

*Timetable*

	NOVEMBER 16	NOVEMBER 17	NOVEMBER 18	NOVEMBER 19	NOVEMBER 20
9:00 – 10:30	<b>OPENING</b>	<b>M1 PREPARATION</b>	<b>M2 OUTREACH STRATEGY</b>	<b>M2 OUTREACH STRATEGY</b>	<b>M3 MANAGING PORTFOLIO AND PARTNERSHIPS</b>
	Introductions and participant presentations	New market development. FSP growth options in green markets <b>GROUP PICTURE</b>	Product strategy: menu of loan products.	Communication and relationship strategies	Course final activities. Beyond green microfinance. ESG. Just transition finance
10:30 – 11:00	<i>COFFEE BREAK</i>				
11:00 – 12:30	<b>M1 PREPARATION</b>	<b>M1 PREPARATION</b>	<b>M2 OUTREACH STRATEGY</b>	<b>M2 OUTREACH STRATEGY</b>	<b>CLOSURE</b>
	Introduction to green economy and green inclusive microfinance	New market development. Main barriers to green. Segmentation. Profiling segments	Product strategy: designing loan products	Delivery strategy	Action planning, closure and certificates.
12:30 – 14:00	<i>LUNCH</i>				
14:00 – 15:15	<b>M1 PREPARATION</b>	<b>M1 PREPARATION</b>	<b>M2 OUTREACH STRATEGY</b>	<b>M3 MANAGING PORTFOLIO AND PARTNERSHIPS</b>	
	Preparing for diversification: delivering value. Green microfinance: current state and trends, global actors	New market development. Risk-Return assessment. Segment SWOT analysis.	Product strategy: other financial services	Partnerships in support of outreach strategy. End of outreach strategy block	
15:15 – 15:45	<i>BREAK will start between 15.15 and 15.30</i>				
15:45 – 17:00	<b>M1 PREPARATION</b>	<b>M1 PREPARATION</b>	<b>M2 OUTREACH STRATEGY</b>	<b>M3 MANAGING PORTFOLIO AND PARTNERSHIPS</b>	
	Preparing for diversification: delivering value. Environmental strategy. Green Index and USSPM	New market development. Selection of the target segment. Persona development. Outreach strategy components	Product strategy: non-financial services	Measurement and monitoring. Impact and market research tools	