



GREEN JOBS

MAKING GREEN MICROFINANCE WORK

MANAGING PRODUCT DIVERSIFICATION

24 – 28 NOVEMBER 2025
TURIN, ITALY

Information Note



International
Labour
Organization



International Training Centre





**Advance your capacity to design,
deliver, and manage green
microfinance solutions that drive
sustainable impact.**



INTRODUCTION

This new course is designed with the use of [the ILO Making Microfinance Work](#) programmes, in particular - tailoring “Managing product diversification” training program to Green microfinance.

The ILO Making Microfinance Work program aims to inspire and prepare managers to expand their institutions’ outreach beyond what has already been achieved. It is built on adult education principles using a highly participatory methodology, varied activities, and a minimum of lecturing.

The course aims at building the capacities of financial service providers, especially microfinance institutions, in the development and delivery of green microfinance products. It draws on available industry resources and case studies and brings them together in a holistic package addressing microfinance management and diversification challenges.

WHO ATTENDS THIS COURSE

The **main target audience of the course is** middle and senior management staff of financial service providers, responsible for product design, innovation and marketing.

The course will be useful also to other actors of the scope providers of technical assistance to FSPs, investment and funding agencies, national and regional networks, microfinance associations, apexes and federations of credit and saving cooperatives.

Government agencies and regulators of the financial sector and development and humanitarian practitioners and donors will find this course relevant as well.

COURSE OBJECTIVES

By the end of this course you will:

1. Strengthen your knowledge of the landscape of green inclusive finance and identify key sectors and subsectors relevant to your context.
2. Understand how to prepare for product diversification using various tools tailored to green financial products.
3. Develop outreach strategies for target groups through applying a new market development process.
4. Analyze partnership and delivery strategies to expand reach and better serve green finance clients.
5. Gain practical insights from global, regional, and local case studies on green microfinance.
6. Engage in your own action planning to apply course concepts to your institutional and operational contexts.

COURSE CONTENT

The course is structured around three thematic modules, drawing on the most recent global, regional, and local experiences, best practices, and documented failures. It is based on the conceptual framework of the ILO Managing Product Diversification manual, with material and case study from industry sources and providers.

The programme covers:

1. Preparation

Delivering value. New market development, using tools to understand the green market and decide who to serve. The landscape of green inclusive finance and sectors/subsectors involved.

2. Outreach strategy

Outreach strategies for selected target groups or green segments, covering products, communication, relationship and institutional delivery strategies. Managing HR, institutional culture, and organizational structure that may need adaptation or development.

3. Managing diversified portfolios and relationships with key stakeholders

Identifying a pathway for building successful partnership models for providing green inclusive finance products and services.

Action planning activities are embedded into the course design.

The major focus will be on the FSPs abilities and capacities to develop green inclusive finance products, which will cover 4 groups of products (loans, other financial services for example savings and insurance, and non-financial services).

CERTIFICATE

Upon completion of the course, participants will receive a certificate of participation.

DATES

24-28 November, 2025.

LANGUAGES

English and French.

Arabic track can be added upon request.

PRICE

Tuition fee 1,825 EUR

Subsistence 720 EUR (includes full board and accommodation on ITC ILO campus for 6 nights)

Total 2,545 EUR

REGISTRATION FORM

<https://oarf2.etcilo.org/STF/A9018470/en>

AGENDA

Time CET	Monday 24 November	Tuesday 25 November	Wednesday 26 November	Thursday 27 November	Friday 28 November
9:00–10:30	OPENING Introductions and participant presentations	M1 PREPARATION New market development. FSP growth options in green markets	M2 OUTREACH STRATEGY Product strategy: menu of loan products	M2 OUTREACH STRATEGY Communication and relationship strategies	M3 MANAGING PORTFOLIO AND PARTNERSHIPS Course final activities Beyond green microfinance. ESG. Just transition finance
10:30–11:00	BREAK				
11:00–12:30	M1 PREPARATION Introduction to green economy and green inclusive microfinance	M1 PREPARATION New market development. Main barriers to green. Segmentation. Profiling segments.	M2 OUTREACH STRATEGY Product strategy: designing loan products	M2 OUTREACH STRATEGY Delivery strategy	CLOSURE Action planning, closure and certificates
12:30–14:00	LUNCH				
14:00–15:20	M1 PREPARATION Preparing for diversification: delivering value. Green microfinance: current state and trends, global actors	M1 PREPARATION New market development. Risk- Return assessment. Segment SWOT analysis.	M2 OUTREACH STRATEGY Product strategy: other financial services	M3 MANAGING PORTFOLIO AND PARTNERSHIPS Partnerships in support of outreach strategy. End of outreach strategy block	
15:20–15:45	BREAK				
15:45–17:00	M1 PREPARATION Preparing for diversification: delivering value. Environmental strategy. Green Index and USSPM	M1 PREPARATION New market development. Selection of the target segment. Persona development. Outreach strategy components	M2 OUTREACH STRATEGY Product strategy: non-financial services	M3 MANAGING PORTFOLIO AND PARTNERSHIPS Measurement and monitoring. Impact and market research tools	

CAMPUS LIFE

A THRIVING UNITED NATIONS CAMPUS AND COMMUNITY OF PROFESSIONAL PEOPLE FROM AROUND THE WORLD

- **Three organizations** from the United Nations system on campus
- **More than 300 training courses** and activities in a stimulating international environment
- **Thousands of participants** from all over the world

ENVIRONMENT AND SURROUNDINGS

Grab a campus bicycle and explore the Turin Centre.

Located in a leafy park on the banks of the Po River, it's a great place for study and collaboration. Experience innovative learning and training methods in modern classrooms equipped with simultaneous translation services.

HOUSING, DINING, AND MORE

Comprising more than 280 private dormitories, the **Turin Campus provides a broad range of services for course participants and partners** including a free-flow restaurant, travel agency, laundromat, post office, gym, medical services and a reception desk open 24/7.

COMMUNITY ENGAGEMENT AND DIVERSITY

Participants can enjoy social events organized by the Turin Centre as well as by their course facilitators. Whether on or off campus, people from different cultural backgrounds have the opportunity to listen to live music together, cook and share traditional foods, or team up to play games and network.

WITHDRAWAL, CANCELLATION POLICY, AND REFUNDS FOR OPEN COURSES

If an enrolled participant wishes or must withdraw from a course, they may choose to apply to a different course or be substituted by another candidate. The participant must notify the Centre, in writing, of their decision at least 14 days prior to the start date of the course. Cancellation of participation in regular courses will result in the following penalties:

- 14 days or more prior to the start date of the course: No penalty, 100% refund of amount paid less applicable bank charges
- 8 to 13 days prior to the start date of the course: Penalty of 50% of course price, refund of residual amount paid (if any) less applicable bank charges
- 7 days or less prior to the start date of the course: Penalty of 100% of course price.

INFO

FOR FURTHER INFORMATION PLEASE CONTACT

International Training Centre of the ILO
Sustainable enterprises and economies (SEE)
Viale Maestri del Lavoro, 10
10127 Turin – Italy

see@itcilo.org
www.itcilo.org

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