that it took part entirely online this year, due to the sanitary measures. With 63 participants, the event was met with a great amount of interest. The programme of the day included welcoming words

from both networks' presidents, opening remarks from **Manuela Geleng**, Director for Skills at DG EMPL of the European Commission, and a keynote address by **Joaquim Oliveira Martins**, Deputy Director of the OECD Centre for Entrepreneurship, SMEs, Regions and Cities. It also featured a high-level panel discussion on ensuring access to finance for entrepreneurs during COVID-19 and a virtual ceremony for microfinance practitioners that recently complied with the European Code of Good Conduct, with an introduction by **Nicholas Costello**, Deputy Head of Unit at DG EMPL of the European Commission.

The recording of this event is available on YouTube: <https://youtu.be/aGASsvj2HHI>

## COMMUNICATIONS KIT

On average, the satisfaction level towards the Communications Kit remained high with a **4.1 out of 5** rating. The Kit was praised for its comprehensiveness and versatility, the ability to cherry-pick based on one's communications needs being most appreciated.

The poster and tagline for this edition were positively singled out by a number of participants, who found they both echoed very well the spirit of resilience demonstrated by the sector last year and were quite inspirational.

## SOCIAL MEDIA

In terms of platforms, the sector's typical pattern could be observed with Facebook being used by **71%** of the respondents, followed by LinkedIn (**50%**), Twitter (**35%**), and Instagram (**21%**). The small variations from last year are mostly explained by the smaller number of participants for this edition.

Streamlined and harmonised data collection across those major social media platform gives us the **number of people reached**, a relatively new key metric that culminated at **150,000** for this edition, a decrease from the previous edition that is proportional to the decrease in participating members.

## ADVERTISEMENTS & MEDIA

The press release drafted by EMN/MFC and circulated to all participants did not result in as many news articles as last year. This can be explained by the absence of some members with long-standing local media partnerships (mainly in Greece and Spain) that represented a significant share of EMD-related media activity. Another factor could also be the peculiar hierarchy of information worldwide in 2020, completely dominated by core Covid-19 content. However, the efforts of our members still resulted in the publication of **15 articles** in local and national media outlets across Europe. A selection of these articles is available in Annex II.

## LESSONS LEARNT

The 6<sup>th</sup> edition of the European Microfinance Day was evidently unique. With both participation and coordination levels negatively impacted by external events, lessons can be drawn but they do not strictly pertain to the campaign itself. To name a few, this edition highlighted the importance of timing, with a short window at our disposal to organise both the campaign and the EMN Annual Conference a mere fortnight before, the relevance of ensuring a sense of unity amongst participating members, along with a myriad of technical aspects regarding communications, platforms, etc. The impact on the campaign's outreach is perceivable in the key metrics this report looked at, and while these cannot be considered new, they are certainly a useful reminder.

However, while the lessons drawn from the 5<sup>th</sup> EMD could not be applied this year they still hold nonetheless and taking them onboard will be instrumental in the success of our future campaigning efforts.

## **ANNEX I – BRUSSELS EVENT FEEDBACK REPORT**

The Brussels event is here to highlight the work done at European level in this regard. On 29 October, it served as a kick-off for our members' local actions taking place mostly in November. The programme for this online edition included welcoming words from both networks' presidents, opening remarks from Manuela Geleng, Director for Skills at DG EMPL of the European Commission, and a keynote address by Joaquim Oliveira Martins, Deputy Director of the OECD Centre for Entrepreneurship, SMEs, Regions and Cities. It also featured a high-level panel discussion on ensuring access to finance for entrepreneurs during COVID-19 and a virtual ceremony for microfinance practitioners that recently complied with the European Code of Good Conduct, with an introduction by Nicholas Costello, Deputy Head of Unit at DG EMPL of the European Commission.

