**Checklist for Banks: Gender-responsive Financial Health Strategy**

*The following checklist has been created by the UNEP FI/UN Women Gender Equality Working Group based on the Financial Health Strategy Checklist available in UNEP FI’s 2024 guidance on* [*Driving Impact on Financial Health and Inclusion of Individuals and Businesses*](https://www.unepfi.org/wordpress/wp-content/uploads/2024/02/PRB_Driving-Impact-on-Financial-Health.pdf) *and UN Women (forthcoming): Diagnostic tool: Women's inclusion in the provision of financial products and services. Developed through the Inclusive Financial Ecosystem Programme, Central America.*

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| **Governance and Strategy Documentation** |
| Is there a documented strategy that explicitly includes measures to improve financial health and inclusion for women and women-owned/led MSMEs? |  |
| Is there a governance structure to oversee this strategy? |  |
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| **Needs Assessment and Baseline Data** |
| Has the bank conducted a needs assessment to identify the specific financial health and inclusion needs of women and women-owned/led MSMEs? |  |
| Has the bank assessed the distinct needs of different women customer segments, for example – young women, older women, women experiencing vulnerabilities e.g. gender-based violence? |  |
| Does the bank have baseline data on the current status of financial health and inclusion for women and women-owned/led MSMEs? |  |
| Does the bank collect gender disaggregated data to assess quality of access AND quality of usage of its financial and non-financial products and services by individuals and MSMEs? (See Gender Data Management Checklist for details) |  |
| Does the bank measure the levels of financial literacy in its customers? |  |
| Is the bank measuring the financial health of its customers holistically? (see UNEP FI’s Guidance on Financial Health and Inclusion for details) |  |
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| **Action Plans and Specific Goals** |
| Is there an active action plan that defines specific gender targets? |  |
| Does the strategy include detailed action plans with clear timelines, allocated resources, and designated responsibilities for gender-focused financial inclusion efforts? |  |
| Are there specific financial and human resources allocated for implementing gender-responsive financial health and inclusion initiatives? |  |
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| **Active Implementation, Initiatives and Product Design** |
| Does the bank refine its value proposition based on an understanding of different customer segments? |  |
| Does the bank take into account the financial needs and behaviours of women in the design of its products and services? This might include:  |  |
| Developing new innovative products and services  |  |
| Refining products and services to better meet the needs of women customers  |  |
| Incorporating multiple products into one value proposition to better serve the needs of women customers |  |
| Integrating non-financial services alongside financial products and services to better serve the needs of women customers  |  |
| Designing gender-responsive marketing and communication strategies  |  |
| Does the bank have a specific product, service or value proposition targeted to women and/or women-owned/led businesses?  |  |
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| **Monitoring and Reporting** |
| Are regular reports generated to assess the progress of gender-responsive financial health and inclusion initiatives? |  |
| Are there key performance indicators (KPIs) tracked for gender-related outcomes? |  |
| Are regular and systematic monitoring and evaluation mechanisms in place to assess the progress and impact of the gender-specific financial inclusion initiatives? |  |
| Are products, services and value propositions reviewed and refined iteratively based on the data collected? |  |
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| **Stakeholder Engagement and Training** |
| Has the bank engaged with stakeholders (e.g., women and women-owned MSMEs’ organizations, NGOs) in the development and implementation of the strategy? |  |
| Does the bank provide training programs for staff to sensitize them to the financial needs of women and women-owned MSMEs and build capacity for implementing gender-specific financial inclusion initiatives? |  |
| Does the bank engage with corporate and business clients regarding the risks and opportunities connected to financial health? |  |
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| **Continuous Improvement** |
| Is there a process in place for regularly reviewing and updating the strategy to incorporate feedback and changing needs? |  |
| Does the bank have mechanisms to incorporate lessons learned from previous gender-specific initiatives into future planning? |  |