

Company Profile: Edpyme Acceso Crediticio

Acceso Crediticio provides funding for vehicles in Peru, mostly taxis and mototaxis, specializing in lower-income groups who are not properly served by traditional financial institutions. The company currently offers natural gas conversion on all taxis financed through Edpyme Acceso Crediticio, helping reduce CO₂ emissions and benefiting the air quality in Peru.

The Challenge

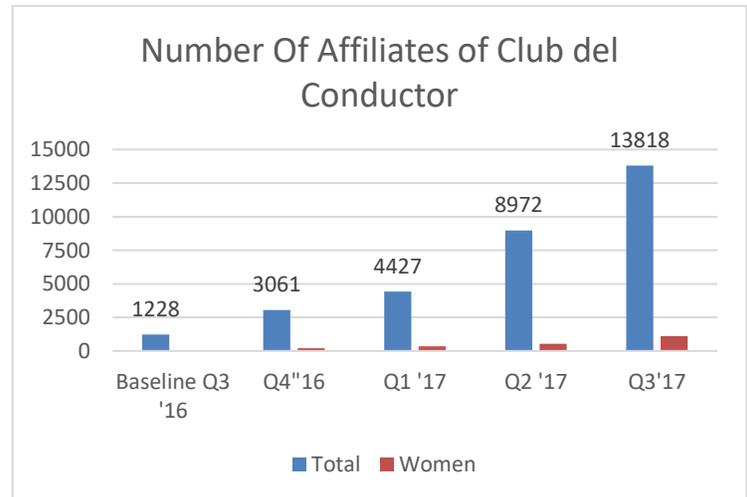
In the greater Lima area alone, there are approximately 200,000 taxi drivers working informally, with limited access to employee benefits such as affordable insurance or educational programs. Without health benefits, if a driver suffers an accident, they receive no aid for their injuries and are not paid during their recovery period. Additionally, taxi drivers are not registered as a formalized group and receive no group discounts on items related to operating their taxi service. These challenges present a hurdle in advancing the quality of life for taxi drivers in the greater Lima area and throughout all of Peru.



The Sustainability Innovation Grant

In October 2016, Edpyme Acceso Crediticio was awarded a \$79,136 CAD Sustainability Innovation Grant (SIG) from Global Affairs Canada and managed by Mennonite Economic Development Associates (MEDA), with Acceso Crediticio contributing \$158,272 CAD. The grant contributed to the formal implementation of a taxi club program, that will provide benefits to Lima's taxi drivers, Club del Conductor. The goal of the program is for Acceso Crediticio to be able to negotiate discounts on insurance, vehicle goods and services and education, and communicate these benefits to the club in a very simple manner. The club is open to all taxi drivers in Peru; they do not have to necessarily be an Acceso Crediticio client.

Throughout the grant period, Club del Conductor enrolled an additional 12,590 taxi affiliates to the program for a total of 13,818 affiliates having access program benefits (see graph below).



The program focused on offering discounts on fuel and vehicle parts first, as this was what taxi drivers communicated they needed the most. This complimented other discounts on travel, leisure and medicine. The program offered a 5% discount on all natural gas (NG) purchased. Additionally, each affiliate receives a card that they can swipe to receive one point for every m3 (cubic meters) of NG purchased. These points can be used to purchase products and services for their taxi or mototaxi.



SIG Impact

Increased Client Confidence

Prior to Club del Conductor, most taxi drivers thought of their role in the business sphere as not being important to anyone but themselves. Now, with a formalized network and club, they feel that their group is formalized and has negotiating power for services and products they need to do their job effectively.

“Prior to the club, taxi cab drivers thought that no one else was interested in seeing them succeed or having the quality of life that other positions in society might be able to obtain. By establishing Club del Conductor, taxi drivers feel formalized and important.”

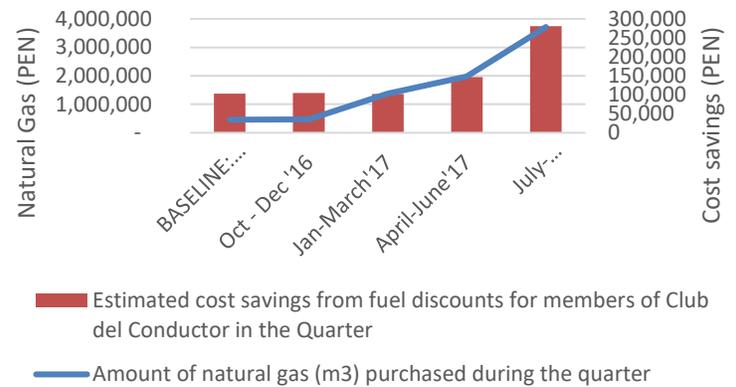
– Juan Carlos Herkrath, Project Lead

Increased Savings for Club del Conductor Affiliates

Over the implementation period Club del Conductor program offered discounts and points on over 7.5 million m3 of natural gas purchased. This amounted to a cumulative savings of \$2,211,688 PEN (\$853,798 CAD); see the graph below for details on the quarterly savings. Currently, 68% of all affiliates drive a natural gas vehicle and are able to receive these types of benefits and discounts.



Fuel Purchases Versus Discounts



Sustainability

Edpyme Acceso Crediticio will continue to expand the benefit offerings for the Club del Conductor program. The company is currently working hard to form partnerships with insurance organizations to be able to offer an affordable benefit package to their affiliate members. They now have approximately 40,000 affiliates, which is 20% of the total taxi market. Acceso Crediticio envisions that the savings being experienced by their affiliates will be used to buy insurance and invest in further education to enhance security and quality of life. This project has contributed to the Sustainable Development Goal 8, Decent Work and Economic Growth.

8 DECENT WORK AND ECONOMIC GROWTH



Lessons Learned

Acceso Crediticio realized the importance of a well-thought-out communications and marketing strategy. At the beginning Club del Conductor used television and social media channels to inform taxi drivers about the benefits of their program. They soon realized that these two channels were not effective in reaching their target market. The club then switched and started marketing through radio stations. They immediately saw the number of affiliates start to increase. Additionally, they relied heavily on their reputation with the gas stations. They used that channel to gain trust and recommendations from other drivers. This helped with the success of their marketing strategy greatly.