



PROBLEM STATEMENT

Vietnam is experiencing accelerated urbanization, and in this context, female migrant workers are among the most vulnerable citizens. Since most migrant workers are either registered as temporary residents or not registered at all, they face multiple barriers in accessing public social services. This also makes it difficult to access other products and services, for example, bank loans, which require collateral such as a house or land. Village Savings and Loans Associations (VSLAs) are a well-known CARE methodology for developing a community's financial health and is a model that could be used to solve the problems that female migrant workers are experiencing in Vietnam, however, VSLAs have predominately been implemented in rural areas, and not in cities.

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To respond to Sustainable Development Goal 17 on strengthening partnerships for sustainable development, some bold ideas are needed.

Introducing **U-ME Capital**, which is a first-of-a-kind/innovative tri-partnership that stimulates growth of social, financial and human capital through providing a platform that supports urban migrant women to advance their interests. It also advances the interests of JupViec, colloquially known as "Uber for Maids," LienVietPostBank, the largest postal bank in Vietnam, and CARE which is focused on advancing gender equality, reducing poverty and addressing social injustice. A win-win (or win-win-win-win) solution!



The partnership has three elements:

1. **Financial inclusion – trialing new approaches to reach the “last mile,” including expanding urban VSLAs:** supporting workers to access formal financial services including e-wallet products and micro-loan products and trialing the expansion of informal financial services through urban VSLAs. VSLAs help build social solidarity and cohesion while also allowing women a pathway to formal financial services.
2. **Technology-supported job matching and skills development:** Besides matching women with clients, the technology will also facilitate prompt payments and remittances to help stimulate rural economies, allow workers to access tailored micro loan products, and access skills development opportunities. This includes learning about gender equality issues (e.g. how to prevent and respond to sexual harassment in the workplace).
3. **Advancing gender equality and diversity in core business of private sector – with a twist:** CARE will work with private sector partners to address gender equality in their core business practices and processes. This includes reviewing policies and procedures, providing training and coaching, and providing recommendations. Diversity and inclusion is an important business agenda at the moment and all of the major international management consulting firms are offering diversity and inclusion consulting services to companies. CARE's offering is a bit different. It is deeply grounded in the realities of the clients the

businesses are trying to serve. In this way, CARE is acting as a broker to ensure there are win-win solutions for urban migrant women and business.