

EMN Peer-to-Peer

Visiting Organisation	Hosting Organisation
Date of the event: 04.03.2024 – 06.03.2024	
Name: Puscas Iulia Micu Anca	Name: Lise Quillot
Country: Romania	Country: France
Names and emails of people involved: 1. Puscas Iulia – i.man@faer.ro 2. Micu Anca – r.micu@faer.ro	Names and emails of people involved: 1. Quillot Lise – lquillot@adie.org 2.
<p>Objectives of your visit: ((please answer why your organisation want's to visit the host and how this relates to your organisations situation/plans/strategy)):</p> <ol style="list-style-type: none"> 1. Observation of ADI'E instruction process in Paris branches 2. Training on how to reach minority or disadvantaged groups 3. Training on environmental practices and policies 4. Training on measuring social impact <p>In our strategy for the next years, we will try to focus more on women as vulnerable group, and facilitate financing for them, as well as providing non-financial services for them, whilst improving our internal measuring of social impact mechanism.</p> <p>Also, we are in the process of developing an internal environmental policy which will go in 2 directions: the first is internal and it will manage the carbon footprint and practices of the company; the second will manage aspects of green transition in the market of microfinance, supporting clients with consultancy and non-financial products in their business, in order to reduce the carbon-footprint of their business activity.</p>	

Background of the meeting and the visiting delegation: (consider why you wanted to talk to the hosts and highlights/things that called your attention – 1-2 paragraphs)

The strategy of our company wishes to be more oriented towards vulnerable groups of population, such as woman, as well as be more mindful of the impact it has on the environment as a company, as well as the impact its clients' activities have on the environment.

ADIE is the largest organisation of its kind in France, unique as a structure, with most of its target group being vulnerable groups of the population such as: ethnic minorities, migrants and women. Also, they are successfully developing a green product addressed to these population groups.

Lessons learnt during the visit:

- We have learned that a good way of designing and approaching a green product would be to start by researching and asking the target population, maybe doing a social impact study on green transition
- Microfinancing a minority group of population largely consists of building a trusting relationship within their community, based on mutual understanding and transparency
- To be able to fund woman entrepreneurs we do not need to design new financial products, but rather focus more on raising their accessibility to soft skills, creating non-financial services meant to support and increase soft and social skills, financial education, creating a support network, etc.
- Lowering your carbon footprint as well as working towards influencing a lesser impact on the environment requires many resources, raising awareness inside the company, as well as outside it
- The need to increase advocating for the rights of the more vulnerable groups of the rural population and stress the need of continuous rural development through education and investments.

What my organisation still needs to learn more about is:

- We still need to learn about empirical ways of measuring the social impact of our work in microfinancing, adapted to the tools and resources that the organisation has
- We still need to learn more information on the needs of our community regarding to the green transitioning of their business activities
- We still need to learn how to create business networks which will nurture the confidence of woman in venturing in the entrepreneurial world, at the local community level especially
- How to implement and connect the informational system to generate information such as: sustainability, insertion on the market and job creation from the entrepreneurs it funds. We now generally monitor the situation through surveys and but the results are quite informal.
- Measure the impact of non-financial services, through systematic questionnaires or surveys applied to beneficiaries.
- Effective areas of investment to be supported for green transition

Adaptation of some key lessons to your own organisation (do you plan to adapt anything you learnt in your own organisation? If yes, please specify what as we can also offer consultancy dates to support you with implementation):

- One of the key lessons learned in France is the fact that woman often find themselves discouraged by their close social circle in starting a business for themselves, even if they are unemployed, recently laid-off or just underpaid at their jobs. This is why we are considering creating a non-financial service which could provide woman with basic training in financial and business education, increasing communication and social skills.

Also, we have seen that creating local or regional networking events with other woman entrepreneurs would increase confidence and increase initiative and mental support and belief in the success of their own business.

- We would like to transfer information collected from ADIE with regards to their green mobility product and in time develop “green” components of our present products such as: financing the acquisition of newer agricultural equipment (less pollutant), funding investments into installing solar panels to power parts of their farms, such as milking stations; etc.
- Creating a more dedicated instrument of measuring social indicators, to be able to better include vulnerable groups and measure their: business sustainability (over 3 years), their business market insertion and success; job creation (if medium SME); professional education and training levels of our entrepreneurs; etc.

I will have difficulty applying the following to my organization:

- I would have a difficulty applying a “greener” loan for newer agricultural equipment since in Romania, this type of equipment is still highly expensive and could surpass the maximum loan size granted by my company.
- I would have a difficulty in creating a local business networking event in my organisation because of a lack of such networks existing, and so marketing and promoting such networks and events would need more time, creativity and resources for its creation and sustainability.
- Marrying the data that exist on the field with its transformation in a digital database, needed to measure various indicators, and the human and financial resources needed to fund this process.

Please rate the following statements by circling the appropriate number:

1= No, not at all	2= Not really	3= Neutral	4= Yes, somewhat	5= Yes, absolutely
--------------------------	----------------------	-------------------	-------------------------	---------------------------

•Did the event match your needs?

1 2 3 4 5

Additional comments: ADIE had many different teams prepare various presentations on the subjects of interest for FAER.

•Did you feel supported by EMN in facilitating the event?

1 2 3 4 5

Additional comments:

• **Did you gain relevant knowledge and information?**

1

2

3

4

5

Additional comments: Yes, the information was very interesting. The only issue would be the differences in organisational statuses, fundings, policies of funding. However some information can be converted and adapted to the needs of our clients and organisation.

• **Will you apply the information from this event in your work?**

1

2

3

4

5

Additional comments: Yes, we will be trying to apply aspects of social impact on the portfolio that we have, and even try to create our non-financial services targeting more vulnerable groups such as woman. This group has been approached by our organisation before, but not so specifically.

Which topics interest you the most for future events?

Our interest remains that of finding new ways of improving our social and environmental impact on the community we work in, by reducing our own carbon footprint, and also, creating sustainable products to ensure the sustainability of the businesses of our clients.

On which topics could you host a visiting MFI?

We could host visits on subjects of: financing farmers; financing and developing rural areas; training and consultancy in soil good practices and management; financing minority ethnic group – Roma entrepreneurs.