



**Haiti MSME  
GIS Data Collection & Mapping Activity  
Activity Framework/Resource Sheet**  
*Updated: October 5, 2007*

<b>Activity:</b>	<b>GIS Data Collection &amp; Mapping Activity</b>
<b>Purpose:</b>	<p>The purpose of the GIS Data Collection &amp; Mapping Activity is to address the lack of critical information on the supply and demand of financial services throughout Haiti that could help inform the decisions of all industry actors - MSME's, MFI's, commercial banks, government, donors, investors. To this end, this Haiti MSME market information activity aims to carry out a comprehensive, nation-wide data collection effort on financial services institutions – to include points of service and portfolio data – and link this data to GIS technology to generate reports and maps that could graphically illustrate a variety of important spatial relationships, such as:</p> <ul style="list-style-type: none"> <li>• the distribution and coverage of financial services;</li> <li>• access to financial services by economic activity, region and poverty level;</li> <li>• spatial variation in service offerings; and</li> <li>• demand for financial services at different levels.</li> </ul> <p>The database will include information on the following institutions:</p> <ul style="list-style-type: none"> <li>• KNFP and ANIMH MFI members, totaling 21;</li> <li>• 56 DID/ANACAPH caisses populaires; and</li> <li>• all commercial banks.</li> </ul> <p>The end goal is to make this information accessible to all industry actors via various information channels. The information will allow users to access customized reports and maps for their own use. In addition, the GIS database maps will be incorporated into other Haiti MSME and donor activities as needed - such as with the Haiti Microfinance Industry Directory - where maps will be used to illustrate the presence of different financial institutions throughout the country. Finally, the project will aim for long-term sustainability by transferring management and data collection efforts to a local institution such as CNIGS, ANIMH, KNFP, and ANACAPH.</p>
<b>Audience/End users:</b>	<ul style="list-style-type: none"> <li>• USAID &amp; other donor projects <ul style="list-style-type: none"> <li>○ Donor projects needing to understand the industry climate, players, and services gaps to inform program efforts and activities.</li> </ul> </li> <li>• MSME's (potential clients) <ul style="list-style-type: none"> <li>○ Micro, small &amp; medium-sized businesses who need financial services and want to know what savings and loan products are available by whom and where.</li> </ul> </li> <li>• MFI's (both partner and non-partner institutions)</li> <li>• Associations</li> </ul>

	<ul style="list-style-type: none"> <li>○ To enhance government lobbying efforts for better and stronger regulations.</li> <li>○ To inform member service changes or additions</li> <li>● Government <ul style="list-style-type: none"> <li>○ Ministries needing to inform government spending decisions (e.g. identify poorest areas with least access to financial services and weakest infrastructure).</li> </ul> </li> <li>● Potential investors</li> </ul>
<b>Expected Outcomes:</b>	<ul style="list-style-type: none"> <li>● Demand <ul style="list-style-type: none"> <li>○ Easier access to financial supply information for clients/potential clients;</li> <li>○ Potential clients and donors will have a better understanding of service providers in their area; if no local service providers meet their needs, they will then have the information to encourage MFI diversification or expansion in the region.</li> </ul> </li> <li>● Supply <ul style="list-style-type: none"> <li>○ Financial Institutions <ul style="list-style-type: none"> <li>▪ Industry overview/Strategic planning</li> <li>▪ Better industry data and maps to inform efforts to diversify markets, clients and product offerings</li> <li>▪ Benchmarking abilities</li> <li>▪ Regular donor, association and stakeholder reports</li> </ul> </li> <li>○ Donors <ul style="list-style-type: none"> <li>▪ Better-directed interventions from donors looking to identify potential linkages and build MFI availability.</li> </ul> </li> <li>○ Associations <ul style="list-style-type: none"> <li>▪ More compelling reports and maps to narrate and graphically depict the state of industry to government, donors, and investors.</li> </ul> </li> <li>○ Government &amp; Potential investors <ul style="list-style-type: none"> <li>▪ Better-informed investment decisions.</li> </ul> </li> </ul> </li> </ul>
<b>Deliverable:</b>	<ul style="list-style-type: none"> <li>● Accessible information through several channels – printed publications, industry-wide workshops, potential interactive Web site accessible to all beneficiaries where users can use the supply and demand data to generate customized reports and thematic GIS maps.</li> <li>● Sustainability plan (identify a local institution to transfer management and regular data collection efforts to).</li> </ul>
<b>Information Resources Needed:</b>	<ul style="list-style-type: none"> <li>● GIS mapping waypoints (institutions' points of service)</li> <li>● Institutional data to be collected through Directory profiles (e.g. portfolio size, # of loans, size of loans, etc.)</li> <li>● Additional institutional data as needed – TBD (reference XXX)</li> <li>● Haiti demographic info (e.g. economic activity by region, population size, gender, age, poverty level) – source TBD (reference XXX)</li> </ul>
<b>Timeline:</b>	<p><b>August 2007</b></p> <ul style="list-style-type: none"> <li>● Phase I GIS field survey to collect points of service data.</li> </ul> <p><b>September 2007</b></p> <ul style="list-style-type: none"> <li>● Data processing from 1<sup>st</sup> survey and planning for phase II.</li> </ul> <p><b>October 2007</b></p> <ul style="list-style-type: none"> <li>● Oct 22<sup>nd</sup> – Phase II GIS survey begins to finish collecting financial institution POS (key non-cooperative MFIs, 56 DID caisses,</li> </ul>

