

FINANCIJSKA PISMENOST I POTROŠAČI

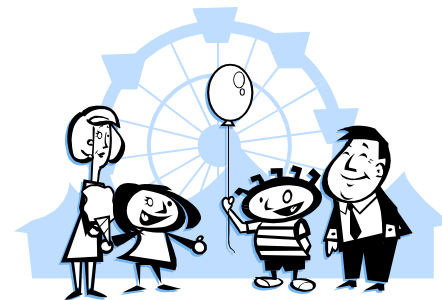


FINANCIJSKA PISMENOST



Planiranje – budućnost
Mirovina
Održivost
Prevare
Stabilnost, zadovoljstvo

eng. financial literacy, personal finance



FINANCIJSKA PISMENOST

DIONICI ?



POTROŠAČI

FINANCIJSKE INSTITUCIJE

REGULATORI

FINANCIJSKO OBRAZOVANJE

TKO, ŠTO, KAKO, TROŠAK, REZULTATI ?

FINANCIJSKA PISMENOST

OECD

2005 Preporuke- Recommendation on Principles and Good Practices for Financial Education and Awareness” – savjeti vladama

2006 publikacija Importance of Financial Education

2009 publikacija Recommendation of the Council on Good Practices on Financial Education and Awareness Relating to Credit

2011 G20 PRINCIPLES finansijske zaštite potrošača
G20 High-Level Principles on Financial Consumer Protection

IGFE International Gateway on Financial Education

OECD -ov projekt finansijskog obrazovanja, umrežavanje, podizanje

Obrazovanje potrošača

Zaštita potrošača



FINANCIJSKA PISMENOST

EU 27 – finansijska pismenost svevažnija

2006 SURVEY OF FINANCIAL LITERACY SCHEMES IN
THE EU 27

DOLCETA EU – 2 modula, online

(1) pravapotrošači (2) finansijske usluge



EurActiv (istraživanje rezultati)



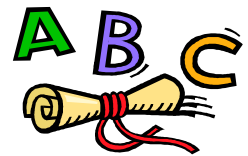
Projekt ABI - Talijanska druga banka



FINANCIJSKA PISMENOST

■ EU

- Grupa stručnjaka za financijsko obrazovanje
(Expert Group on Financial Education)
- Zaključci od 17.12.2010.
 - Komisija “katalist” za pritisak prema državama članicama
 - Trenutak zauč enje (teaching moment) – “kriza”
 - Potreba za dodatnim inicijativama
 - Iskorištavanje resursa EU supervizora
 - Pregled nacionalnih strategija



■ VLADA RH – Zaključak 154. sjednice Vlade

- Nacionalni strateški okvir financijske pismenosti – Ministarstvo financija



FINANCIJSKA PISMENOST

- EU politike–budućnost (Ekspertna grupa)
 - Novetehnologije “online”
 - Novi mediji “newmedia”
 - Fokusna mlade

"Financial capability"



MIKROFINANCIRANJE MIKROKREDITIRANJE





Ponuda financiranja, štednje ili drugih financijskih usluga milijunima ljudi koji su presiromašni da im banke ponude uslugu, primarno jer nemaju dovoljno adekvatan zalog (van Maanen)

MIKROFINANCIRANJE

MIKROKREDITIRANJE



Microcredit is defined by the European Commission, as a **loan under € 25,000** to support the development of self-employment and microenterprises. It has a double impact: **an economic impact** as it allows the creation of income generating activities and **a social impact** as it contributes to the social inclusion and therefore to the financial inclusion of individuals.

Sirovaštvo

Doniranje **nije** odgovor

Mikrofinanciranje **je** odgovor

Nepristupačne financijske usluge

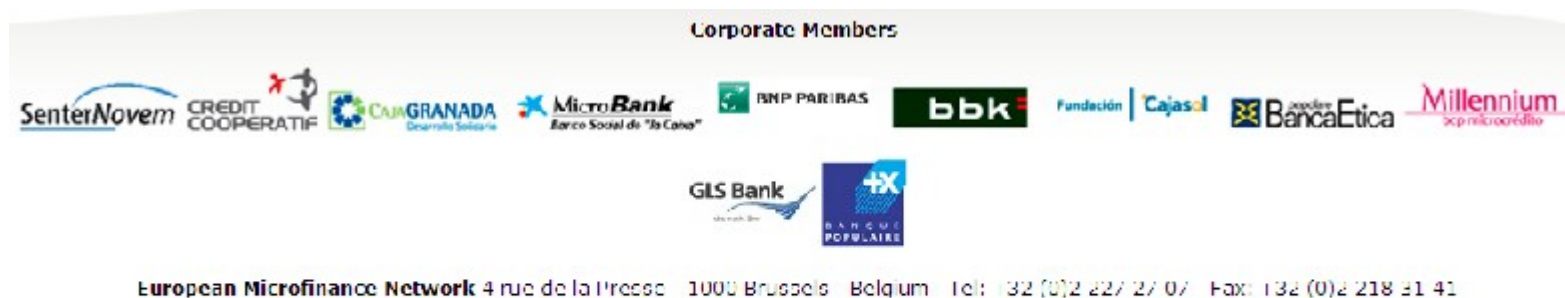
Nedostupan financijski sustav

▪ “banking the unbankables”



MIKROFINANCIRANJE

- European Microfinance Network
- Mikrokreditiranje *Microcredit*
- Mikroosiguranje *Microinsurance*



EMN receives funding from the European Commission within the frame of the European Community Programme for Employment and Social Solidarity (2007-2013). The content of this website lies with the sole responsibility of EMN and the Commission is not responsible for any use that may be made of the information contained therein.

MIKROFINANCIRANJE

MIKROKREDITIRANJE



- Dioničari
- Izvanfinancijski htkova
- Neadekvatna kreditna sposobnost i zabranke fin. inst.
- Slobodno djelatnosti, Individualna poslovanje, Mikro poduzeća, ... SV I
 - Nezaposleni, izmeđuposlova, djeteljske situacije



MIKROFINANCIRANJE (def.)

Zemlje u razvoju

Siromaštvo, rub egzistencije, potpuna izoliranost od financijskih tokova
Smanjenje siromaštva, dostupnost financiranja

Socijalna inkluzija

EU i razvijenije zemlje

Djelomična izoliranost, nemogućnost financiranja po klasičnim
bankovnim uvjetima

Poduzetništvo – i pojedinci i mikropoduzeća

Financijska inkluzija

Poslovne prilike, (Samo)zapošljavanje

“It was long thought that microfinance was limited to developing countries”*

However, **microfinance in Europe** has its own very specific history which characteristics and challenges differ, of course, from microfinance in the world, but which fight against poverty and social exclusion is the same. (EMN)



MIKROFINANCIRANJE

Dobre strane

- Smanjenje siromaštva
- Dostupnost financiranja
- Humani (tarni) aspekt

Kritike

- Visoki troškovi (kta%)
- Rizici
- Ponekad ne transparentnost
- Iluzija smanjenja siromaštva



Pitanja

- Kako 'siromašni' upravljaju financiranjem

MIKROFINANCIRANJE - primjer



Princip









- Osobni odabir
- 'peer-to-peer'
- \$25 min.
- Lokalni partneri
- Internet, mobilne aplikacije, kreditne kartice

Prednosti

Kritike 37%

Find a Partner 9 Partners

Filter by: Eastern Europe Risk Rating Sort by: Total Loans

| Partner | Field Partner Risk Rating | Total Loans | Delinquency Rate | Default Rate | Fundraising Status |
|--|---------------------------|-------------|------------------|--------------|--------------------|
|  HOPE Ukraine/Nadiya, a partner of HOPE International 53 months on Kiva  Ukraine | ★★★★★ | \$3,025,325 | 1.65% | 0.00% | Active |
|  Nor Horizon Universal Credit Organization Limited Liability Company 27 months on Kiva  Armenia | ★★★★★ | \$908,650 | 0.02% | 0.00% | Active |
|  SEI International UCO LLC, a partner of World Vision International 17 months on Kiva  Armenia | ★★★★★ | \$770,325 | 0.03% | 0.00% | Pilot |
|  Zene za Zene, a partner of Women for Women International 45 months on Kiva  Bosnia and Herzegovina | ★★★★★ | \$441,325 | 0.00% | 0.08% | Paused |

Kiva.org

<http://www.kiva.org/about/how>

<http://www.youtube.com/watch?v=tpYlt627R4I&NR=1>





Nodar Tsetskhladze

 **Georgia** | Agriculture | Livestock

Nodar is 23 years old and a farmer from the village Gantiadi, South Georgia. He married recently and lives with his wife Eka. The main source of income for the young family is agricultural business, w...

Funding via LLC Micro Finance Organization Credo

32% raised



\$1,225.00

Lend \$25

Select amount to lend

\$25



Lend \$25

| | |
|-------------------------|---|
| Repayment Term: | 15 months (more info) |
| Repayment Schedule: | Monthly |
| Pre-Disbursed: | Oct 21, 2011 |
| Listed | Nov 5, 2011 |
| Currency Exchange Loss: | Possible |
| Default Protection | Not Covered |

Your funds will be used to backfill this loan.
Repayments will go to you.

- U vjeđi
- Troškovi
- Rizid
- Z arada

MIKROFINANCIRANJE - PRIMJER BANKA

MicroBank la Caixa, (5.409 poslovnica la Caixa, 417 suradnih org.)

- Socijalna banka koju je osnovala “la Caixa”
- Članica European Microfinance Network
- Poduzetnici, smozapošljivi profesionalci, mikropoduzeća, obitelji, univerziteti, doseljenici
- Održivo socijalno bankarstvo

