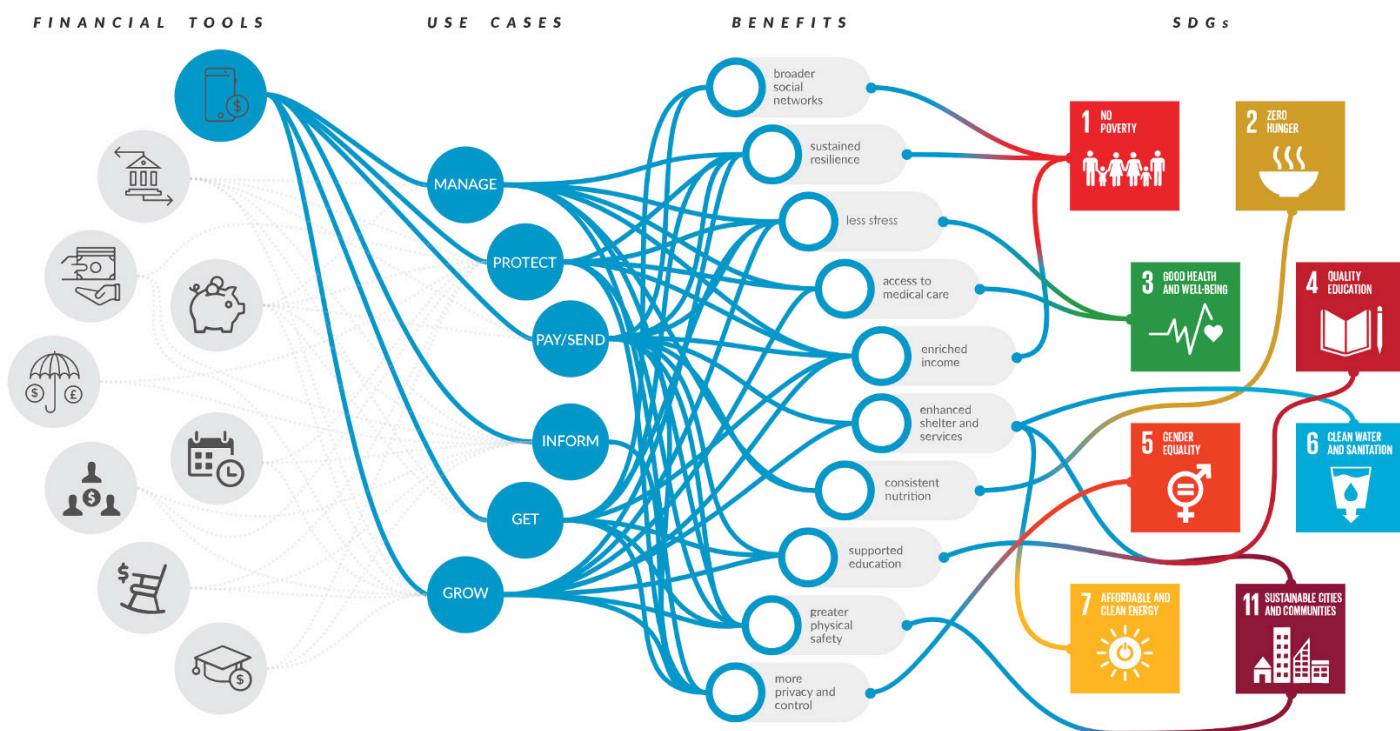


# PATHWAYS TO CUSTOMER IMPACT: MTN MoMo

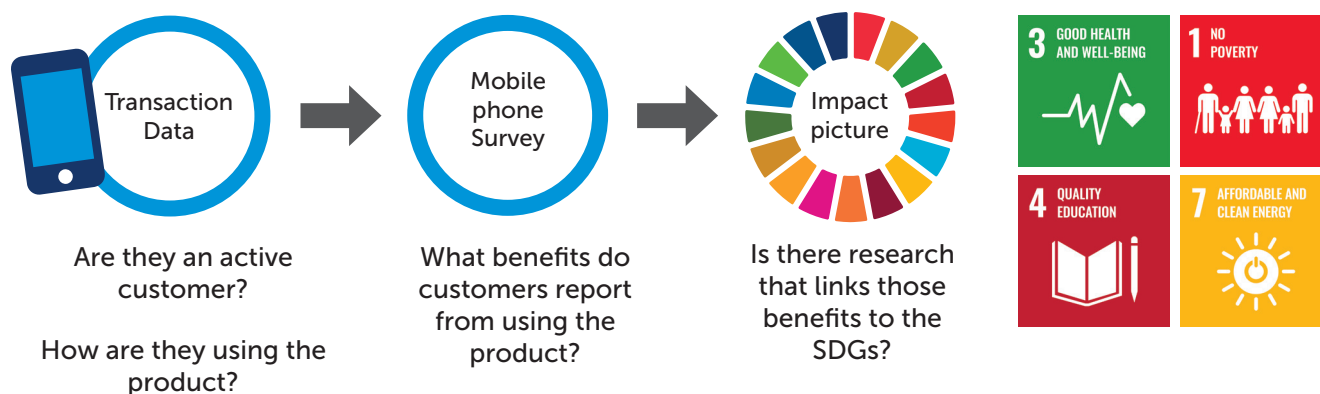
MTN MoMo is a mobile money wallet available to customers in Zambia since 2011. It allows people to send and receive money, top up Airtime and data, apply for loans, access solar power, and more.



## HOW DOES THIS METHODOLOGY WORK?

The Impact Pathways approach provides a 'light' way to measure how investments in digital financial services can benefit individuals and ultimately meet the SDGs. By using the toolkit, programs and financial institutions have access to a relatively fast and low-cost way of understanding the impact of a range of interventions early on in a project lifecycle.

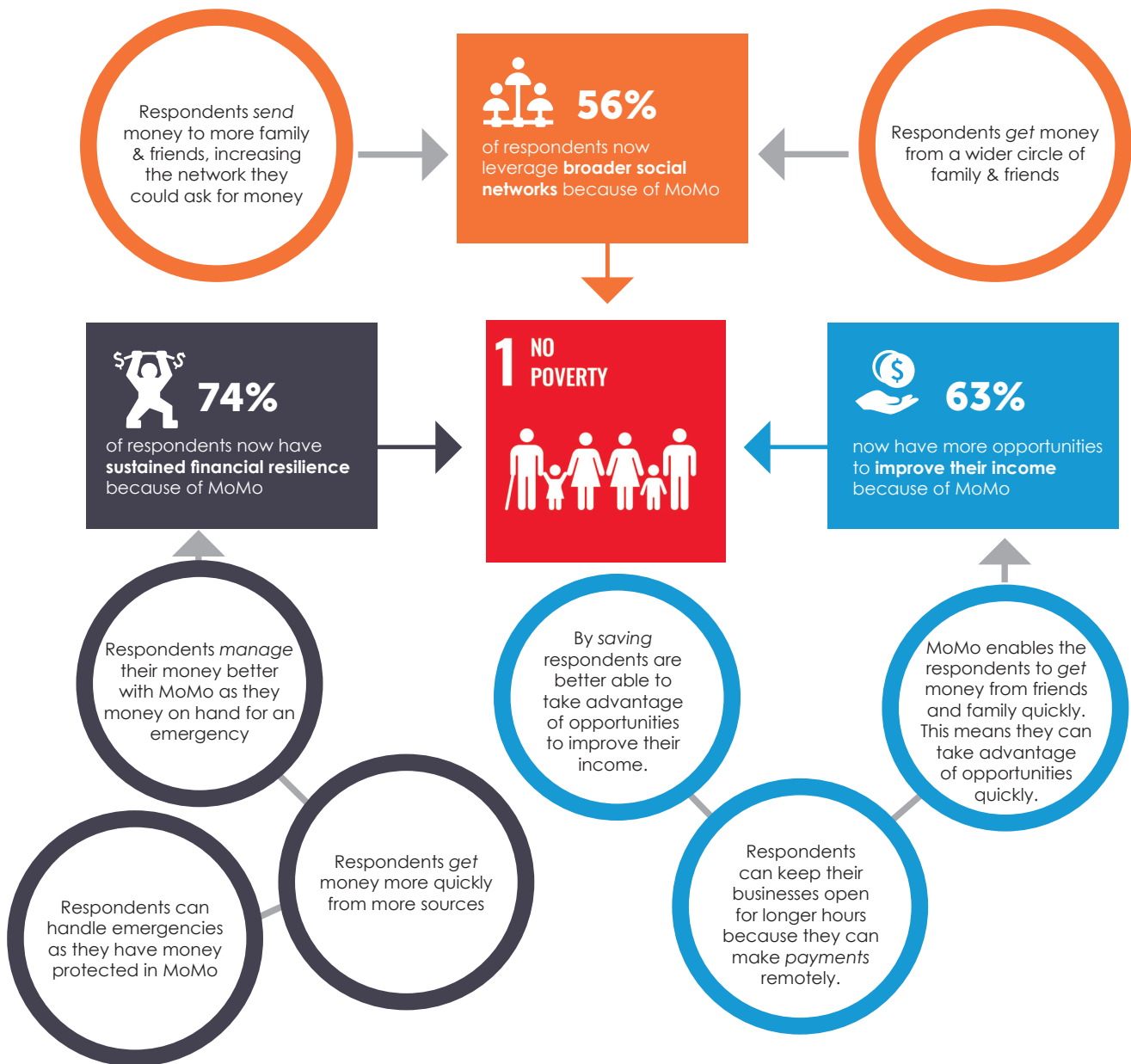
As the infographic below shows, there are three distinct sub-journeys, each with their own measurement method. First, transaction data from service providers is analysed to identify the ways in which customers use these services. Then, the survey asks customers who use their account in the different ways shown in the infographic above how they used to do the same transaction before they started using MTN MoMo. Respondents are then asked whether using MTN MoMo gives them a benefit - such as receiving money from more friends & family - compared to their previous way of doing that transaction.



