

## FIRST EUROPEAN MICROFINANCE DAY: MEDIA COVERAGE

The First European Microfinance Day had an impact on the European media. Several newspapers, radio stations, online platforms, blogs... covered the first edition of this event, which is expected to be celebrated every year in order to give visibility to the sector by explaining its benefits as a tool to fight financial exclusion in Europe.

This media coverage compilation, still in process, only collects results including the term “European Microfinance Day”.

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BELGIUM

### PRESS

#### **Metro (Daily newspaper, French version)**

[L'UE garantit 237 millions d'euros de micro-crédits à 20.000 entreprises](#) (19/10/2015)

La Commission européenne a conclu avec six institutions de micro-finance des accords garantissant des crédits à 20.000 petites entreprises, a annoncé lundi la commissaire européenne à l'Emploi et aux Affaires sociales Marianne Thyssen, à la veille de la Journée européenne de la micro-finance.

**Belga (Belgian News Agency)** signs an article disseminated by several national media:

#### **La Libre (French speaking daily newspaper)**

[La microfinance livre ses recommandations au monde politique](#) (23/10/2015)

Le European Microfinance Network (EMN) a élaboré des recommandations au monde politique pour améliorer le système des microcrédits en Europe, alors que se tenait cette semaine la première journée européenne de la microfinance (...)

#### **Trends Tendances (French speaking Business and Finance magazine)**

[La microfinance livre ses recommandations au monde politique](#) (23/10/2015)

Le European Microfinance Network (EMN) a élaboré des recommandations au monde politique pour améliorer le système des microcrédits en Europe, alors que se tenait cette semaine la première journée européenne de la microfinance (...)

#### **L'Avenir (French speaking daily newspaper)**

[La microfinance livre ses recommandations au monde politique](#) (23/10/2015)

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### RADIO

#### **Radio Télévision Belge de la Communauté Française (RTBF) – (French speaking public broadcasting)**

[C'est la journée européenne de la microfinance, ce mardi 20 octobre 2015. C'est la première du genre et elle sera célébrée dans 15 états-membres, dont la Belgique](#) (20/10/2015)

On ne le sait pas assez, mais la Belgique est un des pays pionnier dans la micro-finance. Il y a chez nous des institutions comme Crédal, ImpulsKrediet ou Microstart qui soutiennent ceux qui peinent à accéder au marché du travail ou au crédit bancaire... [Direct link to the audio](#)

## ONLINE PLATFORMS

### **Finance Watch (Independent non-profit Members' association)**

[Microcredits in the EU](#) (30/10/2015)

Microcredits are not just for developing countries; their growing role in the EU's economy triggered the first "European Microfinance Day" earlier this month, along with calls to improve the regulatory and political environment (...)

## BLOGS

### **Microfinance Masala**

[1st European Microfinance Day "What if we could turn job seekers into job creators?"](#) (21/10/2015)

Yesterday was the first European Microfinance Day, this initiative was developed by the European Microfinance Network (EMN) and the Microfinance Centre (MFC)(...)

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CROATIA

## PRESS

### **Poslovni dnevnik (Daily business newspaper)**

[Veliki europski planovi za poticanje mikropoduzetništva](#) (26/10/2015)

(...) "Bilo mi je teško kada sam došao u Belgiju, posebno mi je bilo teško naći posao. Cijelog sam života popravljao elektroničke uređaje i taj posao zaista volim, no nisam znao kako početi u ovoj zemlji. Poznanik me uputio na MicroStart i oni su mi odobrili prvi kredit, kojim sam otvorio svoju radionicu (...) Ako želiš uspjeti, moraš voljeti svoj posao, imati dobar plan i imati pristup mikrokreditiranju", ispričao nam je svoju poduzetničku priču al-Obaidi. (...)

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CYPRUS

## PRESS

### **Famagusta Gazette (Local newspaper)**

[Microfinance a way to drive more growth in Europe](#) (27/10/2015)

The First European Micro-finance Day took place last week, with more than two-hundred attendees, including the Queen of Belgium. Marianne Thyssen says micro-financing is proven to have already created jobs, and drive more broad-based economic growth across the continent (...)

## RADIO

### **Napa Online (Local station)**

[EU showcases success of micro finance](#) (26/10/2015)

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IRELAND

## PRESS

### ***The Irish News (Daily newspaper)***

[£200 million in pot to support microbusinesses](#) (20/10/2015)

(...) On an eve of European Microfinance Day reception in Brussels last night, the initiative was endorsed by Queen Mathilde of Belgium, who met a number of female entrepreneurs including Miena Rust of Miena's Handmade Nougat Company (...)

## ONLINE PLATFORMS

### ***Engage Ireland (Communications company)***

[Wicklow nougat-maker meets Queen of Belgium for European Microfinance Day](#) (20/10/2015)

To celebrate European Microfinance Day, which takes place today (Tuesday, October 20th), a Wicklow nougat-maker has taken her business to Brussels to meet Queen Mathilde of Belgium and show how the Irish model of microfinance is benefitting more than 600 small businesses here.

