

## Why is it important to engage with central banks and other regulators?

Central banks and other regulators play a key role in cash transfers, ensuring the integrity of [payment systems](#):

- They **regulate financial service providers** (e.g. banks, mobile money operators and fintechs), and can therefore influence and improve the experience of people receiving cash transfers.
- They **decide what ID you need to open an account** (called setting Know-Your-Customer or 'KYC'). They ensure banks/mobile money companies keep customers safe and what information they must regularly share.
- Regulators also **set rules for currency exchange**, ensure **cash availability or manage shortages**, and set other financial rules, like limits to transaction values and service fees, impacting organizations operations.
- They can also **play a key role in promoting digital and financial inclusion**, such as through setting National Financial Inclusion strategies and promoting investment in digital public infrastructure.

Remember: **Building relationships early** (at the highest institutional level possible!) and **joint advocacy** with other organizations can help in negotiations! **Here are things you can advocate for as organization:**

### Advocate for strengthening financial service providers' customer service/ protection

- ❑ **Encourage the private sector to consider the people we assist as valued clients**
  - Share these arguments to build a [business case](#) why it is worthwhile investing in the hardest-to-reach and advocate for inclusive and accessible financial products and services (you may also consider this resource from [Women's World Banking](#)).
- ❑ **Foster a digital and innovative ecosystem that considers people's needs**
  - Advocate for [interoperability of the payment system](#) so that people have choice in how to receive/spend money
  - Advocate for higher transfer amounts and **adequate fee schedules**
  - Ensure that the **processes and requirements for becoming a financial service provider agent** (i.e. the licensing framework) don't exclude people with less opportunities, incl. women and refugees.
- ❑ **Make the case for enhanced Customer Protection to safeguard people against fraud and abuse, incl. [sexual exploitation & abuse](#)**
  - Do this through mandatory [Customer Protection](#) for financial institutions (incl. mandatory [training](#), **disciplinary measures** in cases of misconduct, specific **focal points**)
  - Ensure financial service providers have a [Code of Conduct](#) in place that all its staff and third-party contractors adhere to
  - Advocate for regular reporting on [customer complaints and feedback and ensure safe referrals](#). Promote the collection of supervisory data to [assess their performance](#).
- ❑ **Advocate for [sex-disaggregated data and use of new technology for tiered KYC](#)**

### Advocate to remove barriers people face to access financial products

- ❑ **Engage central banks to remove barriers to access (digital) financial services**
  - Advocate for identification for all & where not possible, [tiered KYC requirements](#)
  - Share the **voice of the people we assist** & check [case studies](#) on how different countries have introduced identification requirements, enabling financial inclusion.
- ❑ **Advocate for inclusive digital and financial literacy policies that reach the most disadvantaged, including women**
  - Check the repository with [resources on digital and financial literacy trainings](#)
  - Advocate with regulators to **invest in the financial inclusion** of women, persons with disabilities, Indigenous Peoples etc. as **valued clients** of financial institutions
  - Advocate for **joint education campaigns** (also involving financial service providers!)
  - Check the [Better Than Cash Alliance section for governments](#) & [AFI's digital financial literacy toolkit](#) to learn more about what central banks could do with respect to digital financial literacy.
- ❑ **Influence the central bank's strategy, mandate, and policies so people are well informed on their rights and that they leave no-one behind**
  - Jointly engage with communities to [inform people about their rights](#) and how to report issues.
  - Check [AFI's National Financial Inclusion Strategies \(NFIS\)](#): current state of practice for an overview of what central banks could do with respect to NFIS.