

# UNCDF Digital & Financial Literacy Campaign — Cross-Sector Youth Outreach in Ethiopia

Digital Inclusion · Good practice · Ethiopia

Quality score: 48/100

Evidence strength: Moderate

## Summary

UNCDF, Ethiopia's Ministry of Innovation and Technology, two national banks and Ethio Telecom ran a 3-day digital-and-financial literacy campaign reaching 48,000+ students across 32 secondary schools and 16 TVETs in three cities, under the EU/OACPS-funded DFS4Res programme.

## Key dimensions

| Dimension                | Score |
|--------------------------|-------|
| Innovation level         | 2/5   |
| Sustainability (ongoing) | 1/1   |
| Evaluation evidence      | 0/1   |
| Demonstrated reach       | 1/1   |
| Documented learning      | 0/1   |

Evaluated by C-NAPSE

## Data sources

C-NAPSE web research — accessed 2026-08-25

UN Capital Development Fund (UNCDF) & Ethiopia's Ministry of Innovation and Technology, with National Bank of Ethiopia, Commercial Bank of Ethiopia and Ethio Telecom — accessed 2026-08-25

UNCDF — A Campaign to Enhance Youth's Digital Literacy in Ethiopia — accessed 2026-08-25

eTrade for All (UNCTAD) — same campaign, independent republication — accessed 2026-08-25

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