

3rd EUROPEAN MICROFINANCE DAY

Results and Impact report



November 2017

Contents

I. Introduction 3

II. Communication Kit 4

III. Videos..... 5

IV. Local Action..... 6

V. Social Media campaign driven by EMN - MFC..... 9

VI. Media coverage 11

VII. Concept and Campaign: members’ feedback..... 12

VIII. Conclusion 12



I. Introduction

The European Microfinance Network's (EMN) mission is to advocate on behalf of the microfinance sector, as well as to facilitate capacity building at a European level by promoting transparency, best practice, good governance and research among social purpose organisations who provide financial services to the underserved or who facilitate access to such services.

The Microfinance Centre's (MFC) mission is to contribute to poverty reduction and the development of human potential by promoting a socially-oriented and sustainable microfinance sector that provides adequate financial and non-financial services to a large number of poor families and micro-entrepreneurs.

As part of their missions, EMN and MFC, in cooperation with the members of both networks in the European Union held the 3rd European Microfinance Day (EMD). Every year, the official European Microfinance Day is on the 20th October. Previously, promotional efforts were carried out in the run up to and during the month of October. This year however the focus was placed on an online campaign which ran between the 2nd and 27th October.

The aim of the 3rd edition of the European Microfinance Day was to raise awareness at European level of the existence and added-value of the microfinance sector in its fight against social exclusion and unemployment.



II. Communication Kit

We asked our members to provide their feedback on the communication kit, which contained the visuals of the 3rd EMD: the official poster of the 3rd EMD (translated into the languages of the members involved), web banners, EMD logo and email signature.

From 0 (not useful at all) **to 5** (very useful), **members rated the communication kit** with an average of **4.07**.

It is important to note, however, that only 14 members sent back the feedback form, so the information shared cannot be considered exhaustive.

- The kit received very good comments about its design and useful content.
- However, members asked for future additional content, more specifically a header image for Facebook and Twitter.
- Members also requested an option to edit the date on the visuals, since some do not always organise an event on the 20th October but rather during other periods of the month.
- Another suggestion for visual material was a video explaining the European Microfinance Day.
- During the webinar organised to present the final results, it was commented that the visuals of the three editions were too similar and that, from a design perspective and to avoid confusion, there should be more differences between the visuals.

The items in the communication kit that members found the most useful were the web banners and posters followed by the logo and electronic signature.



III. Videos

At the beginning of the campaign, EMN and MFC asked their members to send some video inputs to support the online campaign of the 3rd European Microfinance Day. Members were asked for a short message explaining how they would contribute to the topic of the 3rd EMD “Fair Finance for All”.

Nine videos were received from EMN & MFC members.



These videos were shared on the social media channels of both networks during the 3 weeks prior to the 20th October. During the month of October, the videos were watched **1,320 times** on **Facebook**¹, where they received **99 likes**. On **Twitter**, the videos were published by EMN and MFC, were **retweeted 40 times** and received **35 favs**; nevertheless, both numbers might be higher since we can only measure the impact of our own posts (we do not know if a retweeted video was tagged as fav or was retweeted again). The most successful video in terms of views, shares and likes was Qredits', which included a promotional call to action (*first 50 likes will receive a free online training*).

¹ Facebook counts three seconds or more of a playing video as a view

IV. Local Action

This year members were free to promote the EMD in whichever way they felt fit. Most of them chose to do so online by sharing content about Microfinance on their website and on their social media pages. Some also held events, workshops and conferences. In other cases, members made a concerted effort to promote microfinance and its products to clients and to the greater public through press releases, blog launches and speed dating business meetings.

As most members involved in the campaign carried out various local actions during different periods of time it is impossible to provide a comparison of the impact of these activities. However, all of the events and workshops brought together over 300 people and online activity reached over 60,000 people.

Feedback from members also suggested that there was a positive response to the different actions. Members commented that people were interested and willing to learn more about microfinance. In their view, the objective of bringing more attention to the sector was accomplished. Local action undertaken was diverse, but if we only refer to concrete and tangible activities, then we can state that **20 EMN-MFC members** from **13 European countries** were directly involved in a total of **18 local actions**.

- Looking at those who were involved in the campaign via online promotion (i.e. Nantik Lum from Spain, European Microfinance Platform from Luxembourg or Scotcash from the UK), the sending of videos (Erste Group from Austria), the very active social media strategy (Banca Etica from Italy), **the number of members involved in the 3rd European Microfinance Day increases significantly** and we can talk about **28 EMN-MFC members from 15 European countries involved in at least 26 local actions**.

Here are some examples of local actions carried out by members:





- Conference
- Radio interview

80 participants



in cooperation with

HELEXPO

- 3 parallel workshops
- Business Speed dating

155 participants



- Open House Day*
- the House of Microfinance
- micro-entrepreneurs market

100 visitors



- Workshop
- TV Show on the National Television

14 participants



Special event in Siracusa

50 participants



- Promotion of MF to clients
- Study visits for students



Event: Presentation of the study on "The socio-economic impact of microcredit in Belgium"



il microcredito in italia

Participation in the event organised by RITMI



As stated, many members were involved in the campaign in different ways, and the support to the online campaign stands out amongst them all. When considering the figures, around **28 EMN-MFC members supported the online campaign.**



Publication of an advert on a website, promotion of the EMD on social media, online promotional activities, launching of a blog: these are just some of the activities carried out by our members in the online sphere.

The social media platforms that were the most used were, without a doubt, Facebook and Twitter.

