

CIPPEC®

THE BRICKS' SAVINGS ACCOUNT

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MARÍA

44 years old

Works 11hs a day

3 kids



LOS PILETONES

Buenos Aires 
Argentina







DEVELOPING COUNTRIES

1,9 billion people

LACK ACCESS TO A **BANK ACCOUNT**

(**45%** of adult population)

DEVELOPING COUNTRIES

2,6 billion people

LACK ACCESS TO CREDIT FINANCING

(**63%** of adult population)

Why can't the "Marías" access the financial system and credit financing?



LATIN AMERICA & THE CARIBBEAN

34 million households

live in houses that lack title, water,
sewerage, adequate housing or
sufficient space

(**26%** of urban households)

THE BRICKS' SAVINGS ACCOUNT (BSA)



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Commitment account



Credit line



Predefined goal



HOW DOES IT WORK?

- 1 Calculation of the cost of the “dream”
- 2 Commitment letter and text messages
- 3 Credit line
- 4 Acquisition of construction materials



WHY IS IT GOING TO WORK?

- 1 Reduces administrative costs
- 2 Addresses behavioral biases
- 3 Fosters financial inclusion and mitigates the housing deficit
- 4 BSA is a profitable product





THANK YOU!



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