

D2020 Events and Activities

EVENT / ACTIVITY	DESCRIPTION	COST RECOVERY MODEL
<p>Flagship Event #1: DFS (Digital Financial Services”) Expo</p>	<p>Target Date: End of May 2019. Duration: six hours. Target Audience: General public; 1,000+ visitors throughout the course of the event. Objective: To sensitize the general public to all of the DFS tools and services already at their disposal, incentivize adoption, and enhance usage; this opportunity will also leveraged to disseminate learnings from various GON/Donor sponsored studies that have been conducted on the DFS space in Nepal. Location: TBC (will be a venue that has capacity for up to 3-400 heads at any time with co-mingled indoor and outdoor spaces).</p> <p>Event Format:</p> <ul style="list-style-type: none"> - Full-day event (i.e. six hours) consisting of an opening plenary, three fire-side chats, and rolling exhibitions of DFS products and services from private sector partners. - Every attendee who pays the entry fee to register for the D2020 Expo will automatically be eligible for a raffle drawing during the closing session (winners must be physically present to receive their prize). Winnings will include 2 automobiles and 4 domestic flight tickets. - Opening keynote will be delivered jointly by the Chair of the D2020 Advisory Committee and a relevant counterpart from GON. - The Fireside chats will each feature a 2-3 panelists and a moderator; panelists will have expertise in either building out DFS networks, investing in DFS projects, and/or regulatory aspects and will consist of a mixture of national and internal experts. 	<p>Entry fee for the general public will be Rs. 50.</p> <p>(DFS providers will avail incentives for participants to cover the full cost of their entry fee and more).</p> <p>Stall operators will be requested to cover the cost of their space allocations.</p> <p>There will be a flagship event sponsor whose logo will feature prominently on all promotional materials for the DFS Expo; the logos of all other sponsors will also feature in relevant branding materials</p> <p>Event sponsors may wish to cover specific items such as:</p> <ul style="list-style-type: none"> - Venue booking fee (conference hall + outdoor space) - Light refreshments for attendees - PA system rental, stage construction, etc. - Cost of 2 automobiles that will be awarded to the main prize winner - Cost of 4 domestic round-trip domestic air tickets - Promotional materials including banners, event fliers, event app, toolkit, invitations, social media campaign, etc. - Campaign Ambassador fees - Travel and lodging costs for international subject matter experts (fireside panelists) - Exhibition stand design and construction for participants/sponsors - Event management agency costs (as applicable) - Pre-planning and administration costs

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	<ul style="list-style-type: none"> - DFS providers, operators, banks, and mobile operators will each operate stalls that the public can visit and learn about current and upcoming digital products and services, the benefits of using these products, and staff will be on hand to demonstrate how e.g., utility bills can be paid using digital means, money can be transferred, movie tickets bought, etc. - Opportunities to download DFS apps and receive perks from operators (e.g. additional top-ups, discounts, etc.) will be used as incentives attendees. - Donor partners that have executed projects in the DFS space (e.g. DFS strategies, digital A2F, financial inclusion, etc.) will have the opportunity to show-case key findings; efforts that are planned in future may also be shared to help the public understand the full range of support that is being extended to Nepal’s nascent but growing DFS space; these aspects may be disseminated in-person or via hard copy materials and/or rolling video presentations spread throughout the event space. - Donor partners may also highlight the evolution of similar projects in other countries, their success factors and pitfalls to avoid. - Representatives from relevant GON entities will also be requested to staff stalls where attendees can get information on how the DFS space is being or will be governed. (Donor and GON partners may wish to jointly disseminate information). 	
Event #2: Provincial DFS Expos (i.e. 7 total events)	<p>Target Date: Quarterly, beginning August 2019. Duration: 4 hours each. Target Audience: General public; at least 500+ visitors at each event. Objective: To sensitize the general public beyond Kathmandu to DFS tools and services already at their disposal, incentivize</p>	<p>All cost recovery aspects will be modeled off the Flagship DFS Expo with the following key differences:</p> <ul style="list-style-type: none"> - Emphasis on cost recovery will shift from the private sector to GON and Donor partners - Entry fee for the general public will be reduced to Rs. 25.

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	<p>adoption, and enhance usage. These mini-expos will have a modified agenda that is fit-for-purpose given the expected audience. Emphasis will be on driving digital inclusion and less so on driving digital access to finance.</p> <p>Location: TBC in collaboration with State/Province leadership</p> <p>Event Format:</p> <ul style="list-style-type: none"> - The format and delivery model will bear close semblance to the DFS Expo; events will be scaled based on anticipated size of audience; experience from the flagship DFS expo will be replicated to the extent appropriate. - Private sector partners will modify incentives based on target audience; e.g. the cash-back incentives may be lower and may target a different set of use cases than those at the expo in Kathmandu. - Donor partners will modify messaging to focus more on aspects such as digital literacy, financial inclusion, etc. - Active participation will be sought from State/Provincial leadership to educate the general public; services that will be digitized (e.g. digital tax payments, company registration, payment of utilities, etc.) will be showcased in collaboration with private sector payment operators. 	<ul style="list-style-type: none"> - Raffle prizes will be sponsored and likely to be 4 motor bikes and 4 domestic airline tickets - International panelists will be replaced by representatives from the donor community who are engaged in promoting DFS in Nepal
<p>Activity #1: Monthly Raffle Drawings</p>	<p>Target Date: Monthly, starting in March 2019.</p> <p>Duration: 22 months</p> <p>Target Audience: DFS users using various platforms for monetary transactions, from across all seven provinces in Nepal.</p> <p>Objective: To incentivize DFS usage across various platforms by providing two motor bikes each, through monthly raffle drawings.</p> <p>Location: Central level execution in Kathmandu for the raffle drawings.</p> <p>Modality:</p>	<p>Cost recover aspects will include:</p> <ul style="list-style-type: none"> - A sponsor whose logo will feature prominently on all promotional materials for the Raffle Drawing. - The motor bikes may be sponsored by automobile companies for which they will receive goodwill and outreach; alternatively, sponsors may be DFS provider(s) who stand to benefit from adoption/usage. - Sponsors will also include telecommunications providers and media companies, who will help cover the cost of marketing.

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	<ul style="list-style-type: none"> - This will be an event at the center with participants eligible for the raffle drawings from all over Nepal. - The actual drawing will be done by the D2020 AC Chair and/or GON member of the AC. - The raffle drawings will be broadcasted in national media to enhance messaging and expand reach. 	<ul style="list-style-type: none"> - Promotional materials including banners, event fliers, social media campaign, etc. will also be covered via sponsors.
<p>Activity #2: Visit to Schools and Universities</p>	<p>Target Date: Monthly, starting in March 2019. Duration: 21 months. Target Audience: Students (target: 100k directly and up to 500k indirectly). Objective: To sensitize school and university-level students to the DFS tools and services already at their disposal, incentivize adoption, and enhance usage. Location: 77 districts with events in coordination with province-level mini-expos.</p> <p>Activity Format:</p> <ul style="list-style-type: none"> - Each interaction will involve a half-day program that includes interactive participation from students. - Students will be engaged through various educational materials and methods that discuss the advantages of DFS vs. cash. - Behavior change metrics will be introduced and implemented to enhance DFS usage. - Group activities will be feature heavily in each delivery. 	<p>Educational institutions will may be requested to help partially cover costs on a need-based model.</p> <p>Sponsors will be requested to cover specific items such as:</p> <ul style="list-style-type: none"> - Venue booking fee (conference hall + outdoor space) - Light refreshments for attendees - Daily Allowance for Trainer(s) - Travel costs - Pre-planning and administration costs