THE LISTA INITIATIVE

A mobile education initiative for enhancing financial capabilities at the base of the pyramid.

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SUPPLY

REGULATION

DEMAND
1.2 Billion of the world’s poor earn less than USD1.25 per day
EXPAND ACCESS TO FINANCIAL EDUCATION AT THE BASE OF THE PYRAMID
How can we reach MILLIONS OF PEOPLE with financial education?
CHALLENGE: SCALING UP & EXPANDING ACCESS AT THE BASE OF THE PYRAMID

PROPOSAL: THE LISTA INITIATIVE

INNOVATION: APPROACH DISTRIBUTION CONTENTS PEDAGOGY EVALUATION
The prototype was tested in 2012 in 10 rural municipalities in Colombia.

Using 24 tablets, the LISTA app was used to train 1,270 people in less than three months.

Users each received an average of 2.5 hours of training.

Each tablet trained, on average:

47 women
7 men

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Estos datos personales se guardarán localmente en tutablet y no podrán ser utilizados por Fundación Central.
The ABCs of Savings

A for All About Savings
C for Clever Counting
E for Easy Banking
B for Better Living
D for Deciphering Debt
What does it mean to manage your money?
Sign your name in the white space on the back of your debit card. If you leave it blank, someone could use your card illegally.

PIN 123##

PIN: Learn your PIN by heart. Don’t write it anywhere. Use numbers you can easily remember.

Always check to see that you have your card with you.

Don’t wrap your card in plastic, even if you want to take good care of it. It has a black band on the back that allows the ATM to read your savings account information.
Congratulations, you've earned a star! Continue playing and earn more stars.
How much does it cost?

100

How much time do you need to save?

5

Every month, you need to save:

20
Qualitative

Participants learned how to use their savings accounts.

Participants recognized the advantages of saving their money in formal institutions.

Participants developed an interest in accessing additional bank services.

Participants gained confidence using ATMs, and felt capable of teaching others how to use them as well.
Financial education leads to important changes in financial understanding, attitudes and skills.

**Understanding**: The number of users who understood the meaning of formal savings rose from 57% to 71% after participating in the program.

**Attitudes**: The number of users who believe that saving is easy increased from 72% to 85% after participating in the program.

**Skills**: The number of users who felt capable of teaching others how to use an ATM rose from 64% to 84% after participating in the program.
Where we’re HEADED?

To reach one million people with the LISTA tablet app.