



**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

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





**1030hrs** **Tea break**

**1100hrs**

- **The WE Finance Code and expectations and what is coming**  
**WE Finance Code WG**
- **Demonstration of different data dashboards and analytical tools**

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

**David Taylor, founder and lead consultant for Usabledata Limited**

**1120hrs** **The WE Finance Code – Kenya Chapter, panel discussion**

**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

**KBA, The Co-operative Bank, GIZ, AMFI Kenya, DFSAK/Tala, CIS Kenya, CPF, NSE, SASRA , WWB**

**1150hrs** **Video: Championing WMSME financing: Institutional voices powering the We Finance Code:**

**KBA, AMFI Kenya, SASRA, KCB, CIS Kenya, GIZ Kenya, WWB, HOPAWI, DFSAK/TALA, FSD Kenya, The Argidius Foundation, Metropol CRB**

**1210hrs**

- **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**

**Carine Fersan, Peer Learning Director, Financial Alliance for Women (FAW)**





**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