2010 MicroBank

6.011 Mikrokredita za poduzeća

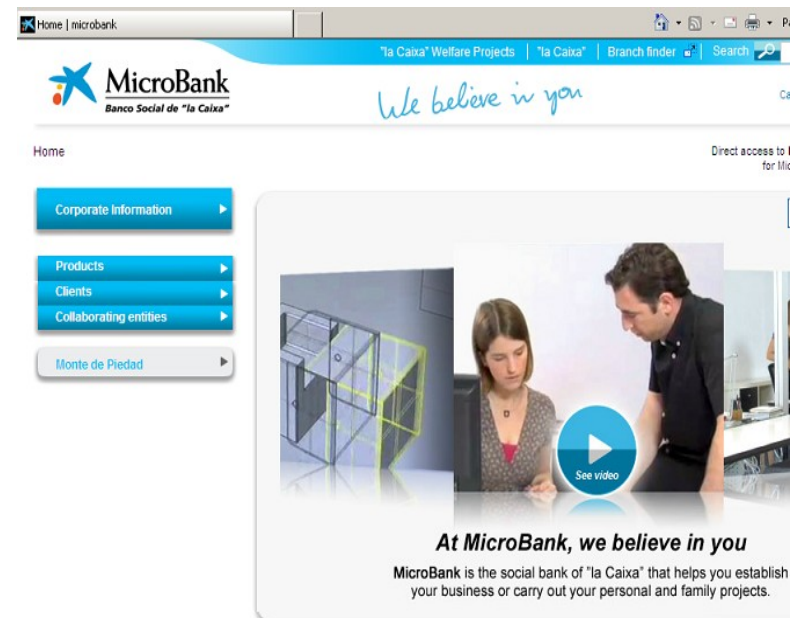
60.30 million Euros

30.384 Osobnih mikrokredita

151.78 million Euros

36.845 Ukupno mikrokredita

212.08 million Euros

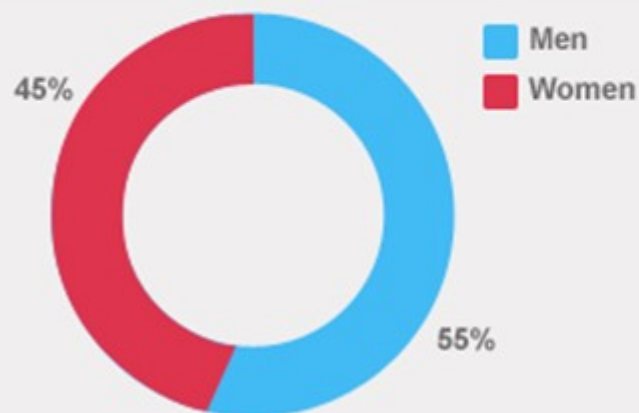


MicroBank la Caixa PRIMJER MIKROFINANCIRANJE

Social Impact

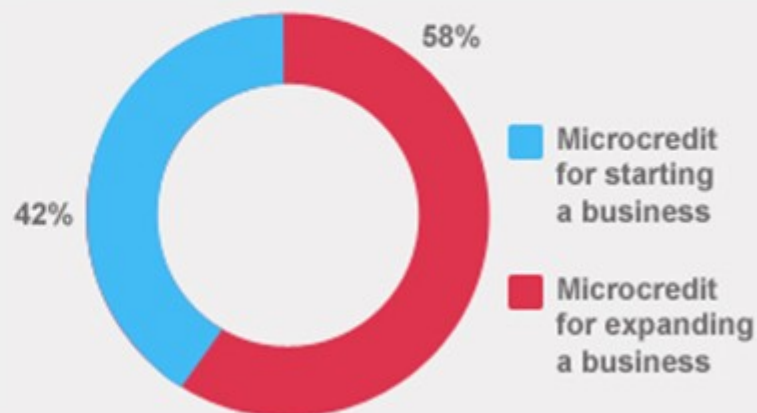
From the start of its activities, MicroBank has contributed towards the generation of more than 32,000 job posts through the awarding of microcredits.

Profile of the micro-entrepreneur



Six of every ten loans are granted to people between 18 and 40 years old.

What has the microcredit been used for?



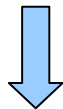
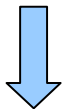
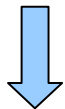
MIKROFINANCIRANJE

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MIKROFINANCIRANJE



4 koristi financijskog obrazovanja

Koristi za pojedince – jače samo pouzdanje u financijskim odlukama i poboljšana financijska situacija (financijska inkluzija, zadovoljavajuća mirovina, prevencija rizika prezaduženosti), koristi i rastu poduzetništva

Koristi za financijsku industriju i financijska tržišta – viši stupanj financijske pismenosti podiže potražnju za financijskim proizvodima i smanjuje asimetrično informiranje; također pojačava transparentnost, konkurentnost i efikasnost

Koristi za regulatore – financijski pismeni potrošači mogu pomoći u pojednostavljenju inspekcijskih aktivnosti i smanjiti intervencije regulatora

Koristi za vlade/državu – bolje financijsko obrazovanje može rezultirati i uspješnijim zdravstvenim i mirovinskim reformama, povisiti štednju, reducirati rizike buduće potrošnje, i pridonijeti općenito gospodarskoj stabilnosti i razvoju

Izvor: IGFE - International Gateway for Financial Education (OECD)

I na stranicama EMN http://www.european-microfinance.org/financial-education_en.php



MIKROFINANCIRANJE



- Nagrade/priznanja
- Najbolje prakse
 - Microfinance Good Practices "Europe Award"
 - European Microcredit Research Award
- EMN - Jačanje kapaciteta:
e-learning, treninzi, posjete stručnjaka, konferencije,
debate, istraživanja, zagovaranje



EU - MIKROFINANCIRANJE

2010. Publikacija Europske bankovne federacije o mikrofinanciranju

Općenito – podaci

Posudbe, pozajmice, krediti – nisu evidentirani kao takvi

Omjer trošak/ povrat, regulativa, kreditna povijest

Regulatori i javnost

... 2008 EBF Report on CSR

... 2010 EBF Report on Financial Literacy

Microfinance within the EU banking industry:
policy and practice

EBF European
Banking
Federation



MIKROFINANCIRANJE

- **EU:** ekonomski rast, stvaranje novih (mikro)poduzeća, stabilnost, financijska te socijalna inkluzija
- Specijalizirane ustanove – neke države EU