### **Event feedback: general feeling about the session**

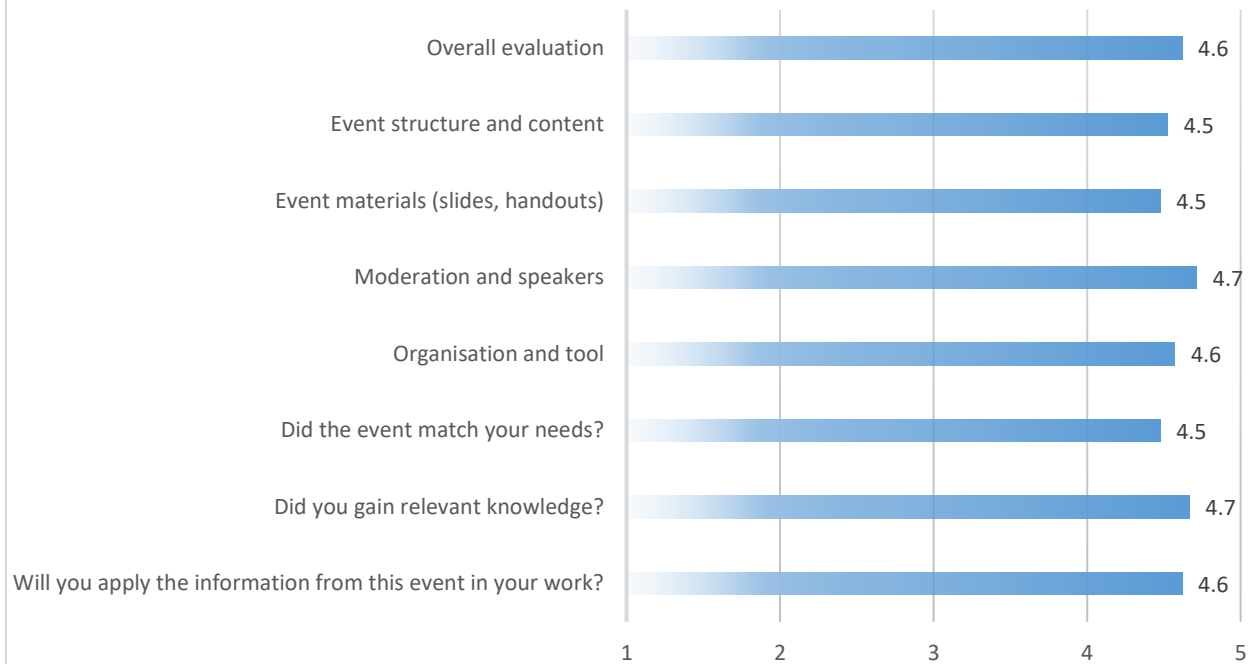
All participants were asked to provide feedback about their experience at the event. ⅓ of all attending participants, 21 out of 63, filled out the online feedback form.

Participants were asked to rate the following aspects of the event on a sliding scale from 1 (poor) to 5 (excellent):

