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WE Finance Code

Commitment letter

AFK is pleased to endorse the **Women Entrepreneurs Finance Code** (hereinafter “WE Finance Code” or **the Code**), a global initiative aimed at closing financing gaps for women entrepreneurs and promoting gender equality in the financial sector. As a signatory, AFK commits to work with national and international partners to provide leadership, enhance data quality and transparency, and implement concrete actions that empower women-owned and women-led micro, small and medium enterprises (MSMEs).

As a Signatory to the WE Finance Code, AFK commits to the following under each of the three pillars of the Code:

Leadership Commitments:

1. AFK has appointed Pëllumb Kelmendi, as its WE Finance Code Champion. She will lead AFK’s engagement in the national coalition, coordinate internal implementation of the Code, and act as the primary liaison to ensure that AFK’s activities align with coalition objectives.
2. AFK will mobilize internal resources to implement the Code, allocating budgets to training, marketing and IT upgrades, and executing internal strengthening activities, awareness-raising and capacity-building, to improve institutional readiness to serve women-owned and women-led MSMEs.
3. AFK will assign WMSME ambassadors across its branches and provide ongoing training on gender equality and awareness of opportunities under the Kosovo Credit Guarantee Fund.
4. AFK will promote its support for women-owned businesses through case studies, webinars and workshops on women entrepreneurship and the Bank’s role in supporting them, and by distributing marketing materials (brochures and newsletters) that emphasize its commitment to women’s economic empowerment.

Data Commitments:

1. AFK will systematically collect and report data on rejected loan applications from MSMEs and analyze reasons for denial to deepen understanding of trends across different client segments.
2. AFK will adapt its internal data systems within one year of the finalization of the national WMSME definition to support gender-disaggregated data classification and reporting. The upgraded systems will collect ownership data and enable sex-disaggregated reporting.
3. AFK will align its internal reporting and data systems with the nationally agreed definition of WMSMEs endorsed by the WE Finance Code National Coalition, ensuring consistent classification and monitoring.

Action Commitments:

1. AFK will develop and implement non-financial services for women owned/-led companies to strengthen their market presence and competitiveness.
2. AFK will organize networking events and provide support for women entrepreneurs in accessing new markets, including conferences and fairs.
3. AFK will increase the number of WMSMEs clients benefiting from guarantees under the Women in Business Window.
4. AFK will provide training for loan officials of partner financial institutions on the use of credit guarantees and available options under the Women in Business Window.
5. AFK will undertake marketing initiatives with Registered Financial Institutions in KCGF to promote loans and guarantee for WMSME through joint campaigns and collaborative posts on social media.
6. AFK will actively promote women-owned MSMEs as a core business segment through a dedicated marketing and visibility plan. This includes creating social media content—success stories, newsletters and webinars—featuring women-owned businesses, publishing testimonials and client stories, distributing targeted marketing materials, and organizing community events.

Please find attached as an annex of this letter the detailed list of commitments, along with planned implementation timeframe and Key Performance Indicators for measuring progress and success.

We look forward to working with our partners and the broader coalition to deliver meaningful impact for women entrepreneurs in Kosovo.

Sincerely,

Name and Surname: **Xhevdet Spahija**
Title: CEO
Institution: Agency for finance in Kosovo

Signature:

Date:


16.12.2025.

