

## PRESS RELEASE

Bank Al Maghrib and the World Bank roll out the **“Douar Tour”** initiative to foster financial inclusion in rural areas

Rabat, May 8, 2024

Bank Al Maghrib and the World Bank pursue their ongoing efforts as part of the Greenback initiative in Morocco, which aims to develop innovative and inclusive approaches to promote the use of digital money transfer services for the benefit of the various segments of the population.

Joining forces, the two organizations are set to roll out the «Douar Tour» concept, which strives to support rural populations in their financial decision-making process through capacity-building, namely by:

- Disseminating targeted messages on how to find out more about the various financial services available for money transfers and their pricing, enabling beneficiaries to make the most of the opportunities to seize;
- Providing didactic tools to financial ecosystem and civil society stakeholders for dissemination to their target populations.

The new **“Douar Tour”** concept has been tested via two initial pilot operations conducted on May 6 and 8, 2024 at the weekly souks of Oued Zem and Lagfaj, two localities in the province of Khouribga. For this purpose, a mobile agency was made available to beneficiaries allowing them to put into practice the knowledge acquired.

The new concept will be deployed throughout 2024 in 4 regions, namely: Beni-Mellal Khenifra, Souss-Massa, Fez-Meknes, and the Oriental Region.