

PROJECT SUMMARY
Silver Finance: Financial Inclusion for Life
(RG-T4171)

It is expected that in the coming decades the region will present one of the highest rates of population aging in the world, with those over 60 years of age going from the current 13% to more than 25%. The digital divide among the elderly population is generating financial exclusion in the access and use of financial products, in part because of the migration of banking to digital products and channels, a process that accelerated during the Covid-19 pandemic. However, the discussion on the digital divide has focused on three areas: gender, income, and rurality. Age is still not part of the discussion in the region, even though several studies signal that age exacerbates the digital divide.

Financial exclusion associated with age in Latin America and the Caribbean affects not only older adults who want to use digital services such as payments, but also those that need to change or renovate their homes, and those who want to finance their businesses, especially women. Several studies highlight the growing entrepreneurship among those over 60 years of age, and the greater chances of survival of companies run by older adults, partly as a result of applying more work and market experience. In some countries like Chile, the average age of micro entrepreneurs is 50 years old, and more than half of the entrepreneurs are over 50 years old.

To overcome this problem, this project will support at least 8 initiatives (subprojects) from financial service providers (banks, microfinance institutions, and FinTech's), startups, social innovators, civil society organizations, and other organizations. These initiatives may be focused from the supply side, for example, innovations in communicational or transactional channels, product adaptations, and development of services focused on the elderly population, or initiatives to strengthen demand, such as innovations that allow the adoption of digital skills by the elderly population on a grand scale. In addition, financial intermediaries in the region will also be encouraged to develop financial strategies to increase their portfolios of attention to the population over 60 years of age, such as, for example, the development of thematic bonds.

The beneficiaries of this project will be: (1) adults over 60 years of age who are not served or are currently underserved by financial service providers in the region, disaggregated by gender, activity, and including entrepreneurs and independent workers. It is expected that 300,000 beneficiaries in this group will be able to access products, services or channels adapted to the needs of the population over 60 years of age, and (2): public and private organizations of various kinds, from financial intermediaries to FinTech's and civil society organizations that will promote greater visibility of older adults as full-fledged clients of credit, savings, and payments products and services.