



Workshop: The Women Entrepreneurs Finance Code (the WE Finance Code): Unlocking Finance for Women Entrepreneurs

Workshop Theme: *"From data to action: Driving inclusivity for Kenya's women entrepreneurs through data - Join the movement. Shape the future. Power the change"*

Date: Thursday, August 28, 2025

Time: 0830hrs – 1600hrs EAT

0830hrs	Registration and welcome coffee WE Finance Code secretariat
0900hrs	Introduction Ms. Adah Mukubi, Head, Communications & Partnerships · CIS Kenya
0910hrs	Welcome note Mr. Peter Njuguna, Chief Executive Officer (CEO) The Sacco Societies Regulatory Authority (SASRA)
0920hrs	Remarks Wendy Teleki, Head of the Women Entrepreneurs Finance Initiative (We-Fi) Secretariat,
0935hrs	Remarks Mr. Raimond Molenje, Chief Executive Officer (CEO) Kenya Bankers Association
0955hrs	Remarks Hon. Susan Auma Mang'eni, PS State department for MSME development (TBC)
1015hrs	Keynote address WE Finance Code – Kenya Champion, Central Bank of Kenya





1030hrs	Tea break
1100hrs	<ul style="list-style-type: none"> • The WE Finance Code and expectations and what is coming WE Finance Code WG • Demonstration of different data dashboards and analytical tools <p>This session will explore examples of data analytics tools exploiting gender disaggregated data from around the world. It will explore use cases and benefits that Kenya will be able to implement with their own WE FI code dashboard</p> <p>David Taylor, founder and lead consultant for Usabledata Limited</p>
1120hrs	<p>The WE Finance Code – Kenya Chapter, panel discussion</p> <p>Focus: This panel will unpack the power of sex-disaggregated data in tackling biases and missed opportunities in serving WMSMEs, showcase practical applications, and highlight how the WE Finance Code can coordinate efforts and unlock new market opportunities</p> <p>KBA, The Co-operative Bank, GIZ, AMFI Kenya, DFSAK/Tala, CIS Kenya, CPF, NSE, SASRA , WWB</p>
1150hrs	<p>Video: Championing WMSME financing: Institutional voices powering the We Finance Code:</p> <p>KBA, AMFI Kenya, SASRA, KCB, CIS Kenya, GIZ Kenya, WWB, HOPAWI, DFSAK/TALA, FSD Kenya, The Argidius Foundation, Metropol CRB</p>
1210hrs	<ul style="list-style-type: none"> • The WE Finance Code process, what works, what doesn't work: Lessons from global WE Finance Code communities • Learning and knowledge sharing opportunities and how Kenya can get involved <p>Carine Fersan, Peer Learning Director, Financial Alliance for Women (FAW)</p>





1240hrs

Why high-quality data matters to inclusively design for WMSMEs

Understanding why quality, standardised credit and other data such as deposit, and transactional data is important to design better for women-led MSMEs, Highlight the role of inclusive credit scoring in expanding access to finance, and how data sharing across financial institutions can help promote financial health and curb over-indebtedness.

Mr. Gideon Kipyakwai. Chief Executive Officer (CEO), Metropol CRB

1300hrs

Lunch break

1400hrs

Examples of application of gender disaggregated data to serve MSMEs

1. Designing for women, lessons learnt and opportunities: - KCB
2. Demonstrate WSME segmentation toolkit and tool by Argidius and application- CCX

This session will showcase a practical toolkit for segmenting women-led businesses, helping institutions tailor financial and non-financial services to diverse WMSME needs. CCX will demonstrate how data-driven segmentation supports inclusive design and highlight opportunities for institutions to engage with CCX during the week of 9th September 2025 for hands-on support.

1. Relevance of sex- disaggregated data in policy design and influence, to serve WMSMEs better - SdfGAA
2. Serving WMSMEs for impact and growth – TBC

1500hrs

Interactive Breakout Sessions: Participants will split into smaller groups for focused discussions, based on their role as WMSME ecosystem players, reflecting on signatories' incentives and ideas for the WE Finance Code Kenya Chapter

WE Finance Code secretariat





1530hrs	Tea break
1540hrs	Reporting back and key takeaways.
	Women World Banking
1600hrs	Closing Remarks and Call to Action: Signing up: Next steps towards the October launch of the WE Finance Code.
	Tamara Cook, Chief Executive Officer (CEO) FSD Kenya