EU programi

- 2007-13 Program konkurentnosti i inovacija (Competitiveness and Innovation Programme – CIP) i Europski investicijski fond (European Investment Fund – EIF)
EIF - financijski posrednici - mikro-poduzeća
- SMEGF (SME Guarantee Facility) - 4 linije za poduzeća, 1 od njih za mikrokreditiranje (Microcredit Guarantee Window), do **€ 25.000, do 9 zaposlenih**

Aktivnosti

- Gaining scale in Microcredit - Can banks make it happen? (2010)
- The European initiative to develop microcredit in support of growth and employment (2007) Regulation of microcredit (2007), Microcredit European Conference (2004)
- European Microfinance Network (EMN), Microcredit for European small businesses (2004)
- Microcredit for small businesses and businesses creation - bridging a market gap (2003)



Hrvatska - MIKROFIN.

“...III. Today's activity

Today, Croatian banks are in large part, privatized. Essentially based in large cities, they offer loans, but with extremely strict guarantees, which makes access to financing even more difficult.

Three microfinance institutions exist in Croatia, which essentially operate in economically disadvantaged areas, striving to meet the credit needs with more flexible collateral requirements. These three are Demos, NOA and Mikroplus. They are however, forced to carry out their activities under the legal status of Cooperative Savings and Loans (SLC), which is costly and not well suited to their operations. This status does not allow them to finance their activities by borrowing from foreign investors or banks.

MFIs had expected aid from an updated Banking Law adopted in January 2007, providing for a sub-category of banks called Savings Banks that were allowed to access foreign equity capital and loans. However, this law has not delivered any positive results for microfinance institutions. Thus, legal issues need to be resolved first, so as to enable MFIs to operate effectively and provide the underserved Croatian citizens and enterprises with the financial services they need.

In 2009, 160 microloans were granted in Croatia, with an average value of 6,250 euros (Jayo Gonzales, Conzett, Overview of the Microfinance Sector in the European Union 2008-2009, EMN Working Paper n° 6, June 2010) ..

Last update: September 2010 “



ODGOVORNO ULAGANJE

ZELENO BANKARSTVO



ULAGANJE/INVESTIRANJE

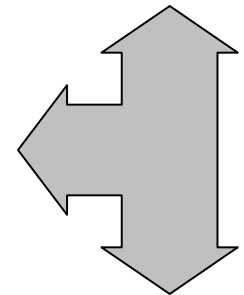
Odgovorno?

4.4.3. Investment

In response to the financial crisis, the Commission is making a number of regulatory proposals to ensure a more **responsible and transparent financial system**. By taking adequate account of relevant non-financial information, investors can contribute to a more efficient allocation of capital and better achieve longer-term investment goals. The Commission is supporting capacity-building for investors on how to integrate **non-financial information into investment decisions**. In this context, the Commission encourages enterprises to disclose information related to the implementation of good tax governance standards.

European asset managers and asset owners, especially pension funds, are invited to sign up to the **UN Principles for Responsible Investment**. Public authorities have a particular responsibility to promote CSR in enterprises which they own or in which they invest.

The Commission intends to:
Consider a requirement on all investment funds and financial institutions to inform all their clients (citizens, enterprises, public authorities etc.) about any ethical or responsible investment criteria they apply or any standards and code to which they adhere



ODGOVORNO ULAGANJE



ESG

Environmental

Social

Governance



“ ...ESG faktori utječu na zadovoljstvo klijenta/korisnika ...”



SRI

Socially Responsible Investment

ODGOVORNO ULAGANJE

Principi odgovornog ulaganja (PRI)

- 1 We will incorporate E S G issues into investment analysis and decision-making processes.
- 2 We will be active owners and incorporate E S G issues into our ownership policies and practices.
- 3 We will seek appropriate disclosure on E S G issues by the entities in which we invest.
- 4 We will promote acceptance and implementation of the Principles within the investment industry.
- 5 We will work together to enhance our effectiveness in implementing the Principles.
- 6 We will each report on our activities and progress towards implementing the Principles.

<http://www.unpri.org/principles/>



Principi odgovornog ulaganja

Principles of Responsible Investment



ODGOVORNO ULAGANJE

PRI - Dva partnera

- U NDP Global Compact
- United Nations Environment Programme Financial Initiative (UNEP FI)

Status na dan 11.11.2011. izvor: www.unpri.org/signatories/

- 947, tri kategorije

There are three main categories of signatory:

- Vlasnici imovine
- Investicijski menadžeri
- Profesionalni partneri
investicijskih usluga

| Number of signatories | |
|-------------------------------|-----|
| Asset owners | 247 |
| Investment managers | 545 |
| Professional service partners | 155 |
| Total | 947 |



GREEN BANKING ZELENOBANKARSTVO



Poslovanje

Klijenti, donatori, svežanosti (šredruštvo)

Pružanje usluga (klijenti)

Financiranje – projekti, SM E, veliki, mikro... %%

Trošak (u uženi šrensmislu)

→ Okdiš

→ Osnovni (bankovni) posao

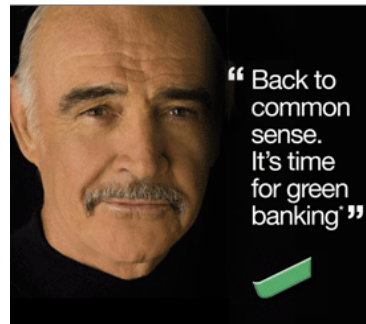


GREEN BANKING ZELENOBANKARSTVO

PRIMJER Crédit Agricole



HOME OUR BUSINESSES **GREEN BANKING**



- ▶ VIEW ALL FILMS
- + SUSTAINABLE DEVELOPMENT
- + LEARN MORE ABOUT THE GROUP

Green banking : our philosophy ✓

Green banking is an alternative way to conduct banking business. **Crédit Agricole** better-placed than others in the banking sector to lay claim to

→ Its origins

Crédit Agricole was created by the merger of Local Banks dedicated to providing finan

→ Its organisation and culture

Crédit Agricole is not like other banks. It is built on a mutualist base consisting of 39 owned by over 6 million members via 2,459 Local Banks. Collectively, the 39 Regiona stake in Crédit Agricole S.A., which oversees the Group's business lines and subsidi Through this organisation, the Crédit Agricole Group serves human values and the rea

→ Identity

Commonly designated as "the Green Bank" in the media, Crédit Agricole has adopte colour. For Crédit Agricole, green is not just a colour or a trend: it represents a strate

LEGITIMACY ESTABLISHED

Crédit Agricole is one of the first banks to have drawn on lessons learned from the crisis exclusively on serving its customers and the real economy.

Crédit Agricole S.A. is included in the major benchmark SRI indices:

→ Aspi Eurozone (2004), FTSE4Good (2005) and DJSI Stoxx World (2009)

... i mikrofianiranje



GRAMEEN CRÉDIT AGRICOLE
Microfinance Foundation



An EU-funded project



GREEN BANKING ZELENOBANKARSTVO

Poslovanje

Pružanje usluga

Primanje usluga

Lanac dobavljača (supply chain)

Održivo upravljanje (Sustainable Corporate Governance)

Mjerljivost

→ Izjave o ESG, ...

Okoliš



CO₂, kWh, voda, ... Mehanizmi odlučivanja, praćenja

Ekvatorski principi (The Equatorial Principles), GRI smjernice

U N PRI Principi, ISO 26000 i drugi



DANAŠNJE TEME

9,00

UVOD - O PROJEKTU

1. DOP DANAS

10,30

2. DOP U ZAJEDNICI

3. FINANCIJSKA PISMENOST

12,15

4. MIKROFINANCIRANJE

5. ODGOVORNO ULAGANJE

6. ZELENO BANKARSTVO

13,45

7. IMPLEMENTACIJA I
IZVJEŠTAVANJE

15,30

ZAKLJUČCI

