

# Digi#ances Partnership Initiative

Developing an ecosystem for national mobile payments through industry pilots across Jordan.



Project name	Digi#ances: Improving Access to Remittances and other Financial Services through Digital Solutions
Commissioned by	German Federal Ministry for Economic Cooperation and Development (BMZ)
Partner	Central Bank of Jordan
Objective	Jordanians without access to bank accounts, refugees, and women make use of digital financial services for national money transfers
Location	Jordan
Contact	Kathrin Damian kathrin.damian@giz.de Head of Project +962 65563 382 www.giz.de/de/weltweit/38566.html

## Context

In recent years, Jordan has become a regional leader in promoting financial inclusion amongst vulnerable population groups. Moreover, Jordan has embraced the potential of technology and digital financial services (DFS) to reach those who are normally outside of the banking system.

Leveraging the high penetration of mobile phones in the country, seven mobile payment service providers (PSPs) – supervised by the Central Bank of Jordan (CBJ) – are currently offering digital financial services. However, despite remarkable progress and a strong commitment from regulators, financial service providers and development partners alike, the road towards digital financial inclusion remains long.

## Collaboration with industry

The Digi#ances project collaborates with and supports key players in the public and private sectors including financial institutions, international and national aid organisations and civil society in promoting the responsible use of DFS in Jordan. This cooperation builds on the joint objective of extending access to financial services to promote social and economic development within the target group of low-income Jordanians, Syrian refugees, women, and migrant workers.

## Your Money in the North – Dinarak bil Shamal

Between 2016 and 2018, the Digi#ances project partnered with the mobile payment service provider “Dinarak” under the framework of a Development Partnership with the Private Sector (DPP). Dinarak and the Digi#ances project collaborated on a variety of activities to achieve their shared objective of advancing financial inclusion among the target group.

A fully established, viable and efficient agent network that can register new customers and perform services such as cash-in and cash-out of money to clients is vital to the success of this service.





Kathrin Damian  
kathrin.damian@giz.de

The project has therefore collaborated on developing an agent network management strategy, and has conducted various agent training and material-branding exercises. Dinarak has now established a strong agent network which ranges from large establishments such as exchange houses to small mobile phone shops, cafes, and beauty salons.

The partners have also launched several customer-centric marketing and awareness campaigns and materials which specifically target Jordanians, Syrian refugees, women, and migrant workers.

## Digitizing humanitarian assistance - World Food Programme (WFP)

Since early 2019, the Digi#ances project has been partnering with the WFP on digitising food assistance to beneficiaries in Jordan. The project supported the design and implementation of a pilot scheme which included agent mapping and readiness assessments, coordination with payment service providers, and the development and delivery of tailored financial literacy interventions. Shifting food assistance from vouchers to mobile wallets gives the beneficiaries greater autonomy and flexibility and allows them to access a wide range of financial services, including savings, remittances, and bill payments.

## Impact

Since the start of the project, an increasing number of payment service providers have been developing needs-based services for digital domestic money transfer as the basis for an upgrade to international financial services. By March 2021, PSPs opened more than 1,4 million mobile wallets and recruited about 2000 agents in Jordan. While efforts to increase activity levels among customers and agents are still ongoing, these results indicate impressive progress towards advancing financial inclusion in Jordan.

The Digi#ances project will continue working to expand DFS access and usage levels among its target group, while supporting the wider digital payments sector through technical assistance, capacity building, and research interventions. The project is also promoting additional uses for DFS, such as the digitisation of humanitarian cash assistance payments and salary disbursements and the expansion of a network of women agents.

The project is part of the BMZ special initiative 'Tackling the Root Causes of Displacement, Reintegrating Refugees', which provides short-term support to refugees and their host communities. In the long term, sustainable measures are designed to eliminate the structural causes of displacement, such as social injustice and food insecurity. This particular project promotes equality and social and economic development for refugees and low-income Jordanians.

Published by  
Deutsche Gesellschaft für  
Internationale Zusammenarbeit (GIZ) GmbH  
Registered offices Bonn and Eschborn, Germany

Digitances- Improving Access to Remittances and  
other Financial Services through Digital Solutions  
Iritiria Street, Vista Complex 3, Um Uthaina  
Amman 11190 Jordan  
+962 6 5563382  
[www.giz.de/de/weltweit/38566.html](http://www.giz.de/de/weltweit/38566.html)

Author: Matthias Poser

As at May 2021  
GIZ is responsible for the content of this publication.

In cooperation with



On behalf of  
Federal Ministry for Economic Cooperation and Development (BMZ)  
Division Middle East

Addresses of  
BMZ Bonn  
Dahlmannstraße 4  
53113 Bonn, Germany  
T: +49 (0)228 99 535-0  
F: +49 (0)228 99 535-3500

BMZ Berlin  
Stresemannstraße 94  
10963 Berlin, Germany  
T: +49 (0)30 18 535-0  
F: +49 (0)30 18 535-2501

[poststelle@bmz.bund.de](mailto:poststelle@bmz.bund.de)  
[www.bmz.de](http://www.bmz.de)