

MFTransparency, the global leader in pricing transparency, announces its new project, the

Transparent Pricing Initiative in Ethiopia

Launching in September 2011, the *Transparent Pricing Initiative in Ethiopia* will provide an opportunity for microfinance service providers in the Ethiopian market to demonstrate their commitment to social performance and responsible pricing through the exchange of information and adoption of standard pricing practices. This project will complement other client protection initiatives already underway in the country, such as the work of the Smart Campaign and the Social Performance Task Force.

The main objective of the *Transparent Pricing Initiative in Ethiopia* is to promote improved social performance and consumer protection principles through microfinance product pricing transparency. The *Initiative* will include the following activities:

- **Program Launch:** In partnership with the Association of Ethiopian Microfinance Institutions (AEMFI), MFTransparency will present at a series of industry events, providing training on topics such as responsible pricing and social performance, pricing analysis, client financial education and product development.
- **Data Collection, Analysis & Dissemination:** We will meet one-on-one with microfinance institutions to discuss how the *Transparent Pricing Initiative* fits within their social mission and begin collecting product-specific pricing data. We will then publish this data in a standard format alongside market analysis and contextual information.
- **Development of Educational Materials:** In coordination with the local industry and financial institutions, we will develop educational and social performance management materials tailored to several specific stakeholder groups in the Ethiopian context, including consumers of microfinance products and financial institutions' management and staff.
- **Technical Assistance and Capacity Building:** We will offer one-on-one, customized training to any institutions interested in product pricing analysis and incorporating transparent, responsible pricing practices into daily operations.
- **Promotion of Pricing Transparency Policy:** We will provide policymakers and regulators with information and skills necessary for developing cost-effective, high-impact policies and programs for responsible pricing and client protection through training, market analysis and the sharing of best practices

MFTransparency's multi-pronged approach of collecting and disseminating pricing data, educating and training microfinance stakeholders and promoting industry standards at the regulatory level ensures long-term, sustainable development within the consumer protection sphere. Through the *Transparent Pricing Initiative in Ethiopia*, Ethiopian institutions can establish themselves on a world stage for their exceptional commitment to social performance and provision of high quality financial services to the poor.

For more information, or to participate in the *Transparent Pricing Initiative in Ethiopia*, please write to ethiopia@mftransparency.org

The *Transparent Pricing Initiative in Ethiopia* is sponsored by:



In partnership with:

