

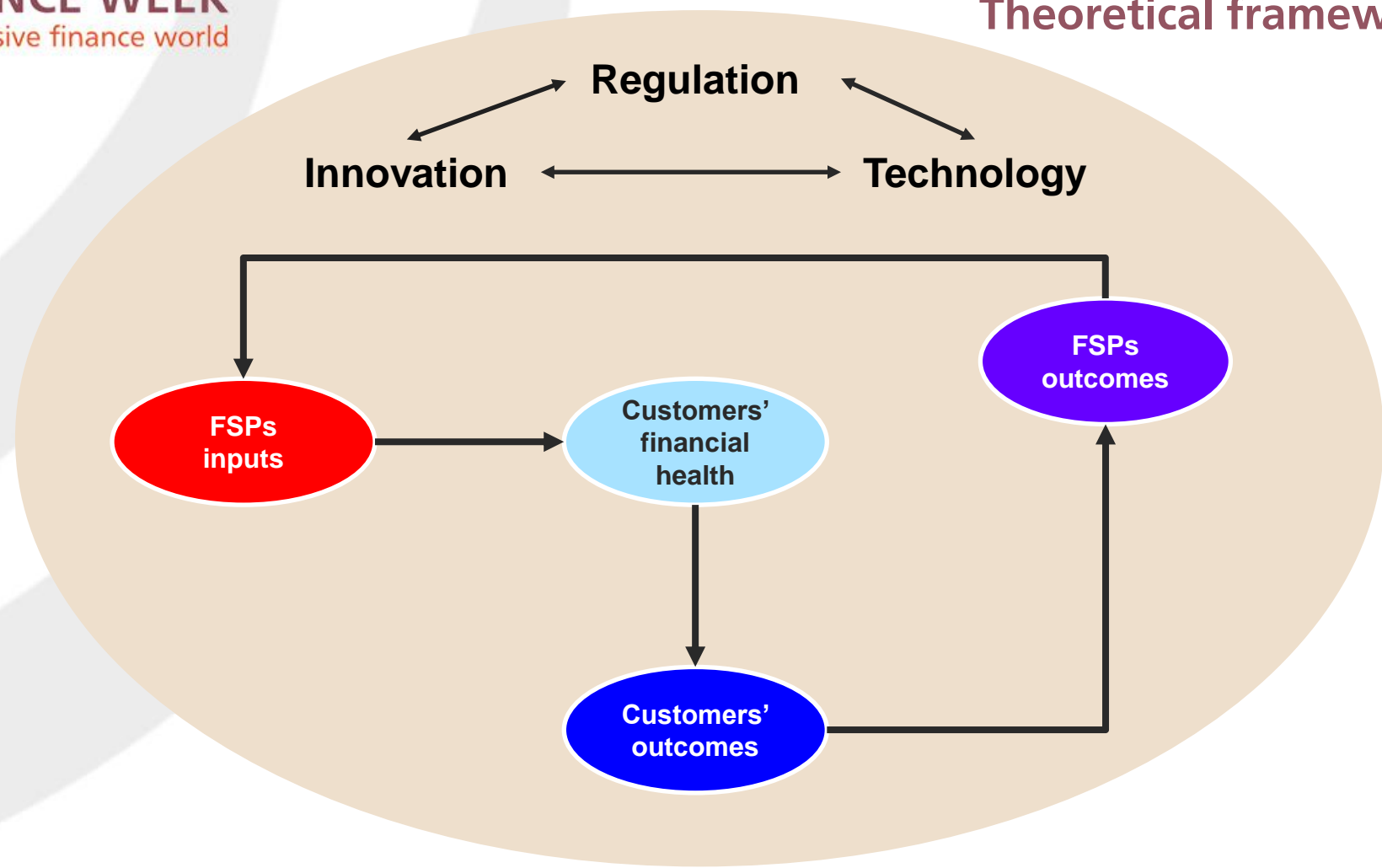


# Building the Business Case for Financial Health

Session organised by the e-MFP 'From Research to Practice and Back Again' Action Group

**15 November 2023**

Making a business case for financial health.  
Theoretical framework



Customers'  
financial health

Exogenous factors: macroeconomics, social norms, public safety nets, financial inclusion

**Financial capabilities**

- Knowledge and Skills
- Financial Confidence
- Financial Attitudes



**Financial Behaviors**

- Planning/Budgeting
- Spending
- Saving
- Borrowing
- Investing



**Financial Health**

- Control
- Resilience
- Freedom
- Security

FSPs  
inputs

Corporate  
vision 

FH team 

Financial  
capabilities 

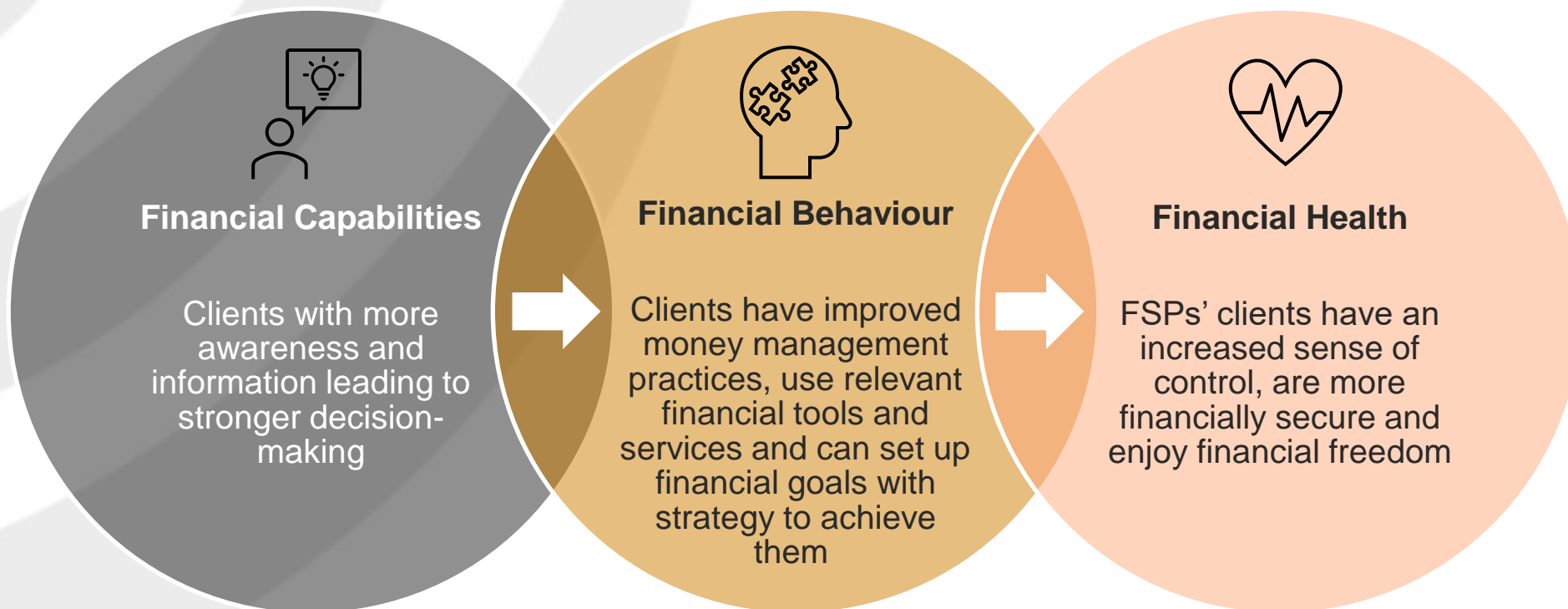
FH-centred  
products  
and  
services 

Clients'  
protection 

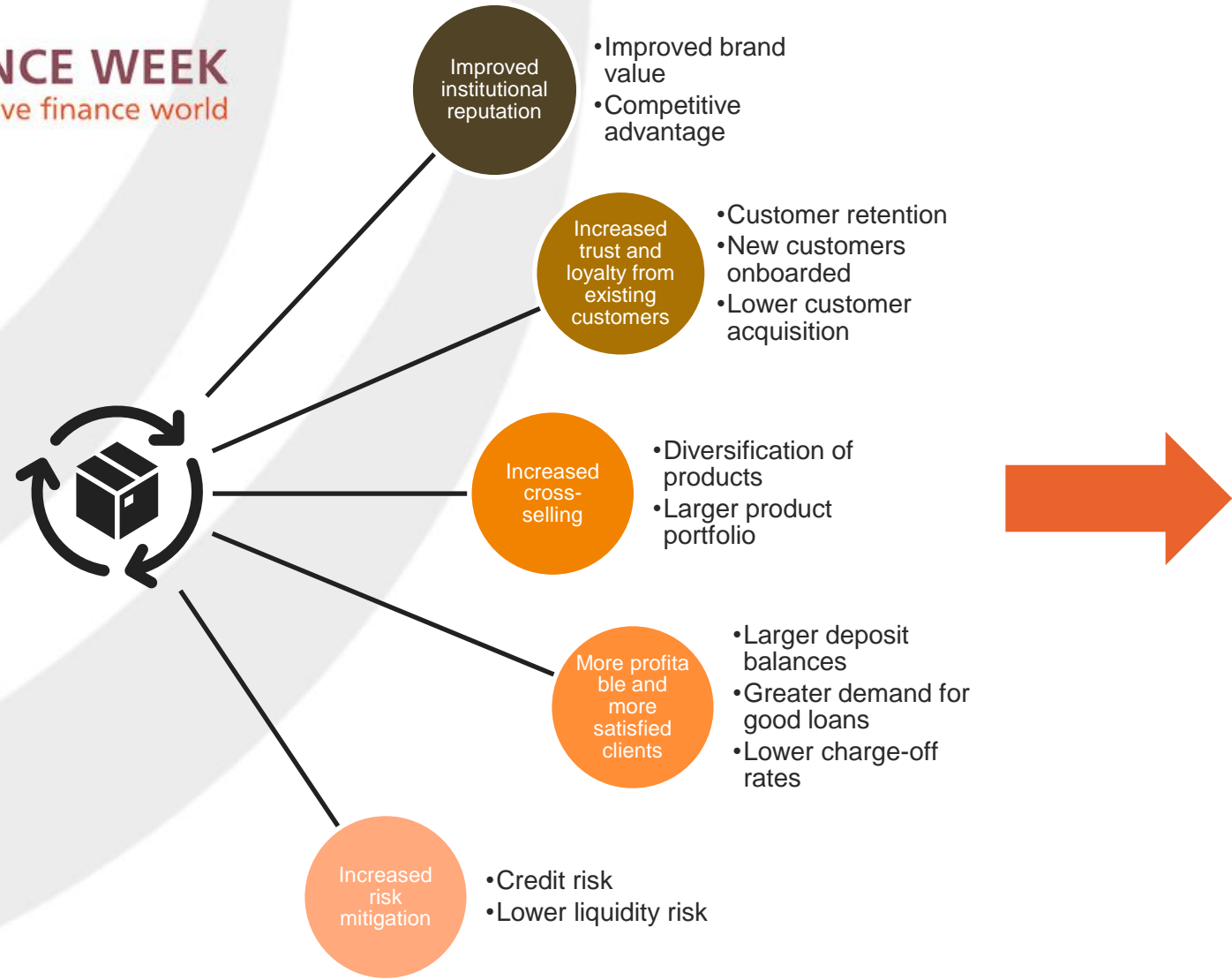


Measurement  
& monitoring –  
clients's FH 

Customers'  
outcomes



**FSPs  
outcomes**



Measurement & monitoring – institutional performance





# Building the Business Case for Financial Health

## “From Research to Practice” Action Group



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