The duration of social media campaigns varied from one day to one full month. Some members decided to concentrate their campaign on the 20th Octobers, while others focused on the weeks running up to the official date or the whole month.

Most of our members’ social media activity received strong engagement. Moreover, 60% of members said that the EMD saw more movement and engagement from their online community compared to their other campaigns.



V. Social Media campaign driven by EMN - MFC

This year the European Microfinance Day once again created noise on social media and encouraged a high level of engagement. By monitoring the official hashtag that was used, it is possible to show that the campaign reached a wide, international audience.

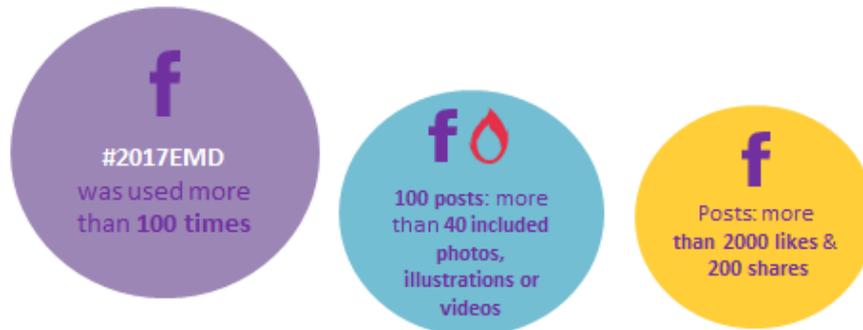
While the use of the official hashtag was lower this year than previous years, it would not be appropriate to compare the different campaigns given that this year the EMD campaign was concentrated in a shorter period, there was no central event in Brussels, and the main focus was on our members.

This year, members were clearly keen to be active online and to create their own content for social media posts etc, only using the documents and visual content provided by EMN-MFC as a support. This year the goal of placing the members at the centre of the campaign was a success.

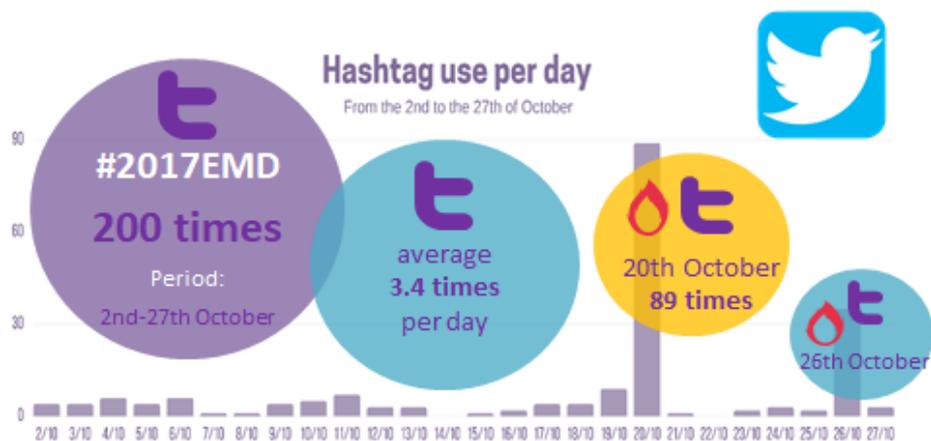
IV. SOCIAL MEDIA CAMPAIGN: CHANNELS MOST USED



SOCIAL MEDIA CAMPAIGN: FACEBOOK



IV. SOCIAL MEDIA CAMPAIGN: HASHTAG USE



The hashtag was used on average 3.4 times per day during the whole period of the campaign. On the official day of the EMD (20th October), the hashtag was used 89 times. This was to be expected given that many members held events on this day and were therefore active online. The second day with the highest number of uses was the 26th October; this can be linked to the fact that there was another event held on this day by Fundación ICO in the scope of the EMD.

#weallcount

This year a second hashtag was created for the online campaign: #weallcount. The hashtag was used more than 50 times, often paired with the #2017EMD. It wasn't used as much as the first but this can be attributed to the fact that this year was the first time it was used and those regularly involved in the EMD were not used to it.

VII. Concept and Campaign: members' feedback

The members felt that the activities were adequate and useful, and evaluated the EMD to be a good concept, ranking it on average 4.1/5.

When asked if they would change anything, many suggested that the central event should be maintained. Further, they asked for more data on the impact of microfinance in Europe as well as more success stories from clients so that this could be used during conferences and also on social media.

Lastly, it was also felt by members that EMN and MFC weren't particularly active or involved in this edition of the EMD and they also felt at times like they were being overloaded.

They also recommended improving and increasing the communications from EMN and MFC to the general public, since both networks are not very known outside the microfinance sector and it can therefore be hard to attract participants to local activities.

VIII. Conclusion

In general terms, the campaign for the 3rd EMD can be considered positive. Despite the difficulties that the lack of a central event could have brought in terms of engagement, a significant number of members from both networks got involved as best they could and according to their time and resources.

We can state without a doubt that the main purpose of the campaign - to draw attention to members' work - has been accomplished. Members became the central players of the 3rd European Microfinance Day, as reported in the media.

While the impact of the common social media campaign cannot be considered decisive in terms of the engagement of the general public, the **strong** involvement of EMN-MFC members must be highlighted.

This last edition of the European Microfinance Day encourages both networks to reflect carefully on the next edition and the challenge of better involving the general public in the celebrations of the 4th European Microfinance Day.