	<p>commercial banks).</p> <ul style="list-style-type: none"> <li>• Coordinate with DAI/B GIS team to make sure all necessary data is being collected.</li> </ul> <p><b>November 2007</b></p> <ul style="list-style-type: none"> <li>• GIS STTA to develop database &amp; integrated GIS reporting.</li> <li>• Begin designing information dissemination channels.</li> </ul> <p><b>December 2007</b></p> <ul style="list-style-type: none"> <li>• Compile data and work on final product (editing/formatting/etc).</li> <li>• Send to USAID for approval and branding review.</li> <li>• Develop marketing plan and training schedule.</li> </ul> <p><b>January 2008</b></p> <ul style="list-style-type: none"> <li>• Database/Web site launch along with Directory launch.</li> <li>• Begin trainings.</li> <li>• Continued marketing and advertising.</li> </ul>
<b>Marketing/Distribution:</b>	<p><b>Preliminary ideas</b></p> <ul style="list-style-type: none"> <li>• <b>Database/Web Site/Publications Launch</b> – Aim to be at the same time as the Directory Launch</li> <li>• <b>TBD</b> - On-going trainings on how to generate reports and maps from the new site.</li> </ul>
<b>Activity Leaders:</b>	<p><b>Greta Greathouse, COP</b></p> <ul style="list-style-type: none"> <li>• Strategic vision</li> <li>• PR/marketing (e.g. meeting with key beneficiaries, Web site/publications launch)</li> </ul> <p><b>Alex Curtis, M&amp;E Team</b></p> <ul style="list-style-type: none"> <li>• Manage relationships with institutions participating in mapping.</li> <li>• Manage intern recruitment, contracting, and activity logistics (in collaboration with Haiti MSME Finance Dept).</li> <li>• Manage DAI/B GIS STTA and Web site.</li> </ul> <p><b>Pierre-Marc Gérald, GIS Data Collection Technical Manager</b></p> <ul style="list-style-type: none"> <li>• Manage collection of nation-wide GIS data.</li> <li>• Develop scope for GIS field activities (e.g. data to be collected, human resources, time needed, etc.)</li> <li>• Oversee completeness and quality of data.</li> <li>• Maybe lead user trainings.</li> </ul>
<b>Implementation Resources:</b>	<p><b>GIS STTA</b></p> <ul style="list-style-type: none"> <li>• DAI/B GIS Specialist to advise team on data need for potential reports and maps.</li> <li>• Design database and user guide.</li> <li>• Work with Haiti MSME team to design and develop interactive database reporting and mapping functions.</li> </ul>



**Haiti MSME**  
**Haiti Microfinance Industry Directory**  
**Activity Framework/Reference Sheet**  
*Updated: September 25, 2007*

