KAMPANI
Investing in family farming

# FACES (Fundación de Apoyo Comunitario y Social del Ecuador)

**Country:** Ecuador
**Type of entity**: Financial intermediary – Foundation
**Sector:** Livestock, cocoa, maize, coffee & banana (~50% of GLP)
**Investment:** Unsecured term loan
**Investment by Kampani:** 1.000.000 USD
**Investment type:** Launch of a new agri-asset loan portfolio
**Disbursement:** September 2025

**The Business & the investment**

Fundación FACES is a non-profit microfinance institution established in 1991 in Loja, in the South of Ecuador. Its mission is to reduce poverty and promote inclusion by delivering financial services to underserved populations, particularly in rural areas. Over more than three decades, FACES has built a reputation as one of Ecuador's most experienced players in inclusive finance. Today, it operates across three regions through a network of 25 agencies located in provinces with high poverty rates and limited access to formal financial services.

FACES serves nearly 30.000 clients across Ecuador, 68% of whom live in rural areas. About 60% of its portfolio is dedicated to agricultural producers, many of them cultivating less than two hectares of land. These farmers typically engage in diversified production, including beans, poultry, tilapia and small-scale agro-processing.

FACES has launched an innovative climate smart loan product named "Microcredito Verde", rewarding farmers who adopt sustainable practices with lower interest rates: clients are assessed on soil conservation, biodiversity protection, water and waste management and livestock practices, and receive an environmental score. Those who adopt sustainable practices can improve their score over time and access preferential interest rates. However, due to its funding structure, these loans average 3.500 USD in contracted amounts, generally carry a 15-30-month tenor and are primarily geared towards working capital, which restricts farmers' ability to invest in productive assets that could improve their productivity and resilience.

Kampani's investment of USD 1 million will enable FACES to bridge this gap. The foundation will launch longer-term agri-asset loans under a new product, *Microcrédito Verde Especial*. These loans, averaging between USD 6.500 and 8.000, will leverage the current climate smart methodology and allow farmers to invest in productive assets such as stables, machinery, irrigation systems, etc.

**The social Impact**

Most of the farmers supported by FACES live in remote or peri-urban areas where access to basic services, including financial services, is scarce. For them, the ability to invest in productive assets significantly boosts productivity, improves income, and strengthens their resilience.

FACES' commitment to social and environmental performance is further supported by a robust monitoring system, which positions the institution ahead of its peers and makes it an ideal pilot for Kampani's financial intermediary strategy.

**A new approach for Kampani**

This investment represents not only an important step for FACES but also a strategic evolution for Kampani. By channelling funds through a financial intermediary, Kampani broadens its usual approach and enables to finance infrastructure not only for cooperatives and agri SMEs, but also at the farmer level. Thanks to Kampani's six-year loan and customized grace period - longer than the funding FACES usually receives - the foundation will be able to offer loan terms that better align with farmers' repayment capacity for these types of assets. And with its long-standing presence in rural communities, FACES is well positioned as a strong partner to test this new approach.