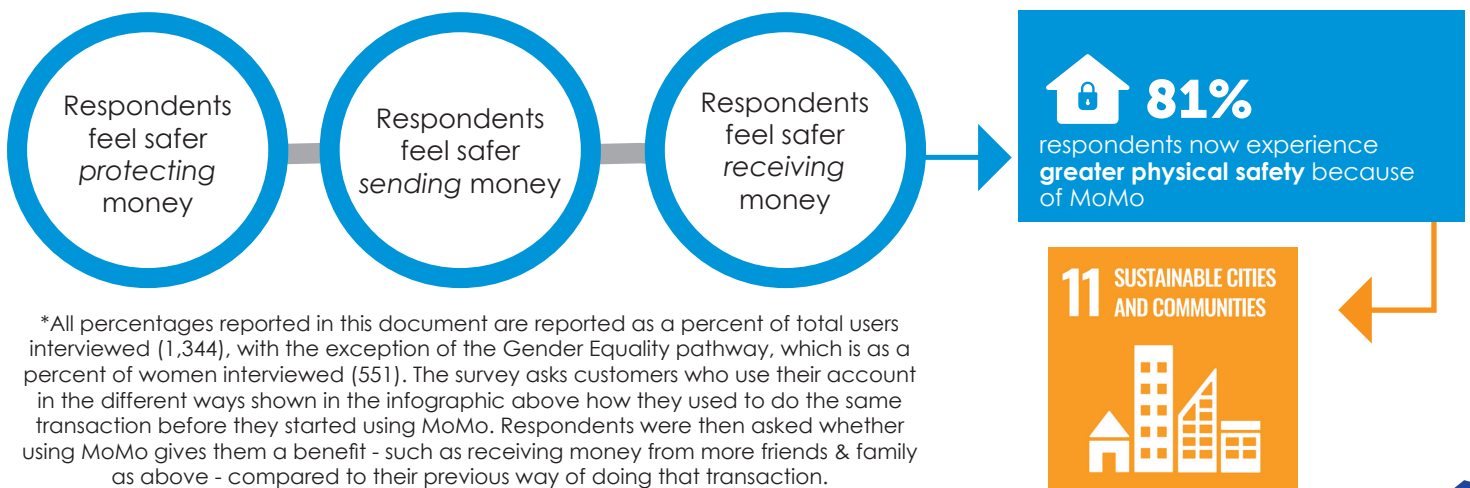
In this explainer tool, you can see the pathways between MTN MoMo and the SDGs. This starts with the beneficial ways in which people use MTN MoMo. This is shown in the white boxes on the left-hand of the pages below. It then shows the percentage of respondents who reported a benefit from the combination of those different use cases. This is represented in the coloured boxes. It then indicates which SDG this benefit leads to. This explainer tool, therefore, allows you to see a representative proportion of people from the case study who may experience progress towards a specific SDG, or SDGs. To learn more about the connection between these benefits and the SDGs please refer to the Toolkit.

MTN MoMo helps users to get out and stay out of poverty, thereby helping them to advance towards **SDG 1: No Poverty**. Mobile money allows people to send and receive money from even distant friends and family, thereby broadening their social networks. **These networks help them in times of financial need.**

- The ability to **manage** and **protect** money allows people to prepare for an emergency meaning unexpected costs don't force them into poverty. MoMo also allows them to **get money** more quickly from various sources .
- Having a ready store of money, or the ability to receive money from friends and family, allows people to invest in **opportunities that increase their earnings**. People also **earn more** by being able to work longer hours due to time saved making payments remotely.

