

The African Mobile Phone Financial Services Policy Initiative (AMPI)



What is AMPI?

The African Mobile Phone Financial Services Policy Initiative (AMPI) is a regional initiative of the Alliance for Financial Inclusion (AFI). AMPI provides a platform for officials from regulatory bodies, policymaking institutions, the private sector and development partners to share views and find appropriate ways to promote mobile financial services (MFS) in Africa.

AMPI aims to:

- Determine effective policy solutions to advance MFS in Africa
- Serve as a peer learning platform for AFI members in Africa to coordinate their efforts and share knowledge and experience
- Facilitate high-level discussion to identify barriers to uptake of MFS in Africa and harmonize regulations related to MFS

A Short History of AMPI

The idea for AMPI originated with the Bank of Tanzania, Central Bank of Kenya and the AFI Management Unit, which brought AFI's African members together in March 2012 to discuss a shared vision of MFS on the continent. Just under a year later, on February 2013 in Zanzibar, 18 financial regulators and policymakers, members of AFI and representatives from financial services providers, telecommunications companies and international development agencies, agreed to launch the African Mobile Phone Financial Services Policy Initiative (AMPI).

In February 2014, AMPI leaders and other stakeholders met in Naivasha, Kenya, and agreed that AMPI was the perfect platform for expanding MFS in Africa. The AMPI Strategic Plan 2014-2016 was drafted and approved in April 2014.

The AMPI Strategy: 5 Pillars

- 1 Addressing emerging policy issues
- 2 Reinforcing capacity building for regulators
- 3 Facilitating public-private dialogue and engagement
- 4 Strengthening AMPI's operational and organizational capacity to coordinate and implement activities
- 5 Supporting AFI's African members to advance their financial inclusion agenda through technology

By aligning the needs and interests of AFI member institutions in Africa and establishing a platform for public and private stakeholder engagement, AMPI provides opportunities for financial policymakers and regulators to learn from each other and gain insights into new developments and business models for MFS and digital financial services (DFS). This in turn provides AFI with the tools to develop and implement policies that help to advance financial inclusion through digital channels.

The AMPI Vision

AMPI aims to catalyze a robust ecosystem for MFS and, more broadly, for DFS in Africa.



The AMPI Mission

Facilitate discussions among all stakeholders on DFS-related issues and empower policymakers to adopt innovative policy solutions to advance DFS in Africa.



Strategic objectives



Institutional Framework

AMPI is part of the AFI Network, and any African member institution can participate in AMPI activities at any time. AMPI leaders (senior executives, central bank governors and ministers) meet every year at the AMPI Leaders' Roundtable to discuss policy issues and provide strategic guidance. AFI's African members also meet on the sidelines of the annual AFI Global Policy Forum to share ideas on policy issues and discuss other urgent matters. The AMPI Help Desk, which handles technical coordination and implements activities, meets at least once a month and reports to the AMPI Chair.

Key Milestones

To date, AMPI has organized:

- 4 AMPI Leaders' Roundtables
- 1 capacity building workshop on agency banking in collaboration with AFRITAC East in Kampala, Uganda (November 2014)
- 2 regulatory capacity building workshops on interconnectivity, digital-enabled cross-border remittances, oversight and supervision of e-money schemes and other topics, in partnership with MasterCard and under the framework of AFI's Public-Private Dialogue Platform, in Yamoussoukro, Cote d'Ivoire (July 2015) and Dakar, Senegal (February 2016).
- Newsletter publications to keep African AFI members informed about successful policy initiatives and changes, and the challenges their peers face in scaling up DFS.

AMPI Leaders have also approved a three-year strategic plan, which is revisited regularly to ensure it is aligned with the interests and needs of AFI's African members.

AMPI and the Maya Declaration

Of the 57 countries that have made commitments under the Maya Declaration,¹ 20 are from Africa. To date, African member institutions have set 137 of the 437 targets to advance financial inclusion. DFS is the top thematic area for African members with 34 targets, followed by consumer protection (27 targets).

¹The Maya Declaration is the first global commitment by financial regulators and policymakers from developing and emerging countries to unlock the economic and social potential of the poor through greater financial inclusion.

The Impact of AMPI

Thanks to their involvement in AFI and AMPI, financial regulators and policymakers are creating a more enabling regulatory environment for MFS and DFS.

According to the GSMA's 2015 State of the Industry Report on Mobile Money, regulatory changes were made in 10 countries and one sub-region: Colombia, El Salvador, Ghana, Guinea, Kyrgyzstan, Morocco, Mozambique, Nigeria, Sierra Leone, Tanzania and WAEMU. The financial policymakers and regulators in these 11 jurisdictions are all AFI members, but eight are from Africa and participate regularly in AMPI activities. Through capacity building, sharing experiences and peer pressure, they are taking advantage of the opportunities offered by technology to facilitate the provision of basic financial services to the majority of the population.

AMPI's Current Focus Areas

At the fourth annual AMPI Leaders' Roundtable held in Dakar, Senegal in February 2016, participants agreed to focus on the following areas from 2016 to 2018:

- Reinforce dialogue with private-sector players and other stakeholders through AFI's Public-Private Dialogue Platform in Africa, as well as other forms of cooperation.
- Promote DFS for agricultural micro, small and medium enterprises (MSMEs) and strengthen understanding of policy reforms to support agricultural finance.
- Promote inclusive policies for women, especially by leveraging new technologies and promoting the adoption of regulations and financial consumer protection frameworks to advance women's economic participation.
- Strengthen connections between microfinance institutions and DFS providers.
- Finalize the institutional framework, confirming AMPI as a regional initiative of AFI and establishing a physical presence for AMPI in Africa.
- Strengthen cooperation between financial and telecommunications regulators on DFS issues.
- Enhance collaboration among financial regulators to facilitate digital cross-border remittances.
- Reinforce capacity building efforts for financial regulators to ensure they keep up with the rapidly changing DFS landscape and are able to mitigate emerging risks.
- Assist the facilitation of domestic dialogue between market participants on effective interoperability of DFS and encourage financial regulators to play an enabling role.

For more information, please contact AMPI@afi-global.org

AMPI Help Desk

Virtual Help Desk facilitated by the AFI Management Unit



6 Regional Contact Points



- > Regional technical contact point for African AFI Members on DFS policy and regulatory issues
- > Coordination with other AFI working groups
- > Collaboration with stakeholders

