

EcoCash — Econet's Mobile Money Service That Outgrew Zimbabwe's Banking System

City Innovation Library · Good practice · Zimbabwe

Quality score: 71/100

Evidence strength: Descriptive / self-reported

Summary

Econet launched EcoCash in Harare in 2011 amid cash shortages. In six years it processed over \$23bn - more than Zimbabwe's GDP - reaching 6.7m users and 99.8% market share, with evidenced rural-inclusion gains but recurring regulatory friction.

Key dimensions

Dimension	Score
Evidence of impact / measured results	3/3
Transferability / demonstrated replication	2/3
Scalability	3/3
Sustainability / continuity	2/3
Innovation	2/3
Inclusiveness / equity	2/3
Multi-stakeholder collaboration	1/3

Evaluated by C-NAPSE

Data sources

[Econet Wireless Zimbabwe / EcoCash Holdings](#) — accessed 2026-09-16

[GSMA — Zimbabwe's Ecocash shows impressive growth](#) — accessed 2026-09-16

[Harvard D3 — EcoCash: How a telco turned a cash crisis into a cash cow](#) — accessed 2026-09-16

[Techzim — Econet announces the launch of EcoCash \(2011\)](#) — accessed 2026-09-16

[NextBillion — How a Mobile Airtime Vendor Became Zimbabwe's Fastest-Growing Bank](#) — accessed 2026-09-16

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