<b>Activity:</b>	<b>Haiti Microfinance Industry Directory</b>
<b>Purpose:</b>	<p>The purpose of the Haiti Microfinance Industry Directory is to address market information constraints that exist between suppliers and demanders of financial services in Haiti. Currently, no directory of financial service providers in Haiti exist that could serve as a centralized source of information for those seeking financial services. The Directory will address this critical information gap by compiling a complete directory of MFI current product and services offerings which will include the following information:</p> <ul style="list-style-type: none"> <li>• An overview of the microfinance industry in Haiti.</li> <li>• An introduction to the different types of financial institutions in Haiti (non-cooperative MFI's, caisses populaires, and commercial banks).</li> <li>• Institutional profiles which will include general contact info, brief history, current mission/targeted clientele, portfolio information and statistics, and a map of current points of service.</li> </ul> <p>In addition, the Directory will incorporate outputs from two other Haiti MSME market information activities - the Microfinance Industry Census and GIS mapping of financial service providers' points of service – to provide the end user with a complete narrative and graphical representation of financial services supply in Haiti.</p> <p>The end goal will be to catalyze new linkages between suppliers of financial services and those in greatest need of their services.</p>
<b>Audience/End users:</b>	<p><b>Primary</b></p> <ul style="list-style-type: none"> <li>• USAID &amp; other donor projects <ul style="list-style-type: none"> <li>○ Financial services projects such as Haiti MSME looking to facilitate linkages or encourage MFI new product innovation.</li> <li>○ Other donor projects that work with potential MFI clients and need to direct them to an appropriate institution but are unaware of financial services options in their region.</li> </ul> </li> <li>• MSME's (potential clients) <ul style="list-style-type: none"> <li>○ Micro, small &amp; medium-sized businesses needing financial services.</li> </ul> </li> <li>• MFI's (both partner and non-partner institutions) <ul style="list-style-type: none"> <li>○ To assess their position in the marketplace (e.g. where they are providing services vis-à-vis their competitors).</li> <li>○ To encourage new market entry and product diversification.</li> <li>○ To build credibility and eminence in the market</li> <li>○ TBD based on Final Draft Institutional Template</li> </ul> </li> </ul> <p><b>Secondary</b></p>

	<ul style="list-style-type: none"> <li>• Associations <ul style="list-style-type: none"> <li>○ To lobby government by illustrating the growing presence of MFI's and the need for better and stronger regulations.</li> </ul> </li> <li>• Potential investors</li> </ul>
<b>Expected Outcomes:</b>	<p><b>Primary</b></p> <ul style="list-style-type: none"> <li>• Demand – clients/potential clients and donor projects working with these clients will have an increased amount of information about service providers in their area; if no local service providers meet their needs, they will then have the information to contact MFI's outside their region that may provide appropriate financial products or consider expanding into their region.</li> <li>• Supply - financial institutions can identify new market opportunities by identifying underserved areas or populations.</li> <li>• TBD based on Final Draft Institutional Template</li> </ul>
<b>Deliverable:</b>	<ul style="list-style-type: none"> <li>• Country-wide distribution of 10,000 copies of a spiral bound Directories.</li> <li>• Sustainability plan to ensure annual publication of the Directory.</li> </ul>
<b>Information Resources Needed:</b>	<ul style="list-style-type: none"> <li>• Microfinance Industry Overview – to be provided by Census activity.</li> <li>• GIS maps illustrating current MFI points of service – Final POS GIS Map to be available Oct '07.</li> <li>• Institutional profiles – template to be developed by MSME and completed by the institutions</li> </ul>
<b>Timeline:</b>	<p><b>Oct. – mid-Nov '07</b></p> <ul style="list-style-type: none"> <li>• Information collection and compilation; commence census activity &amp; complete GIS POS mapping activities; develop, issue, and complete institutional profiles.</li> </ul> <p><b>Mid-Nov- Dec. '07</b></p> <ul style="list-style-type: none"> <li>• <b>Complete census activity</b></li> <li>• Compile data and work on final product (editing/formatting/etc).</li> <li>• Send to USAID for approval and branding review.</li> <li>• Develop marketing and distribution plan.</li> </ul> <p><b>January 2008</b></p> <ul style="list-style-type: none"> <li>• Directory launch</li> <li>• Distribution to partner institutions, associations, donor projects</li> </ul>
<b>Marketing/Distribution:</b>	<p><b>Preliminary ideas:</b></p> <ul style="list-style-type: none"> <li>• <b>Directory Launch</b> – invite USAID, partner institutions, local NGO's, key regional player institutions, government officials, association representatives (ANIMH, KNFP, ANACAPH, DID).</li> <li>• <b>Physical Distribution</b> – distribute to strategic institutions in all regions of Haiti.</li> </ul>
<b>Activity Leaders:</b>	<p><b>Greta Greathouse, COP</b></p> <ul style="list-style-type: none"> <li>• Strategic vision/planning</li> <li>• Integration of other market information activity deliverables (census, GIS maps) into Directory.</li> </ul> <p><b>John Jepsen, DCOP</b></p> <ul style="list-style-type: none"> <li>• Work with COP to implement strategic vision</li> <li>• Overall management of Directory inputs/output.</li> <li>• Manage technical writer to finalize all institutional profiles and finalize French</li> </ul>

	version of overview section
<b>Implementation Resources:</b>	<b>Technical Writer</b> <ul style="list-style-type: none"><li>• Professional Service Provider to complete all institutional profiles (consistent format to be provided) and finalize the French version of the overview section.</li></ul>