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THE PHILIPPINES: MOBILE MONEY

VIDEO

ARLENE TAKING OUT MONEY AT
ATM/REMEDIOS AT OUTLET

STREET SCENES PHILIPPINES

ARLENE AND REMEDIOS
SHOPPING

PEOPLE USING CELL PHONES

REMEDIOS AT HOME

PHOTO OF DAUGHTER

CHILDREN

AUDIO

NARRATION:

In the Philippines - more than three quarters of the population do not use banks. // But Arlene and Remedios can still instantly access money sent to them by their relatives working overseas. (13)

The key to this? // Their mobile phones. // And more than ninety percent of people here have them. This technology is now closing the distance between people in the Philippines and their family members supporting them from overseas. (14)

There are an estimated 10 million Filipinos who work abroad. Each year, they send home more than 20 billion US dollars. (6.5)

Remedios's daughter is one of them. She lives in Saudi Arabia and regularly sends funds to her mother to support her two children. For Remedios, this money is vital. (15)

REMEDIOS ON CAMERA

REMEDIOS VALDEZCO: (In Filipino) F

"It's very sad and very difficult because my child is far away from her own children. If they are sick I'm the only one taking care of them." (9)

REMEDIOS WITH CHILDREN

NARRATION:

So, as her grandchildren's only caregiver, Remedios cannot afford any delay in receiving the remittances. But until recently, her choices were either courier services or outlets that weren't fast, cheap or easy to use. (16)

Globe Telecom, the second largest cell phone service provider in the country, saw a gap in the market. // So they launched GCash and the mobile phone was the perfect vehicle. (11)

FILIPINOS USING CELL PHONE
PEOPLE IN RURAL VILLAGES

For rural people, mobile phones are not just convenient but sometimes the only way they can access financial services. Working with Globe Telecom, the International Fund for Agricultural Development, or IFAD, is expanding the service to rural areas..Pedro de Vasconcelos from IFAD. (9.5)

PEDRO DE VASCONCELOS
ON CAMERA

PEDRO DE VASCONCELOS: (In English) M

"If we consider the 450 billion dollars in remittances that go to developing countries every year, we need to understand that half of that goes to rural areas." (8)

Reaching rural areas has proven to be very difficult. But over the last years what we've seen is the rise in mobile technology and this has been

proven really a magnificent tool to provide this service to these families.” (13.5)

NARRATION:

Remedios, for example, is instantly alerted when remittance money is sent to her. // Within seconds of receiving the text message, she can collect her cash from a nearby outlet. (10)

REMEDIOS WITH CHILDREN

REMEDIOS VALDEZCO: (In English) F

“I just have to show them my ID and they look at my cellphone to see if the reference number matches the number that they have and then they release the money. I get the money immediately. It's just so fast.” (11)

REMEDIOS USING GCASH ON
HER PHONE/AT OUTLET

NARRATION:

And there are even faster ways to use the phone to access money, where the cell phone itself becomes a mobile wallet. (7)

ARLENE AT HOME

USING GCASH ON HER PHONE

ARLENE HEMEDES: (In Filipino) F

“When you receive the remittance, if you want to buy airtime or pay your bills you can just stay at home and use your cell phone.” (6)

ARLENE ON CAMERA

NARRATION:

People like Arlene can now pay their utility bills and even their children's tuition fees directly through their phone. // There's also an ATM card connected to her SIM and she can immediately withdraw the money she needs. (13)

ARLENE AT ATM

GCash currently processes about ten million US

FILIPINO WOMAN RECEIVING
REMITTANCE TEXT MESSAGE

dollars in international remittances each month -
and they are working towards a future (***pause –
sound of phone beeping***) where all money can
effortlessly cross borders from mobile phone, to
mobile phone. (15)

UN LOGO

This report was produced by Joanne Levitan for
the United Nations. (4.5)