

THE EPA'S PROJECT INCLUSION BLOG

Lifestyle & Values Banking

The EPA's Project Inclusion has launched this infographic series to map some of the key elements of the emerging landscape of lifestyle and values banks looking to address the needs of key underserved communities and demographics.

Lifestyle and values is born out of a new understanding of financial inclusion. One that encompasses the nuances of customer needs and the broader community of underserved individuals who don't have access to financial products and services capable of enhancing their financial lives.

Now, advances in technology, data analytics and AI are enabling the mass distribution of personalised products catered to specific consumer needs. What the future holds in this space is exciting with the capacity for greater inclusion and access to finance.



"When we talk about financial inclusion in financial services we are usually talking about the 2 billion unbanked people around the world and the assumption is that it is people who don't have access to financial services. But for me it goes wider than that. It goes to people that have been underserved."

Helene Panzarino,
Associate Director, LIBF

Watch the full interview here:

We started with hyperpersonalisation and now we are returning:



The lifestyle and values banking sector has been growing with the emergence of a number of institutions each focusing on a niche demographic and theme

SUSTAINABILITY	FAITH	GENDER	AGE	RACE

