



InvestEU Advisory Hub – Social Investment and Skills Window



## SIFTA – SOCIAL INCLUSIVE FINANCE TECHNICAL ASSISTANCE

**TOPIC: IL FUTURO DEL MICROCREDITO IN ITALIA E LA RELAZIONE CON LE BANCHE**

**DATA: 31 MAGGIO 2024**

# Speaker Profiles



## Claudia Belli, Head of Inclusive Finance & Relations with Civil Society (Sustainability Advocacy), BNP Paribas

For **Claudia Belli** Peace, Equality and respect for Nature are common needs and rights for everybody in the planet. These ideal grew thanks to her long involvement in NGOs like CISV.org and Intercultura.it and to the close contact with the mountains. After the Bachelor in Milan, she left for Paris to "help creating a united Europe". After a first year in marketing and finalizing a master, she joined BNP Paribas in Paris where she works today.

Since January 2022 Claudia is **Head of Sustainability Advocacy and Inclusive Finance, member of the Executive Committee of Company Engagement** of BNP Paribas and reports to a member of EXCO of BNP Paribas. As such she works alongside **civil society** to enhance the understanding of sustainable finance challenges alongside a larger cooperation and attention to the expectation of the civil society and contributes to increasing the financing to Microfinance institutions. She joined the Corporate Social Responsibility of BNP Paribas in 2014 as Head of Social Entreprises and Microfinance. More specifically, the Microfinance activity reaches today EUR 350M lending and investment to Microfinance institutions at the end of 2023, indirectly banking more than 250.000 beneficiaries.

Before this she worked for the Corporate and Institutional Banking (CIB) of BNP Paribas as Head of Export Finance Asia-Pacific for 7 years before becoming Head of Business development of Export Finance. With her teams she achieved to have the award Global best bank of export finance in 2014, **the YY** award from Nobel Peace Prize Professor Muhammad Yunus in 2019 and The Award Best Bank for Financial Inclusion in 2020. She was member of the board of European Microfinance Platform from 2014 to 2021. Claudia is member of the impact board of the French start up Watt's Good and of the Spain-based impact fund MicroEurope and is Honorary president of BAA (Bocconi Alumni Association) Paris that she cofounded, where she was president for 7 years.

Since its creation in 2023 Claudia is the President of the Just Institute, the innovative, member based and Social Business institute jointly (developed by BNP Paribas, by the GEF (UN Global Environment Fund) and by the Grameen Crédit Agricole Foundation to create inclusion with respect to Climate and Biodiversity.

Claudia, born and raised in Cortina d'Ampezzo, heart of the Italian Dolomites is Italian and lives in France; she graduated from Bocconi University in Milan and holds a CEMS Master from HEC, Jouy en Josas, Paris and the master in sustainable finance from Cambridge Judge Business School Executive Education.

# La strategia globale di BNP Paribas

# Microfinance – A global overview

World bank defines **financial inclusion** as the possibility for individuals and businesses to have access to useful and affordable financial products and services that meet their needs. **Microfinance**, in this sense, is a type of banking service provided to low-income individuals or groups that are excluded or do not have access to financial services.

In 2023, 1.4 Billion adults are excluded from banking services

About half of unbanked people included women and poor households in rural areas or out of the workforce.

Borrowers number has grown by 5% in 2022, to 173 million; 54% of borrowers being women in 2021 vs. 56% in 2017

Even if efforts are made to reduce the **gender gap in account ownership** - from 9%-points in 2018 to 6%-points in 2021, the latter continues to **hinder women from being able to effectively control their financial lives**.

In Europe, all MFIs serve **women** clients, who collectively make up **42% of total clientele**. **Women** often benefit from dedicated non-financial services from European MFIs.

Source: 2023 Impact Finance Barometer, 3<sup>rd</sup> Edition – [BFI-2023\\_EN-min.pdf \(convergences.org\)](#)  
Global Findex Reports (2017 & 2021)

[The Global Findex Database 2017 : Measuring Financial Inclusion and the Fintech Revolution \(worldbank.org\)](#)  
[The Global Findex Database 2021 \(worldbank.org\)](#)

# BNP Paribas' support to Microfinance

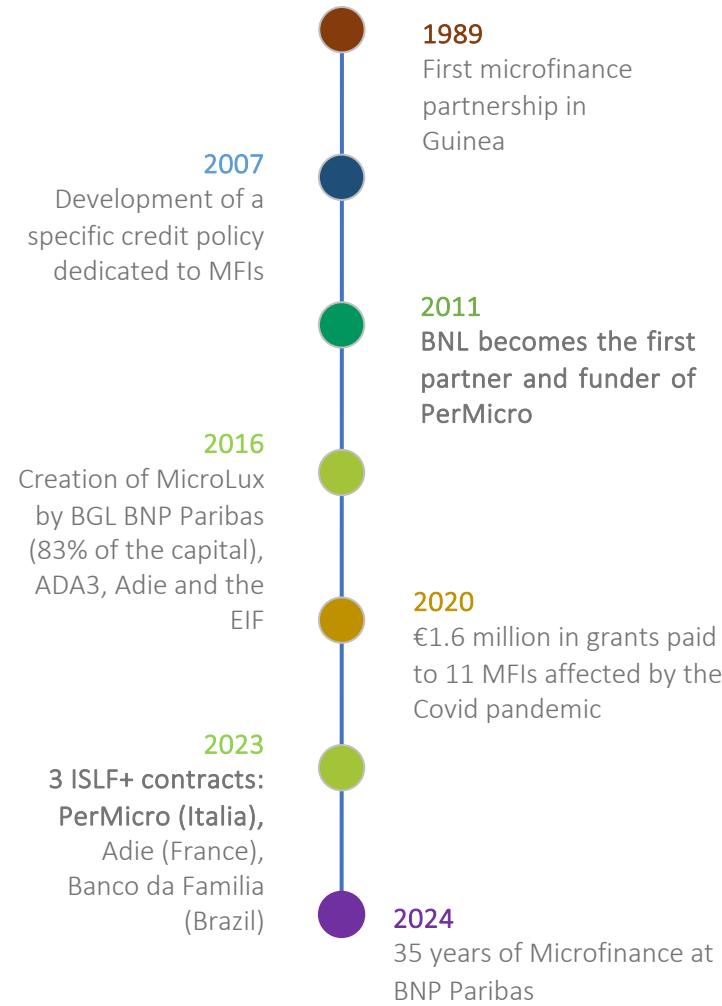
BNP Paribas has been supporting microfinance institutions (MFIs) for 35 years by providing funding for their assets, enabling them to extend lends. In total, €1.4 billion loans have been granted to MFIs by BNP Paribas since 1989. At year end-2023, €345 million were lent or invested into Microfinance Institutions.

BNP Paribas has also defined **financial inclusion** as one of the priorities of its 2022-2025 strategic plan. The target is set at the level of the beneficiaries and is based on the work done by **Nickel and BNP Paribas Microfinance team**.

**Number of beneficiaries of financial inclusion products and services in 2023: 3.9 million people**  
**Target by 2025 : to reach 6 million people**

As of the end of 2023, BNP Paribas works with MFIs in **13 countries**. In 2023, the Group lent or invested **€ 345 million** to finance **21 MFIs** through dedicated funds, with an overall average loan of **€ 4 536**. Through its activities, BNP Paribas actively supported more than **260 000 beneficiaries**.

Microcredits provided by BNP Paribas to selected MFIs are targeted at underprivileged populations, fostering small economic projects and empowering women entrepreneurs in emerging markets. To check the fulfillment of this mission the group uses the SPI (Social performance indicator) methodology (78% average rating versus the 61% score of the database of Cerise)



# Il modello BNP Paribas: Prospettive

# BNP Paribas – 2023 Social Performance Figures

## MFI's PERFORMANCE

**14.6 million**

active beneficiaries, including nearly 260,000 supported by BNP Paribas

**97%**

of beneficiaries of microloans were women

**83%**

of beneficiaries in rural areas

**1.4 million**

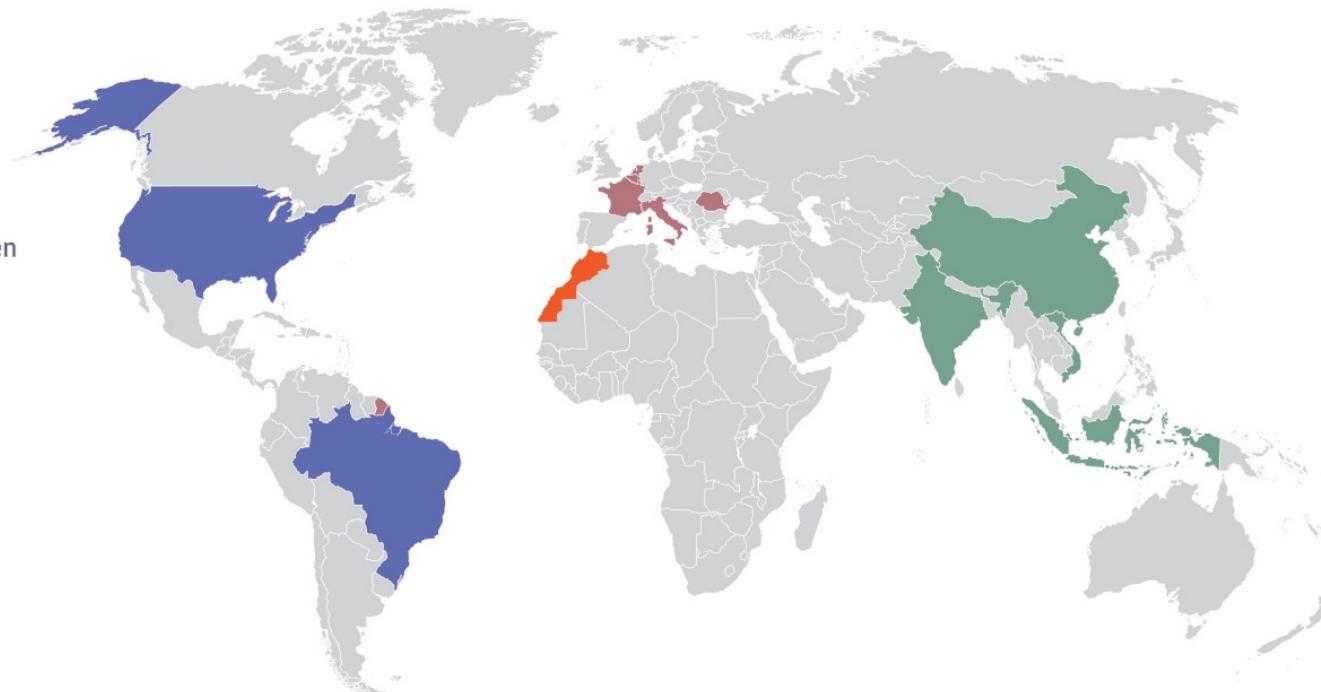
jobs created by beneficiaries

**23.7 million**

hours of coaching or training provided by MFIs

**€4,536**

average MFI loan to micro-borrowers



**21**

MFIs supported and participating in the study, including 14 in emerging countries, 6 in Europe and 1 in the United States

**13** countries and  
**8** local currencies represented

**18,800**

hours of Pro Bono work carried out by BNP Paribas employees for partner MFIs

**78 %**

is the SPI<sup>9</sup> social performance score MFIs supported by BNP Paribas versus 61%, average score, calculated on the basis of 356 MFIs evaluated by Cerise<sup>10</sup>

**€345 million**

allocated by BNP Paribas in 2023 to supporting MFIs, through loans and investments

# Microfinance innovations & BNP Paribas Initiatives

- BNP Paribas Asset Management – Solidarity Funds and Microfinance



BNP Paribas Asset Management is the investment arm of BNP Paribas. Its socially responsible savings funds directly support associations, cooperatives and socially responsible businesses in France.

**90% of the assets** of these funds are **invested in equities and bonds** listed on the stock markets **according to Environmental, Social and Governance (ESG) criteria**, and 5% to 10% in the Social and Solidarity Economy, notably via three microfinance players.



Source: 2024 BNP Paribas Microfinance Social Report - [2024 microfinance social performance report \(group.bnpparibas\)](#)

- Nickel – A powerful banking inclusion tool

Nickel makes a significant contribution to the Group's financial inclusion indicator, which is made up of the number of Nickel account holders and the number of beneficiaries of microfinance institutions supported by BNP Paribas.



By the end of 2023, Nickel already had **3.7 million customers** in **five European countries**: France, Portugal, Spain, Belgium and Germany

# Il modello di collaborazione PerMicro - BNP Paribas / BNL

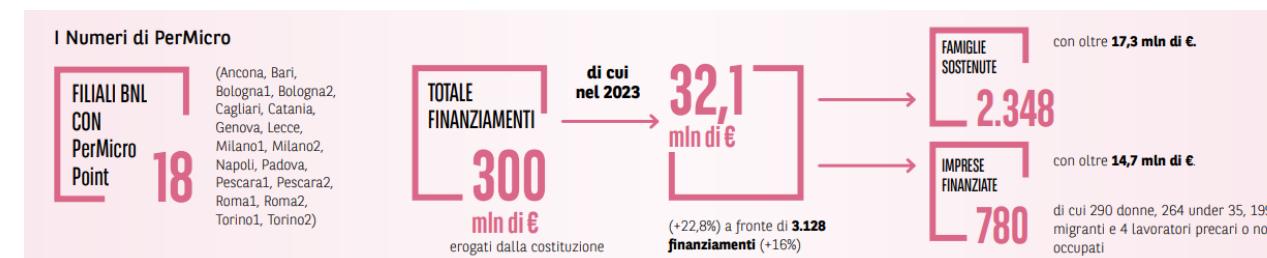
# Collaborazione con PerMicro & Initiatives 1 / 2

Since 2011, BNL, has supported PerMicro in its mission of social inclusion, helping disburse a total of €300 million, including approximately €31 million in 2023 through 3,128 loans.

BNL is the main **shareholder** of PerMicro (21.9%), contributes to 2 **key headcounts**, hosts the **head office**, BNL also has established **18 PerMicro Points** across Italy, hosted at BNL agencies,

The operational collaboration goes beyond this : it has developed a dedicated banking partnership, providing **unserved clients** to Permicro and receiving **new bank accounts** when clients request so.

And most of all, BNL BNP Paribas is today the **largest funder** of Permicro, with 16M€ authorized amount as of end-2023.



Source: BNL Sustainability report, 2023  
[Report di sostenibilità 2023 \(bnl.it\)](http://Report di sostenibilità 2023 (bnl.it))

**Sustainability Linked Loan** In 2023, BNL provided PerMicro with a loan of €6 million, with pricing incentives tied to the achievement of targets related to a progressive increase in the share of social financing linked to green issues.

# Collaborazione con PerMicro & Initiatives 2 / 2

- Inclusive & Sustainability-linked Financing (ISLF+)



In 2023, BNP Paribas co-developed with the JuST Institute the first **ISLF+**, inspired by Sustainability-Linked Loans (SLL). The aim is to support the transformation of players in the field of inclusion through **reduced-rate financing**, and to offer **dedicated technical assistance** if the social, environmental or transitional objectives defined upstream are met. **3 credit agreements** have been signed with long-standing partners: **Adie** (France), **PerMicro** (Italy) and **Banco da Familia** (Brazil). 2 KPIs are closely monitored for PerMicro:

KPI: % of volume of loans disbursed over one year to enterprises lead by youth over the total volume of loans disbursed during the year

KPI: % of volume of loans disbursed over one year to enterprises lead by women over the total volume of loans disbursed during the year

- Microfinance, Talents programme & Social performance audits conducted by BNP Paribas employees

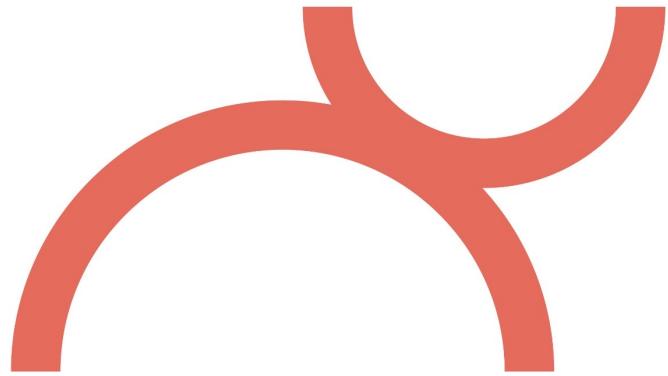
Since 2017, BNP Paribas has been organizing **social performance assessment** missions within partner MFIs, as part of the “Leaders for Tomorrow” programme. Every year, several pairs of “talents” carry out audits during their work hours, taking part in the “**1MillionHours2Help**” skills volunteering programme. They are trained in the SPI5 – Social Performance Indicators – methodology developed by the NGO CERISE.

In 2023, 18 missions took place in 13 countries

Floriane (right) works in BNP Paribas’ extra-financial communications department, within the Group CSR team; Carlotta (left) is a wealth management advisor at BNL, BNP Paribas subsidiary in Italy. Auditing the social performance of the Italian MFI PerMicro was an opportunity for them to contribute to the Group’s social commitments



# Il contesto Italiano e l'esperienza di PerMicro



# PerMicro

credito e microcredito per l'inclusione

# LA MISSION

Creiamo **occupazione e inclusione sociale** attraverso l'erogazione professionale di crediti e microcrediti, **l'educazione finanziaria** e l'offerta di **servizi di avviamento e accompagnamento all'impresa**, in un'ottica di sostenibilità della nostra attività.

Ci rivolgiamo a persone competenti con una buona idea imprenditoriale e a persone con esigenze finanziarie primarie (casa, salute, formazione), escluse dai tradizionali canali del credito per insufficiente storia creditizia o precaria posizione lavorativa.

**Oltre**  
VENTURE



2007

**PHITRUST**  
Partenaires

2009

2011

2010

Fondazione  
Compagnia  
di San Paolo



2014

**EMILBANCA**  
BCC CREDITO COOPERATIVO  
Gruppo Bancario Cooperativo Iccrea

2017

2019

**NARVAL**  
INVESTIMENTI

2022

.....

**BNL**  
**BNP PARIBAS**

**Giordano**  
**Dell'Amore**

FONDAZIONE  
SOCIALVENTURE

**FONDAZIONE**  
**Sviluppo e Crescita CRT**

**FINDE**

**Banca Alpi Marittime**

Credito Cooperativo Carrù  
Banca aderente al Gruppo Bancario Cooperativo Iccrea

SERVIZI E FINANZA  
FVG

4 banche socie

**PerMicro**  
credito e microcredito per l'inclusione

**PerMicro** è un intermediario finanziario ex art. 106, vigilato da Banca D'Italia.

La strategia di PerMicro è generare **impatto sociale**, in una condizione di **sostenibilità economica**, al fine di rafforzare il suo posizionamento come operatore di riferimento in Italia per **l'inclusione finanziaria**, di soggetti in condizioni di fragilità e vulnerabilità, esclusi dai canali tradizionali del credito.

L'impatto sociale viene generato con **l'educazione finanziaria, l'inclusione finanziaria e la creazione di nuova occupazione**, attraverso il sostegno all'avvio e allo sviluppo di micro e piccole imprese e attraverso il sostegno alla famiglie, rispetto ai loro bisogni di base.

Ci rivolgiamo a persone che abbiano **una buona idea imprenditoriale** da realizzare o da sviluppare, oppure famiglie con **esigenze finanziarie primarie** (casa, salute, lavoro, formazione), **escluse dai canali tradizionali del credito**, perché caratterizzati da fragilità economiche, creditizie o lavorative.

**PerMicro** ha un **ruolo complementare e non concorrenziale** con il sistema creditizio tradizionale.



*NAWA FASHION WAX – cliente PerMicro di Bari  
Giovane e dinamica designer senegalese, ideatrice di creazioni in stile africano ed europeo di cui lei stessa è il volto.*

# Video

<https://www.youtube.com/watch?v=Qk5-nwiybK0>

# LE PERSONE

Numero dipendenti

**71**

%

contratti a tempo indeterminato  
(sul totale):

**91,5%**

%

dipendenti donne:

**59%**

Rapporto salario femminile  
su maschile (impiegati):

**99,69%**

Età media

**39,27**

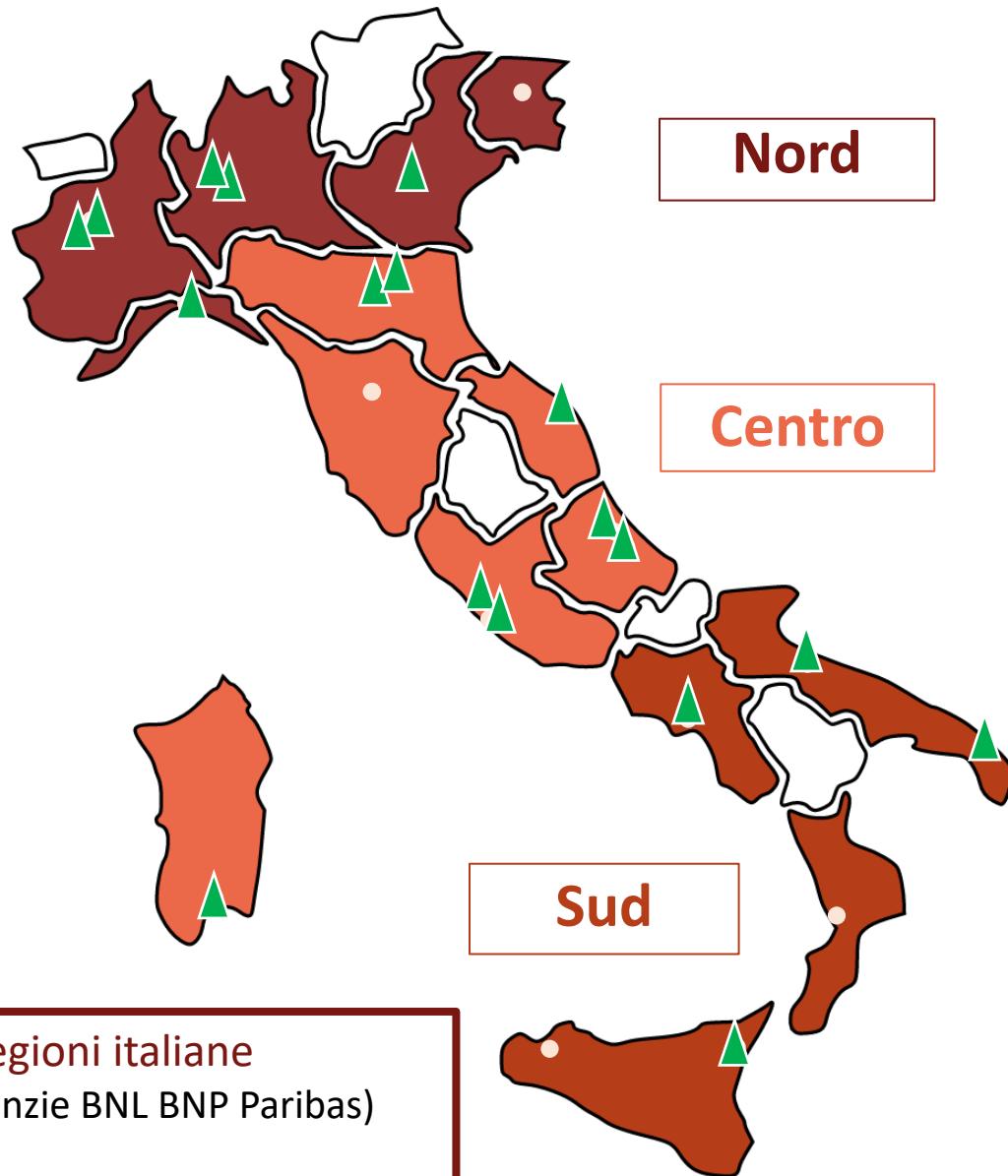


**PerMicro**  
credito e microcredito per l'inclusione

AREA	REGIONE	Filiali
NORD	Piemonte	Torino1 , Torino2
	Lombardia	Milano1 , Milano2
	Liguria	Genova
	Veneto	Padova
	Friuli Venezia G.	Udine

AREA	REGIONE	Filiali
CENTRO	Marche	Ancona
	Abruzzo	Pescara1 , Pescara2
	Sardegna	Cagliari
	Emilia-Romagna	Bologna1, Bologna2
	Toscana	Firenze
	Lazio	Roma1 , Roma2

AREA	REGIONE	Filiali
SUD	Calabria	Lamezia Terme
	Campania	Napoli
	Sicilia	Palermo, Catania
	Puglia	Bari, Lecce



**22 filiali in 15 regioni italiane**  
 ▲ (di cui 18 in Agenzie BNL BNP Paribas)

**71 dipendenti,  
 di cui 40 colleghi sul territorio**

# I NUMERI

Flusso al  
31.12.23

IMPRESE



54% start-up

46% giovani under 35

66% uomini  
34% donne

36% migranti

FAMIGLIE



32% giovani under 35

51% uomini  
49% donne

88% migranti

Dal 2007 al 2023,  
PerMicro ha concesso  
**37.498 crediti**, per un  
totale erogato di  
**300.361.384 euro**, di cui  
5.627 crediti all'impresa  
e 31.871 crediti alla  
famiglia.



**PerMicro**  
credito e microcredito per l'inclusione

# I NUMERI

2023

## IMPRESE



52% start-up

37% giovani under 35

63% uomini

37% donne

26% migranti

## FAMIGLIE



40% giovani under 35

65% uomini

35% donne

68% migranti

Nel 2023 PerMicro ha concesso **3.128 crediti**, per un totale erogato di **32.110.839 euro**, di cui 780 crediti all'impresa e 2.348 crediti alla famiglia.

# PerMicro Impresa

- € 10.000 - € 40.000
- durata: 24 – 84 mesi



**Servizi inclusi:** consulenza e supporto nelle fasi di stesura del business plan, piano di investimenti e cash flow. Accompagnamento e monitoraggio per tutta la durata del finanziamento.

## Finalità finanziabili:

- spese per avvio attività (start-up)
- spese per sviluppo attività

# PerMicro Famiglia

- € 3.000 - € 15.000
- durata: 12 – 60 mesi



**Servizi inclusi:** educazione finanziaria di base, predisposizione ed analisi del bilancio familiare.

## Finalità finanziabili:

- spese legate alla famiglia, mobilità, casa, salute, formazione e lavoro

# PerMicro Cares

- € 10.000 - € 40.000 (IMPRESE)
- € 3.000 - € 15.000 (FAMIGLIE)
- durata: 12 – 84 mesi



**Servizi inclusi:** educazione finanziaria di base, predisposizione ed analisi del bilancio familiare.

## Finalità finanziabili:

- Spese mirate a una riduzione dell'impatto ambientale: efficientamento o riconversione energetica delle case, mobilità sostenibile;
- Spese per mitigare i rischi consequenti ai cambiamenti climatici, come ad esempio i costi da affrontare in caso di calamità naturali



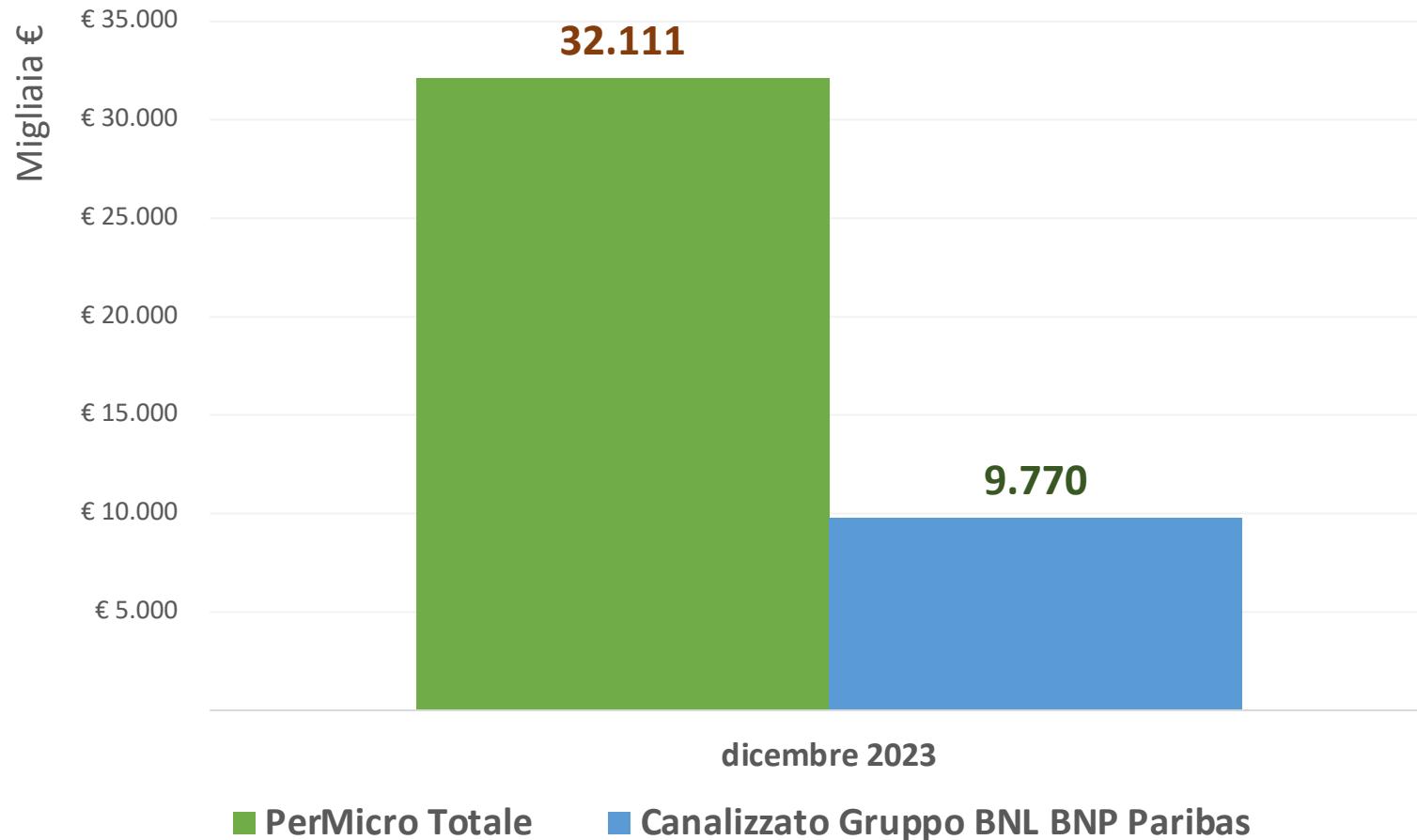
# ***La partnership BNL BNP PARIBAS e PerMicro***

Dati a dicembre 2023



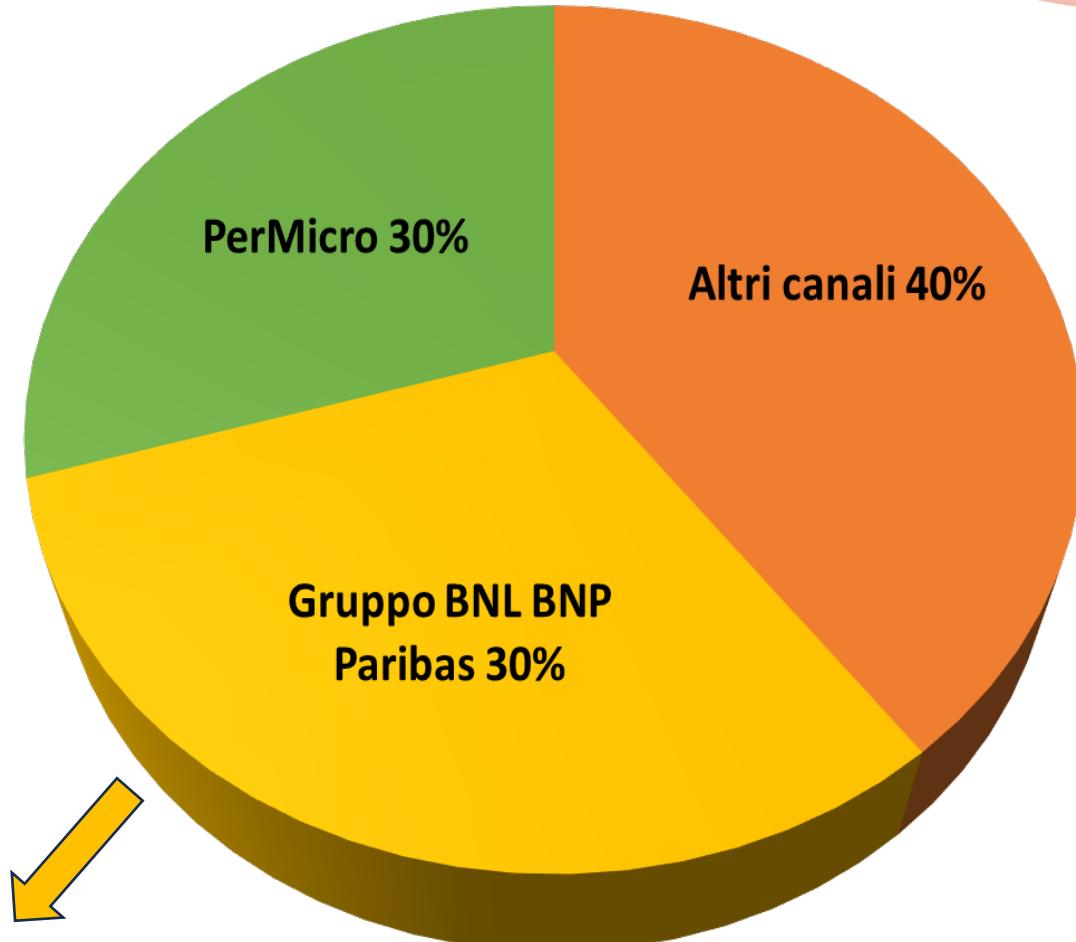
1. Mission e strategia
2. Sostegno finanziario
3. Collaborazione su territorio

## Risultati progressivi erogato su segnalazione di BNL, sul totale erogato da PerMicro



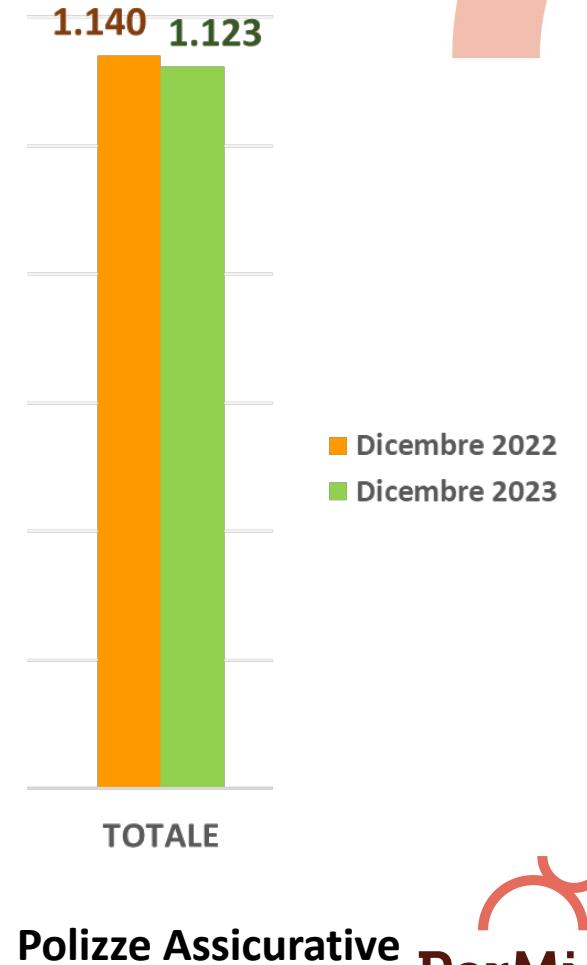
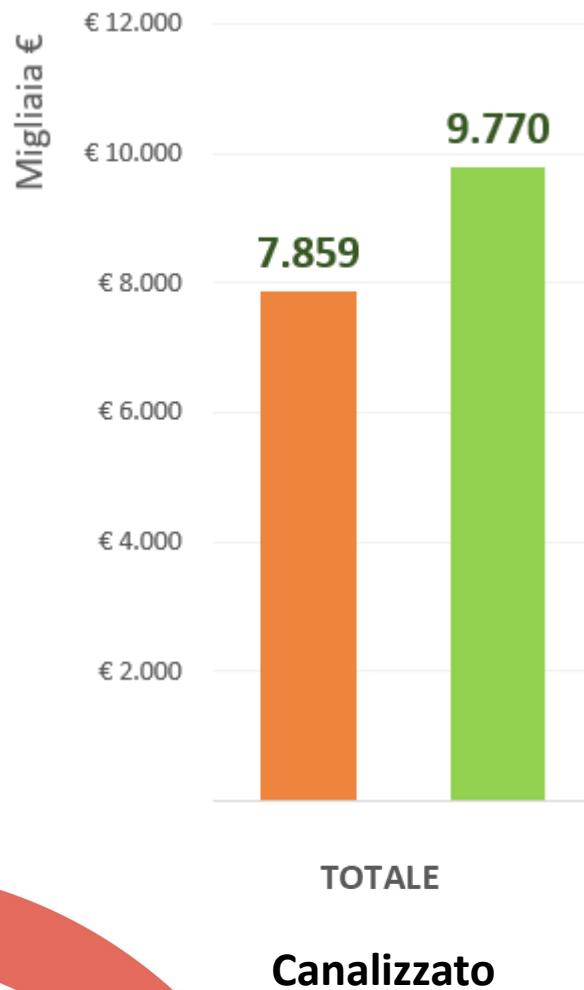
Nel 2023, PerMicro ha avuto un progressivo annuo di erogazioni di 32,1 mln di finanziamenti, di cui 9,7 mln canalizzati dal Gruppo BNL BNP Paribas (30% del totale finanziato PerMicro).

## Origine produzione PerMicro 2023



2% Artigiancassa  
16% BNL BNP Paribas  
12% Findomestic

# Risultati PerMicro e Gruppo BNL BNP Paribas



# IMPATTO SOCIALE



**IMPRESA**

## CONSUNTIVO

2009-2018

2019-2021

## PREVISIONALE

2022

2023

### OUTCOME

<b>Nuove imprese costituite</b>	1.492	454
<b>Imprese che assumono nuovi dipendenti</b>	895	444
<b>Nuovi posti di lavoro creati</b> <i>[solo persone assunte]</i>	1.937	1.114
<b>(di cui) Migranti</b>	507	352
<b>(di cui) Under 35</b>	1.162	787
<b>(di cui) Donne</b>	852	560



# IMPATTO SOCIALE



FAMIGLIA

CONSUNTIVO

2009-2018

2019-2021

PREVISIONALE

2022

2023

OUTCOME

Persone che non vivono più al di sotto della soglia di assoluta povertà

381

266

156

196

Inclusione finanziaria

3.492

3.562

521

563

# IMPATTO SOCIALE



Aumento delle Entrate Statali

CONSUNTIVO

2009-2018

2019-2021

95.682.920 €

36.408.589 €

*Totale*  
(2009-2021)

**132.091.509 €**

# Inclusive & Sustainability-Linked Financing (ISLF) con BNL e BNP: a vantaggio dell'accesso al credito di categorie economicamente fragili e impatto ambientale

- Accesso a credito da 6 mln di euro da BNL
- KPY e target per accedere a sconto (socio-ambientali)
- Consulenza e formazione con Just Institute (BNPP)

	KPI e target	Y1 (2023)	Y2 (2024)	Y3 (2025)	Y4 (2026)	Y5 (2027)	Y6 (2028)
KPI e target	Giovani imprenditori U35 finanziati (su totale portafoglio)	42,0%	43,0%	44,0%	44,0%	44,0%	
	Imprenditrici	36,0%	36,5%	37,0%	37,0%	37,0%	
	PM Cares	Formazione	Formazione. 1 mln € di erogazioni	1,17 mln €	1,25 mln €	1,33 mln €	
	Valutazione dell'impatto ambientale calcolato su tot. portafoglio			4,5 mln €	6,5 mln €	7,5 mln €	
Fattori abilitanti	Altri fattori necessari	Trasparenza e pubblicazione di informazioni come tipologia di clienti raggiunti su determinate categorie; informazioni su PM Cares e implementazioni prodotto (es. finalità).					

## LA NOSTRA SFIDA



Equilibrio  
tra sostenibilità economica e  
impatto sociale





## SIFTA – SOCIAL INCLUSIVE FINANCE TECHNICAL ASSISTANCE

For more information, about:

Project Advisory, Capacity building and Market Development services, contact:  
[sifta.support@fs.de](mailto:sifta.support@fs.de)

Rating, Assessments and Evaluation services, contact:  
[sifta.support@mf-rating.com](mailto:sifta.support@mf-rating.com)

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