### ***Department of Jobs, Enterprise and Innovation (Public institution)***

[Wicklow nougat-maker to meet Queen of Belgium for European Microfinance Day](#)

On the eve of European Microfinance Day, which takes place tomorrow (Tuesday, October 20th) a Wicklow nougat-maker is taking her business to Brussels, to meet Queen of Belgium and show how the Irish model of microfinance is benefitting more than 600 small businesses here.

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ITALY

## PRESS

### ***Verona In (Online newspaper)***

[MAG, prima Giornata europea della microfinanza](#) (19/10/2015)

Martedì 20 ottobre 2015 in Piazza Arditì a Verona: Microfinanza e inclusione finanziaria, nuove possibilità d'impresa e di lavoro (...)

### ***Vita (Magazine focused on social economy)***

[Banca Etica e la prima Giornata Europea della Microfinanza](#) (20/10/2015)

Oggi si celebra la prima Giornata Europea della Micro-finanza, organizzata da European Microfinance Network (EMN) e dal Microfinance Centre (MFC), di cui anche Banca Etica è socia. La giornata - intitolata "What if we could turn job seekers into job creators?" - ha l'obiettivo di far conoscere la micro-finanza come strumento di lotta alla povertà, all'esclusione sociale e alla disoccupazione.

### ***L'Arena (Local daily Newspaper based in Verona)***

[Il microcredito aiuta a progettare lavoro e impresa](#) (21/10/2015)

Microfinanza e Inclusione finanziaria: nuove possibilità di impresa e lavoro. Si è svolta ieri, in tutta Europa, la prima giornata della Microfinanza, occasione per diffondere la conoscenza del microcredito e momento di confronto tra operatori del settore a livello locale, nazionale e internazionale (...)

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LATVIA

**PRESS**

**Lauku Avīze (Daily newspaper)**

[ES sāk darboties jauns instruments mikrouzņēmumu un sociālo uzņēmumu atbalstam](#)

(...) To nosauc arī kā instrumentu izglītoto bēgļu integrēšanai vietējās kopienās. 20. oktobris turpmāk ES būs Mikrofinansēšanas diena (...)

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MONTENEGRO

**ONLINE PLATFORMS**

**Bankar (Financial economic platform)**

[U Briselu obilježēn Dan mikrofinansija](#) (26/10/2015)

Evropski dan mikrofinansija prvi put je obilježēn u EU 20. oktobra, a cijela sedmica proglašena je sedmicom Mikrofinansija, saopšteno je iz MFI Monte kredit.

**Analitika (Online newspaper)**

[Evropski dan Mikrofinansija obilježava se 20. Oktobra](#) (12/10/2015)

Tema manifestacije će biti mogućnosti otvaranja novih radnih mjesta kroz Mikrofinansije, te joj je naziv "Možda baš mi imamo odgovor kako nastaju nova radna mjesta". Njoj će prisustvovati visoki zvaničnici Evropske unije koji se bave ekonomskim i socijalnim razvojem, kao i visoki predstavnici Evropske Investicione Banke, Evropske komisije.

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SERBIA

**TV STATIONS**

**RTV Studio B (regional radio and television broadcaster based in Belgrade)**

[Tatjana Antić, AgroInvest Communication Manager, interviewed on occasion of the first European Microfinance Day](#)

**ONLINE PLATFORMS**

**Kamatica (Online platform focused on Finance and banking services)**

[Možda Baš Mi Imamo Odgovor Kako Nastaju Radna Mesta](#) (23/10/2015)

20. oktobra 2015 godine obeležen je Prvi evropski dan mikrofinansiranja, centralno u Briselu u organizaciji Evropske mikrofinansijske mreže (EMN) i podršku Evropske komisije i lokalno, širom Evrope, u organizaciji različitih mikrofinansijskih institucija, članova mreže.

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SPAIN

**PRESS**

**Agencia EFE (News Agency)** [signs an article](#) disseminated by several national media:

***El Economista (Daily newspaper focused on financial and business affairs)***

[El primer día de las microfinanzas se celebra el próximo 20 de octubre](#) (18/10/2015)

La Asociación Española de Microfinanzas participará el próximo martes, 20 de octubre, en la celebración del primer Día Europeo de las Microfinanzas sociales que organiza la Red Europea de Microfinanzas. (...)

***Inversión y Finanzas (Daily newspaper focused on financial and business affairs)***

[El primer día de las microfinanzas se celebra el próximo 20 de octubre](#) (18/10/2015)

La Asociación Española de Microfinanzas participará el próximo martes, 20 de octubre, en la celebración del primer Día Europeo de las Microfinanzas sociales que organiza la Red Europea de Microfinanzas. (...)

***El Diario (Daily newspaper)***

[El primer día de las microfinanzas se celebra el próximo 20 de octubre](#) (18/10/2015)

La Asociación Española de Microfinanzas participará el próximo martes, 20 de octubre, en la celebración del primer Día Europeo de las Microfinanzas sociales que organiza la Red Europea de Microfinanzas. (...)