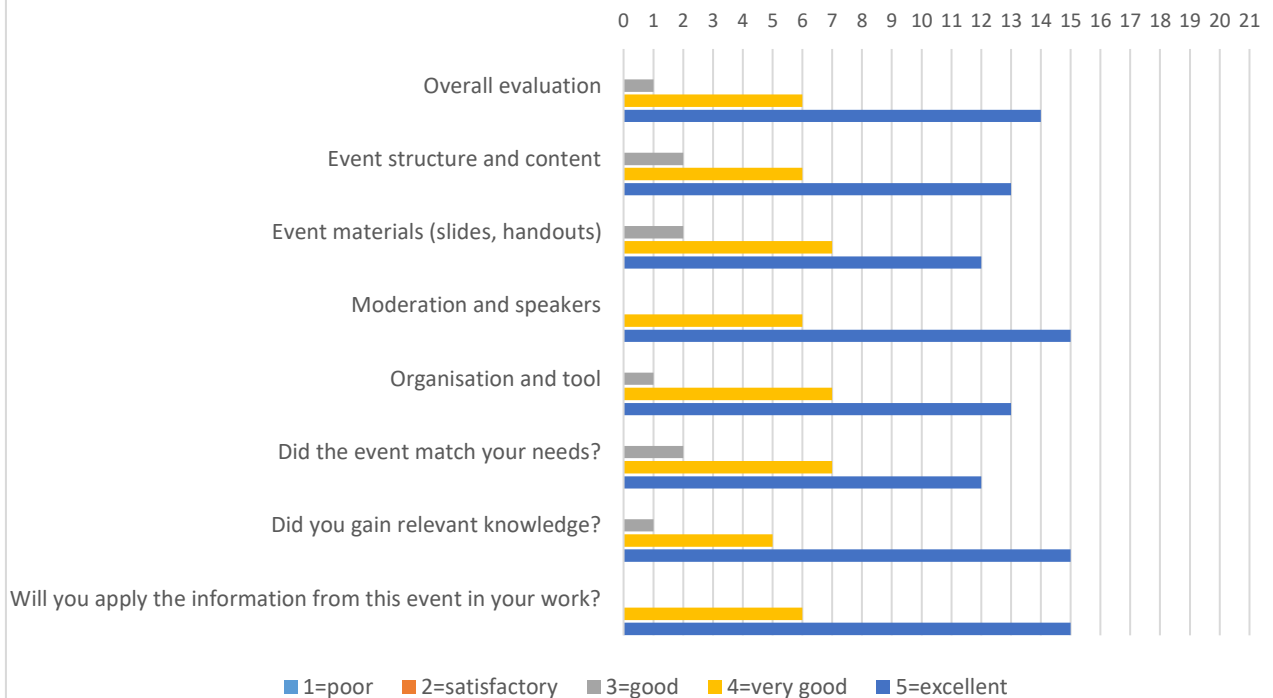
- Overall evaluation of the event
- Event structure and contents
- Event materials (slides, handouts, etc.)
- Event moderators and speakers
- Event organisation and tool
- If the event matched their needs
- If they gained relevant knowledge and information
- If they will apply the information from this event in their work?

The satisfaction survey ended with two open questions asking respondents about the topics they would like to see covered in future events and to add any other comment they may have. Answers to the former indicate a clear preference for two topics: **European funds** and the trends and evolutions in the sector regarding the **Covid-19 crisis**. Additional comments we used to congratulate the team on the [video montage](#) shown during the European Code of Good Conduct part of the event.

## PARTICIPANT FEEDBACK - OVERALL SCORE



## PARTICIPANTS FEEDBACK - FORMS



## ANNEX II – PRESS REVIEW

### Bosnia & Herzegovina

**Poslovne novine:** <https://poslovnenovine.ba/2020/11/02/amfi-mikrofinansijski-sektor-moze-biti-faktor-oporavka-privrede-od-posljedica-pandemije/>

**Poslovne novine:** <https://poslovne.com/amfi-mikrofinansijski-sektor-vazna-poluga-u-oporavku-privrede/>

**BIZNISINFO:** <https://www.biznisinfo.ba/mikrofinansijski-sektor-ima-potencijal-da-bude-vazna-poluga-u-oporavku-privrede/>

**BoljiPosao:** <http://www.boljiposao.com/clanci/vijesti/bosna-i-hercegovina/mikrofinansijski-sektor-ima-potencijal-da-bude-vazna-poluga-u-oporavku-privrede/42812/>

### Italy

**Sassari Notizie:** <http://www.sassarinotizie.com/articolo-62383-microcredito-per-le-cooperative-opportunita-per-la-ripresa-economica-della-sardegna.aspx>

**Buongiorno Alghero:** <https://www.buongiornoalghero.it/contenuto/0/3/168948/cooperative-dal-microcredito-uno-strumento-per-superare-la-crisi-video>

**PerMicro:** <https://www.permicro.it/il-microcredito-italiano-a-sostegno-del-futuro-di-tutti/>

**Città Nuova:** <https://www.cittanuova.it/covid-19-microcredito-strumento-la-crisi/?ms=003&se=009>

**Quasimezzo Giorno:** <https://www.quasimezzogiorno.org/news/tag/ritmi/>

**MECC:** <https://www.mecc-italia.eu/2020/11/06/il-microcredito-italiano-a-sostegno-del-futuro-di-tutti/>

**Uno TV:** <https://www.unotvweb.it/unonews/attualita/54-attualita/27766-il-microcredito-promosso-con-un-video-da-ritmi-e-fondazione-nashak.html>