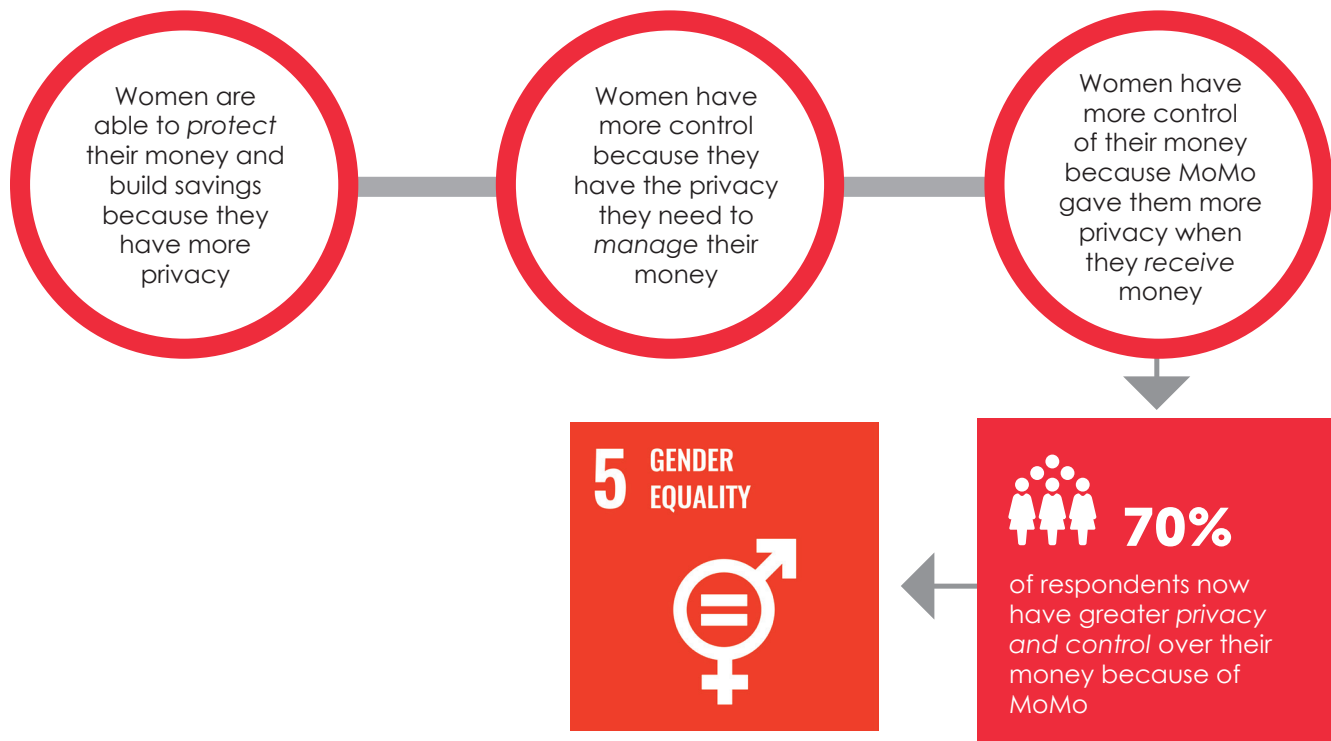


**Safer communities** are a key component of **SDG 11: Sustainable Cities and Communities**. MoMo means that people no longer have to carry large amounts of cash or keep cash at home. Research has shown a clear correlation between fewer people carrying significant amounts of cash and a decline in crime.



\*All percentages reported in this document are reported as a percent of total users interviewed (1,344), with the exception of the Gender Equality pathway, which is as a percent of women interviewed (551). The survey asks customers who use their account in the different ways shown in the infographic above how they used to do the same transaction before they started using MoMo. Respondents were then asked whether using MoMo gives them a benefit - such as receiving money from more friends & family as above - compared to their previous way of doing that transaction.

