Frequently Asked Questions – Investor Guidelines

1. What are the Investor Guidelines?

1. Promote responsible investment in digital finance
2. Manage risks comprehensively with growth of digital inclusion
3. Foster a proportionate legal and regulatory framework
4. Facilitate interoperability and infrastructures for DFS ecosystems
5. Establish customer identity, data privacy and security standards
6. Promote fair and transparent pricing
7. Improve disclosure of terms and conditions for customers
8. Enhance customer services for problem resolution and product innovation
9. Prevent over-indebtedness, strengthen digital literacy and financial awareness
10. Track progress to mitigate risks and expand DFS opportunities

Further explanation of each Guideline can be found in our informational packet. The Investor Guidelines is an ongoing process, and continued engagement across investors and industry are essential to refine actions with evolving DFS risks and opportunities.

2. How were the Investor Guidelines developed and why is it anchored in the G20 HLPs?

The Investor Guidelines were conceptualized by Goodwell Investments, Mobisol and IFC in Berlin during the Responsible Finance Forum. This was followed with a broader meeting in London at the IFI-DFI Meeting hosted by CDC; and in Amsterdam hosted by Goodwell Investments. By early 2018, an Investor Working Group representing over 40 members co-developed the Investor Guidelines, with feedback culled, including lessons from the use of industry principles, tools, frameworks.

The Investor Guidelines are anchored in the G20 High Level Principles for Digital Financial Inclusion (G20 HLPs) which was approved under China’s G20 Presidency in July 2016. The G20 HLPs are the most comprehensive standards culling the latest industry insights in digital financial inclusion. As partners of the G20 Global Partnership for Financial Inclusion (GPFI), the Investor Guidelines are hosted on the Responsible Finance Forum (RFF) platform in an effort to deepen public-private sector initiatives for responsible DFS.

3. Why does this matter for investors and investees?

Investors seek opportunities in digital innovation for inclusive growth: by 2025, emerging markets’ GDP could increase by $3.7 trillion and create 95 million jobs across all sectors. Funding for financial inclusion recently reached a historic high of $37 billion, another $31 billion globally are invested annually in fintechs. While opportunities have increased, so have the myriad and pace of risks in digital financial services for investors, investees, customers and broader digital ecosystems across markets and regions. Hence broader investor awareness is critical to catalyze investments in responsible DFS.
4. **What are the objectives of the Investor Guidelines?**

As Signatories to the Investor Guidelines, our objective is to accelerate investments that create value-added benefits for digital finance customers, providers and broader digital ecosystems. We strive to catalyze innovative investments for responsible digital inclusion. We seek collaborative industry leaders as critical partners, to fine-tune evolving digital inclusive business models with emerging evidence.

The Investor Guidelines are work-in-progress given today’s evolving regulations, risks and DFS business models. Potential Actions underlying the Investor Guidelines will be refined as DFS investments are assessed during due diligence, and based on more agile approaches with industry evidence as applicable.

5. **What are target outcomes of the Investor Guidelines?**

- Fostering customer trust and resiliency through digital financial inclusion
- Catalyzing value-added investments and enhanced sustainability
- Managing new risks and opportunities with evolving evidence

6. **What types of organizations can become Signatories to the Guidelines?**

- Development and international finance institutions
- Funds and fund managers
- Private equity and venture capital funds
- Public equity and debt funds
- Family offices and foundations

Target signatories are not only active direct investors, but also indirect investors and asset owners such as pension funds, fund-of-fund managers, sovereign wealth funds and endowments. In addition, target signatories further apply to potential investees or providers.

7. **How does my organization become a Signatory and what happens next?**

Please [fill out this form](#) to express interest and indicate your level of commitment. Based on your responses, we will seek your participation through several roles/activities being planned. Our team will reach out to you to define immediate activities and refine the broader strategic direction of the Investor Guidelines, as follows:

- Co-hosting and/or co-sponsoring regular investor meetings, workshops
- Refining due diligence and operational frameworks
- Outreach and networking with other investors and/or industry
- Sharing or developing case studies
- Strategic planning and implementation of the Investor Guidelines
8. When will the Investor Guidelines be launched, can we become a Signatory after the launch?

The co-founding Signatories of the Investor Guidelines will be formally launched at the Connecting the Dots: Investing in Inclusive Digital Economies Conference in Amsterdam on June 20, 2018. This will be the first of a series of events to formally on-board Signatories. We encourage all Signatories to leverage their own networks and platforms to increase investor awareness beyond the initial launch.

9. Should my organization attend the launch of the Investor Guidelines?

This is not required but we are encouraging all signatories to the Investor Guidelines to attend the official launch at the Connecting the Dots: Investing in Inclusive Digital Economies conference in Amsterdam on June 20, 2018. You can RSVP for the conference here or contact Nico Blaauw at nico@goodwell.nl for more information.

10. Are there marketing materials for the Investor Guidelines that I can help to distribute?

Yes, both an informational packet and brochure can be found on our website. Please visit the site periodically for updates, latest information, upcoming events, investor resources.