

## **PRESS RELEASE**

### **FINACTU IN CONSORTIUM WITH AMARANTE HAS SUCCESSFULLY COMPLETED THE MISSION FOR DIGITAL PAYMENTS PROCESS EVALUATION IN CAMEROON ENTRUSTED BY THE WORLD BANK**

Casablanca, 21 March 2022

The COVID-19 health crisis has had a significant economic impact on the Cameroonian population due to health restrictions and travel restrictions, in a country where more than 90% of the active population works in the informal sector. Indeed, this population, which represents nearly 72% of households, 39% of which are in large cities, depends on the daily income from their activities.

In order to enable the Government to mitigate the adverse effects of the current health crisis, the Social Safety Nets Project has adjusted its existing poverty and vulnerability instruments and developed an "Emergency Cash Transfer for Coronavirus Response" (ECT-C) programme aimed at (i) assisting vulnerable households during the pandemic and (ii) facilitating rapid economic recovery in the aftermath.

Within the framework of the Social Safety Nets Project, the FINACTU-AMARANTE consortium assisted the World Bank and the Cameroonian government in the evaluation of the implementation process of G2P (Government to person) digital payment solutions within the framework of the Emergency Cash Transfer Programme, with the aim of scaling up digital payments nationwide to provide financial resources to poor households in urban areas that have lost all or part of their income due to the pandemic.

This study includes a technical and technological component that is essential for a comprehensive assessment of digital payments. The process evaluation was conducted on two key areas: 1) the payment process and digital solutions implemented by payment service providers; and 2) the user experience of the beneficiaries of the Emergency Cash Transfer Programme.

On the first aspect, digital payment solutions were assessed in terms of payment robustness, accessibility, integration and particularly the availability and quality of the telecommunications infrastructure, which is a major constraint for the deployment of

digital payment solutions. Secondly, the user experience of beneficiaries was also assessed throughout the payment process in order to identify risks, challenges and potential areas for improvement. The impact of digital transfers on beneficiary households and their communities and how the funds are used were also addressed.

As Géraldine Mermoux, Associate Managing Director of FINACTU, explains: **“We made recommendations on the technical level, particularly to improve the efficiency of the payment solution in light of the recent reforms of the payment system undertaken by the Bank of Central African States (BEAC), but also to facilitate the authentication of beneficiaries and the monitoring of payments by the payment agencies and the Social Safety Nets Project. The study also looked at the issue of women's financial inclusion, paying particular attention to women's access to and interaction with the digital payment system in order to identify their specific constraints and propose solutions to better serve them in the future”**.

For further information, you can:

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