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The Responsible Finance Forum (RFF) supports the mobile money industry in its commitment to excellent consumer protection practices. The RFF collaborates with the GSMA Mobile Money Certification as the mobile money industry's initiative to bring safer, more transparent, and more resilient financial services to millions of mobile money users around the world.

The Certification -- while not an end in itself -- represents evolving practices by the mobile money industry, demonstrating its commitment to AML / CFT and to delivering reliable and secure services to customers. By refining responsible practices and promoting excellence in the provision of mobile money services, the Certification aims to improve the quality of services and customer satisfaction, facilitate the implementation of trusted partnerships, build trust with regulators and encourage the implementation of proportionate regulatory standards.

#### About the Responsible Finance Forum:

The Responsible Finance Forum (RFF) is a global [Platform](#) dedicated to advancing new [evidence, solutions and practices](#) to achieve financial inclusion and digital innovation. Our partner community continues to grow, representing over 25,000 users on the Platform, along with an [Annual Forum](#) delivered in collaboration with [Our Partners](#), in addition to our [Investors and Endorsers as Signatories](#) of the Guidelines for Responsible Investing in Digital Financial Services.

**Responsible finance is a cornerstone** to the World Bank Group's [Universal Financial Access Goals](#); contributes to the United Nations' [Sustainable Development Goals](#); and remains a high-level priority of the [G20 Presidency of the Global Partnership for Financial Inclusion \(GPI\)](#).

#### **Contact details:**

- Lory Camba Opem [mcamba@ifc.org](mailto:mcamba@ifc.org)
- Kira Krown [kkrown@ifc.org](mailto:kkrown@ifc.org)