



### Zeepay Ghana partners with UNCDF under the GrEEEn Project to reach the last mile

Zeepay Ghana will bring financial services to the last mile in Ashanti and Western regions thanks to the EU-funded project “Boosting Green Employment and Enterprise Opportunities in Ghana – (GrEEEn)”, in partnership with United Nations Capital Development Fund (UNCDF). The project aims at creating greater economic and employment opportunities for youth, women and returning migrants by promoting and supporting sustainable, green businesses in selected regions (Ashanti and Western).

Thanks to UNCDF partnership, Zeepay will increase last mile access and usage of financial services for vulnerable groups in selected districts in Ghana with the objective to reach more than 20,000 underserved clients.

The UNCDF technical and funding facility will not only support efforts to provide financial services, but facilitate consumer education on digital financial products, financial literacy training as well as job creation for the indigenous in certain remote areas in 10 selected districts in Western Region and Ashanti Region where access and usage of financial services are a challenge. The districts are Adansi South, Offinso North, Ejura Sekyeredumase, Sekyere Afram Plains, Ahanta West, Wassa Amenfi East, Offinso Municipal, Nzema East, Jomoro, and Sekyere Kumawu.

Through its *Mobile for Development* solution, Zeepay will offer a 3-in-1 bouquet of financial services aimed at 1) reaching underserved sections of the population 2) creating jobs and 3) promoting digital financial services. Zeepay will conduct sign up exercises for the Zeepay mobile money wallets in targeted communities offering them financial services such as Zeepay’s Remit2save and microinsurance. Remit2save provides Zeepay wallet holders the opportunity to save and earn up to 5% cash bonus incentive on funds in their mobile money wallet. Subscribers from these communities will receive a microinsurance coverage as an incentive to build and maintain a healthy saving habit. Beneficiaries of the microinsurance receive up to GHS 5,000 monthly coverage should there be dread diseases.

“Insurance is about protection, however, over the years we have realized that most insurance companies tend to focus on cover with less emphasis on protection,” Zeepay Managing Director Andrew Takyi-Appiah said. “We are delighted that out of remittance we can scale to achieve insurance protection for the bottom of base and would like to thank UNCDF for supporting us to achieve this milestone.”

###





## **About Zeepay**

Zeepay is the fastest growing mobile financial services company across Africa with operations in Ghana and the United Kingdom and terminating to 20 countries across Africa with termination agreements in over 90 jurisdictions globally. We specialize in remittance termination into mobile wallets and are completely network and partner agnostic. We are a wholly owned Ghanaian company and regulated in the UK by Financial Conduct Authority-FCA #592538 and in Ghana by Bank of Ghana- PSD/ZGL/20/03 under the Payment Systems and Services Act, 2019 (Act 987). Zeepay supports Sustainable Development Goals (SDG) 3 and is considered a Financial Inclusion Company positioned to improve last mile access. Visit [myzeepay.com](http://myzeepay.com) for more information.

## **MEDIA CONTACT**

Zeepay

Morkor Quarshie

[mquarshie@myzeepay.com](mailto:mquarshie@myzeepay.com)

## **About the GrEEEn Project**

The “Boosting Green Employment and Enterprise Opportunities in Ghana – (GrEEEn)” is a four-year action from the European Union, the Embassy of the Kingdom of the Netherlands in Ghana, UNCDF and SNV. The project aims at creating greater economic and employment opportunities for youth, women and returning migrants by promoting and supporting sustainable, green businesses in selected regions (Ashanti and Western). GrEEEn is implemented under the European Union Emergency Trust Fund (EUTF) for Africa. Visit <https://www.uncdf.org/green>.

## **About UNCDF**

The UN Capital Development Fund makes public and private finance work for the poor. UNCDF offers “last mile” finance models that unlock public and private resources, especially at the domestic level, to reduce poverty and support local economic development. UNCDF’s financing models work through three channels: (1) inclusive digital economies, which connect individuals, households, and small businesses with financial eco-systems that catalyze participation in the local economy, and provide tools to climb out of poverty and manage financial lives; (2) local development finance, which capacitates localities through fiscal decentralization, innovative municipal finance, and structured project finance to drive local economic expansion and sustainable development; and (3) investment finance, which provides catalytic financial structuring, de-risking, and capital deployment to drive SDG impact and domestic resource mobilization. Visit [www.uncdf.org](http://www.uncdf.org)