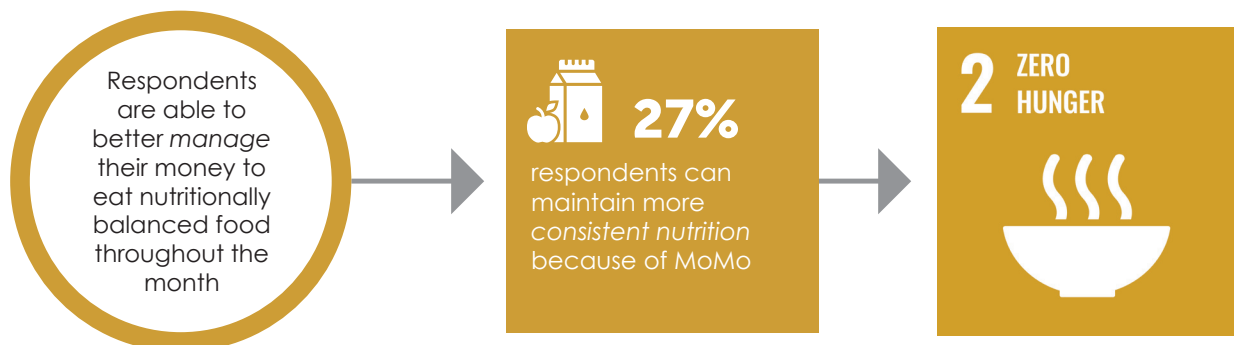
In low-income households, women rarely earn much of their own money and when they do, they usually don't have a say in what is done with it. When women do receive money, having it in cash makes it difficult for them to keep both earnings and savings private. Being able to have control over money is important as women tend to be the ones who make the budget stretch over the month, as well as the ones who can come up with money for emergencies quickly. Women having more control over their money contributes to progress towards **SDG 5: Gender Equality**.



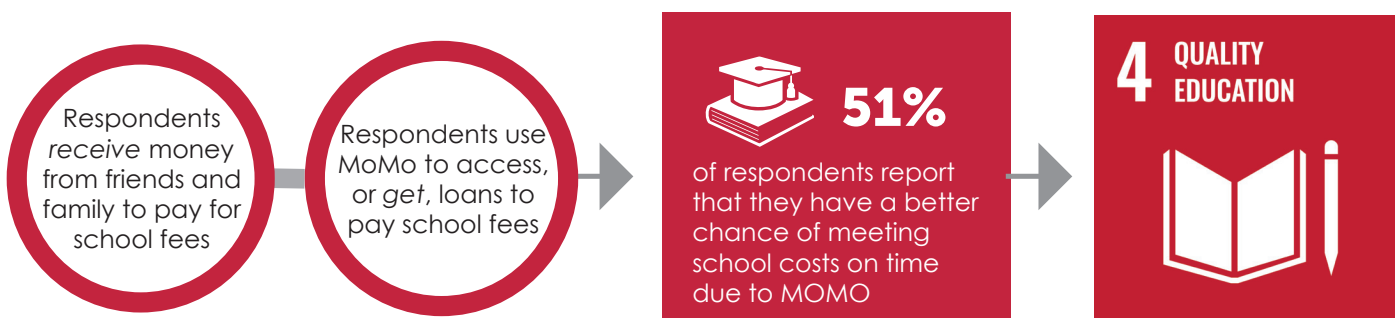
Poverty can have an impact on health. Stress caused by worries about finances can lead to a number of illnesses, and lower-income people may not have the funds to visit medical professionals. Knowing you can manage your finances can lead to a greater sense of wellbeing, a key component of **SDG 3: Good Health and Wellbeing**. MoMo has the biggest impact on users' levels of stress out of the four financial tools studied as a part of this project.



Nutrition: In poor households, there is a challenge not simply in having enough to eat but having good nutrition throughout the month. Typically, when households receive their salary, or government transfer, or monthly remittance from their relative, they will immediately use the money to do a big shop and stock up on food for the month. Through the month, the variety and quality of food decreases until the last week. But by being able to save money and not have as cash in the house, it can be more easily “earmarked” for household food purchases when the household is in desperate need of food. Being able to make nutritious food last through the month is one of the **SDG goals of Zero Hunger**.



**Quality education** cannot happen if children are not able to stay in school. Children might be sent home for not paying fees or other costs, interrupting their learning. If parents can receive money quickly and reliably from family and friends, or from a loan, then this can be avoided. In this way MoMo leads to **SDG 4: Quality Education**.



By enabling households to invest in better energy, sanitation and housing MoMo leads to **enhanced shelter and services**. **Improved sanitation** has a clear link to progress towards **SDG 6: Clean Water and Sanitation**, and access to **solar energy** provides safer, cleaner and ultimately more hours of electricity per day, leading to **SDG 7: Affordable and Clean Energy**. By helping people to improve their current housing, or move to better housing, loans through MoMo help to improve housing as a whole, which is a key element of **SDG 11: Sustainable Cities and Communities**. While the total percentage of users who experienced this benefit is only 5% this illustrates how added product features can benefit users.