***Diario ABC (Daily newspaper)***

[Finanzas con espíritu social: microcréditos contra el desempleo](#) (19/10/2015)

(...) Todo esto son las microfinanzas, cuyo primer Día Europeo se celebrará el próximo 20 de octubre y que en España, según fuentes del sector, carece de un marco legal y de financiación suficiente para recuperarse de la desaparición de las cajas de ahorro tras la reestructuración financiera. (...)

***La Información (Online newspaper)***

[Microbank aumenta un 25,6% los préstamos concedidos en Aragón](#) (20/10/2015)

(...)MicroBank, que se ha sumado a la celebración del Día Europeo de las Microfinanzas del 20 de octubre, dispone de una gama de productos diseñados para promover la actividad productiva y la creación de empleo (...)

***Cinco Días (Business and finance newspaper)***

[Microfinanzas, mucho más que un crédito](#) (23/10/2015)

Para cuando ustedes lean este artículo se habrá celebrado la primera edición del Día Europeo de las Microfinanzas (20 de octubre) cuyo lema ha sido ¿Y si quienes buscan empleo se convierten en los que lo crean?

***El Economista (Daily newspaper focused on financial and business affairs)***

[Clifford Chance apuesta por la regulación para impulsar las microfinanzas](#)

Clifford Chance apuesta por establecer una regulación, a nivel nacional e internacional, que facilite el impulso de las microfinanzas. Ésta ha sido una de las principales conclusiones del desayuno de trabajo organizado en Madrid por el despacho de abogados, con motivo del Día Europeo de las Microfinanzas, que se celebró el pasado 20 de octubre.

***Revista con la A (Online magazine)***

[20 de Octubre – Primer Día Europeo de las Microfinanzas](#)

Hoy, 20 de octubre de 2015, se celebra por primera vez el Día Europeo de las Microfinanzas, con el lema: ¿Y si quienes buscan empleo se convierten en los que lo crean?, promovido por la Red Europea de Microfinanzas que cuenta con el apoyo financiero de la Comisión Europea, desde la FFM Isadora Duncan nos sumamos a la celebración.

## ONLINE PLATFORMS

### **Fundación BBVA Microfinanzas (non profit institution)**

[La Fundación participa en la conmemoración del Día Europeo de las Microfinanzas \(23/10/2015\)](#)

Coincidiendo con el Día Europeo de las Microfinanzas, la Fundación ha participado en un encuentro centrado en el papel de las microfinanzas como motor de empleo y emprendimiento en una apuesta por la inclusión financiera de colectivos en situación de vulnerabilidad o con dificultades para superar las barreras de acceso a servicios financieros básicos y al que asistieron más de treinta representantes de grupos de interés en las microfinanzas en España.

## BLOGS

### **Françoise Clementi (Consulting services specialised in Microfinance)**

[El día Europeo de la Microfinanza \(27/10/2015\)](#)

El primer “Día Europeo de la Microfinanza” se ha celebrado el día 20 de octubre de 2015.

El acto de inauguración organizado por la “European Microfinance Network”, el “Microfinance Centre” y patrocinado por el Banco Europeo de Inversiones, tuvo lugar en Bruselas.

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UNITED KINGDOM

## ONLINE PLATFORMS

### **Omagh Enterprise (Business Startup support company)**

[£200 Million in Pot to Support Microbusinesses](#)

(...) “Micro-finance will develop in a very important way in the future as a complementary partner of the bank sector which, due to its regulatory frameworks, cannot always reach the most deprived,” said Patrick Sapy, president of the European Microfinance Network (...)

## MEDIA COVERAGE BY EMN MEMBERS

Some EMN members also covered the First European Microfinance Day linking the event with their respective local actions. Press releases and videos were disseminated:

**ADIE (FRANCE)** - [20 octobre - Journée Européenne de la Microfinance](#) (Press Release)

**ASOCIACIÓN ESPAÑOLA DE MICROFINANZAS (SPAIN)** – [Jaime Durán Navarro on the occasion of the First Microfinance Day](#) (Video) | [Jornada sobre Microfinanzas para celebrar su primer Día Europeo](#) (Video)

**DEUTSCHE MIKROFINANZ INSTITUT (GERMANY)** - [Die Mikrofinanzierung etabliert sich im europäischen Finanzsystem](#) (Press Release)

**FAIR FINANCE (UNITED KINGDOM)** - [Fair Finance and 390,000 businesses across Europe celebrate the first European Microfinance Day!](#) (Press Release)

**HUNGARIAN MICROFINANCE NETWORK & FEJER ENTERPRISE AGENCY & CREDINFO (HUNGARY)** - [Tibor Szekfu on the occasion of the First Microfinance Day](#) (Video)

**PARTNER (BOSNIA-HERZEGOVINA)** - [Evropski dan mikrokreditiranja](#) (Press Release)

## MEDIA COVERAGE BY EMN

The European Microfinance Network published two press releases before and after the opening session organised on the 19<sup>th</sup> October on the occasion of the First European Microfinance Day:

[More than 125,000 micro-entrepreneurs celebrate the European Microfinance Day - 19/10/2015](#)

[Microfinance: lending for jobs, not for profit - 20/10/2015](#)