2026-06 | Digitization of CODEC Ouaga's tontine (savings) product and financial education services, Burkina Faso

Financial Sector Partner (FSP):	CODEC-Ouaga	SCBF Contribution:	CHF 123,950 (59%)
Grantee:	GEAP Consulting	Matching Contribution:	CHF 87,376 (41%) – FSP
Country:	Burkina Faso	Duration:	Aug 2026 – Jul 2028
Potential Outreach:	10,000 (Digital savings) 25'000 (Financial education)	Product:	Digital savings, financial education
Thereof Women:	80% (8,000)	Target Group:	Low-income clients

PURPOSE AND VISION

Financial inclusion is now a major strategic lever for reducing poverty, strengthening household resilience, supporting the development of economic activities, and driving the structural transformation of Burkina Faso's economy. Despite an increase in the financial inclusion rate, which rose from 70.89% in 2019 to 79.0% at the end of 2023, significant gaps remain. These include, in particular, women's access to financial services, with only 44% of women holding an account compared with 60% of men in 2024. Other challenges relate to the adequacy of financial products and services to meet the needs of the population, low financial literacy, consumer protection, and the interoperability of payment systems.

In this context, and in line with its financial inclusion mandate, CODEC-Ouaga is implementing a project to digitize savings product (tontines). The project aims to promote savings, reduce transaction costs, bring financial services closer to women and young people, improve the traceability of transactions, and facilitate gradual access to formal savings products, credit, and financial support services. It will also contribute to enhancing financial literacy among the population and strengthening consumer protection, two cross-cutting priorities for an inclusive and sustainable financial sector.

PROGRAMME DESIGN AND DELIVERY

The project is structured around five (5) components and will be implemented in two phases: **an 8-month pilot phase and a 16-month rollout phase.**

- **Activity 1:** Digitization of the savings collection process.
- **Activity 2:** Development and implementation of a marketing and communication strategy.
- **Activity 3:** Design and implementation of a financial education program.
- **Activity 4:** Strengthening the client protection framework through an audit of client protection practices using the SPI 5 tool.
- **Activity 5:** Project coordination, management, monitoring, and evaluation.

Through the technical assistance provider, several partners will collaborate to ensure the success of this project, notably MG Digital Plus, which will be responsible for deploying the digital solution, payment aggregators, as well as women's and youth organizations that will support awareness-raising, customer enrollment, and the regular use of the product.

OUTCOMES, IMPACT AND LEARNING

The project aims to enroll **10,000 new members/customers** by the end of July 2028, of whom at least **80% will be women**, along with a significant proportion of young people **under the age of 35**. By the same date, the financial education program is expected to have reached **25,000 people.**

Partnering with: