



## Who We Are

The GBA is a unique international consortium of financial institutions dedicated to supporting women as customers and as employees. We have more than 50 members operating in over 135 countries.

## What We Do

Women are one of the world's most powerful economic forces. We transform the way institutions do business by helping them create and implement their own initiatives that tap into this potential.

As peer learning experts, GBA brings practitioners together in a variety of sophisticated knowledge-sharing environments to reduce learning curves and catalyze success with the Women's Market. Our members gain unparalleled access to best practices and proprietary strategic insights from the most innovative and successful Women's Market programs globally.

## What Is a Women's Market Program?

A Women's Market program is an initiative that seeks to sustainably and profitably deliver value to the female economy. Under the GBA Blueprint, our members have developed a commercial approach to targeting women by offering them a holistic value proposition that includes access to finance, information, education, networking, recognition and markets – profitably and at scale.

## Why You Should Join

The Women's Market has vast and mostly untapped potential. As a close network of practitioners with access to best practices, data and insights, the GBA can help you capture this opportunity efficiently – fast-tracking your initiative for success and saving you time and money. No matter where you are on your journey, we provide a wide range of services and resources to help you design, implement and refine an effective offering:



Annual Summit

1

GBA's flagship event has evolved into one of the world's influential knowledge exchanges. The intensive three-day conference focuses on the latest Women's Market innovations, best practice sharing and current industry trends. Attendees have unprecedented access to policymakers, industry and thought leaders, and prominent guest speakers from around the world.



Peer Learning

2

Our extensive suite of peer learning offerings is renowned for its effectiveness at building Women's Market skills and know-how. Whether it's our weeklong All-Stars Academy program teaching participants everything they need to know about developing and implementing a successful Women's Market strategy, our on-the-ground study tours enabling members to learn from the best in the business, our working groups linking members for in-depth discussions on specific Women's Market topics or our mentoring program connecting experienced practitioners and newcomers, the GBA has the right support to put you on the path to success.



Data Analytics

3

The GBA collects Women's Market data from members annually and provides personalized analytical reports on their performance as part of our Women's Market Data Analytics Platform. The only industry-wide repository of Women's Market data with harmonized definitions and indicators, the platform enables GBA to benchmark members' performance against peers – assisting members to track progress, identify new opportunities and continue to make the business case for serving women well.



Knowledge Products

4

The Alliance regularly publishes comprehensive how-to guides, briefing notes, case studies and market intelligence research. Our exclusive proprietary resources, housed in our password-protected members-only online community The Vault, are invaluable in helping members build profitable, scalable Women's Market programs.



"Through GBA we have been able to support members in their

efforts to serve their female economies and learned much along the way that we have used in our efforts to support women financially in Australia."



"GBA has given us a great platform to gain insights into how banks in different parts of the world are identifying women as a business

opportunity and successfully developing tools to tackle this underestimated segment of the market. With unfettered access to GBA resources, HBL has been able to gather best practices and interact with member institutes with established and successful Women's Market programs to shorten its learning curve."



"GBA has provided a key platform for us to network

with other financial institutions focused on gender. Through GBA we have learned many best practices and have been able to benchmark the work we have done with our program."



## Industry Impact

The Alliance recognizes our unique responsibility to be a catalyst for policy change. We are a leading authority in women's financial sector development with key insights on women consumers, Women's Market programs, and internal diversity and inclusion strategies. We build public-private partnerships and engage stakeholders across the ecosystem to reduce the barriers for women's financial access and work toward their full financial inclusion. As part of our global advocacy, we have joined forces with regulators, multilaterals and other international organizations to increase awareness of the importance of sex-disaggregated data in the financial sector, understand the gaps and share lessons learned on its collection, value and use.

We also promote our members' work globally, creating opportunities for them to connect with key stakeholders and strategic partners, and building their brands via recognition in GBA communications channels, in major media outlets and as speakers at high-profile international conferences.

## How to Join

Organizations wishing to join the Global Banking Alliance for Women will be required to submit an application form signed by a senior executive. Applications are reviewed by the Membership Development Committee of the Board of Directors. Applicant organizations must commit to conducting a feasibility study into the Women's Market within 12 months of joining the Alliance and to reporting sex-disaggregated data to GBA within 24 months of joining. They must also commit to sharing information by participating in GBA's peer learning activities. Request your application by reaching out to us at [info@gbaforwomen.org](mailto:info@gbaforwomen.org).

GBA also collaborates with bilateral and multilateral organizations that provide incentives to institutions to target the Women's Market coupled with technical assistance to deliver targeted support. Our peer learning services, research and practical tools provide a unique complement to both these areas by delivering practitioner-based solutions that are commercially viable. To invite a member of your organization's network to get involved with us, please contact us at [partnerships@gbaforwomen.org](mailto:partnerships@gbaforwomen.org).



"Through its membership to the Global Banking Alliance for Women, Stanbic Bank Zambia has access to an extensive network of organizations across the globe with the expertise and experience necessary to launch and embed a successful Women's Market proposition - the benefits of which have trickled down to our female clients in improved service delivery, financial literacy and access to finance in line with our Women's Banking Initiative."



"Our journey started with a rewarding learning experience at a GBA Study Tour in 2011, which enabled us to launch an effective Women's Market program. We have connected with organizations that share the same commitment to women's empowerment, and our membership has grown into a partnership where we share knowledge, expertise and data - thereby delivering on our mission of women's financial inclusion."



"GBA facilitates us achieving our women banking goals by providing a climate to learn from each other and share experiences to create world-class best practices."



**Join NOW:** Email [info@gbaforwomen.org](mailto:info@gbaforwomen.org) to request your membership application. Visit our website for more details.