

# IPA Philippines



Innovations for Poverty Action (IPA) is a research and policy non-profit that discovers and promotes effective solutions to global poverty problems. IPA brings together researchers and decision-makers to design, rigorously evaluate, and refine these solutions and their applications, ensuring that the evidence created is used to improve the lives of the world's poor. Since our founding in 2002, IPA has worked with over 400 leading academics to conduct over 600 evaluations in 51 countries. This research has informed hundreds of successful programs that now impact millions of individuals worldwide. Future growth will be concentrated in focus countries, such as the Philippines, where we have local and international staff, established relationships with government, NGOs, and the private sector, and deep knowledge of local issues.

## More Evidence

In the Philippines, we have continued our global tradition of rigorous, applicable research by building foundational research capacity and conducting evaluations in areas of pressing national concern. Two completed evaluations offer promising insights into everyday issues that affect the lives of the Filipino poor. Our evidence has revealed:

### FINANCE

**Text message reminders to save encourages clients to make regular deposits.** With over 1 billion text messages sent per day, the Philippines is known as the text message capital of the world. IPA found that those who were randomly assigned to receive a monthly savings reminder via text message increased their total amount

saved by six percent. IPA also studied the effectiveness of text message reminders as a tool for boosting repayment among micro-loan borrowers.

### MIGRATION

**Filipino migrants increase remittances when their transfers are intended for education.** IPA researchers wanted to see if a new financial product, called EduPay, would provide migrant workers with greater ability to control the use of remittances for education. Some Filipino migrants working in Italy had the option of channeling a small portion of their gains through EduPay as tuition payments directly to schools in the Philippines. Comparatively, they were allowed to simply attach a "label" to their transfers as intended for education.

**IPA PHILIPPINES**  
since 2002

**FOCUS SECTORS**  
 Agriculture, Financial Inclusion,  
 Governance, Livelihoods, Social Welfare,  
 Microfinance

**RESEARCH STUDIES**  
 30 Completed, 10 in Progress

**KEY PARTNERS**  
 Asian Development Bank, Asian Institute of  
 Management, Bank of the Philippine Islands,  
 Foundation for Economic Policy  
 Research, Department of Agriculture Reform,  
 Department of Labor and Employment,  
 Department of Social Welfare and  
 Development, Development Bank of the  
 Philippines, First Metro Bank, First Valley  
 Bank, International Center for Migration  
 Development, Philippine  
 Group Insurance Corp., Philippine Institute  
 for Development Studies, Research Institute  
 for Modern Culture, University of the  
 Philippines

**KEY RESEARCHERS**  
 Dean Karlan (Yale University),  
 Dean Karlan (University of Michigan)

We found that the labeling increased total transfers by 15.3 percent. Directly channeling the funds to schools resulted in an additional modest increase of 1.9 percent on top of the labeling. Moreover, the EduPay product was offered for actual remittances and a substantial number of interviewed migrants use it for their transfers with a take-up rate over 40 percent (under certain take-up measures).

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### MIGRATION

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total transfers by 15.3 percent. Directly channeling the funds to schools resulted in an additional modest increase of 1.9 percent on top of the labeling. Moreover, the EduPay product was offered for actual remittances and a substantial number of intercepted migrants use it for their transfers with a take-up rate over 40 percent (under certain take-up measures).

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(Since 2002)

### FOCUS SECTORS

Agriculture, Financial Inclusion, Governance, Livelihoods, Small & Medium Enterprises

### RESEARCH STUDIES

30 Completed, 36 in Progress

### KEY PARTNERS

Asian Development Bank, Asian Institute of Management, Bank of the Philippine Islands Foundation, Inc., Centre for Economic Policy Research, Department of Agrarian Reform, Department of Labor and Employment, Department of Social Welfare and Development, Development Bank of the Philippines, First Metro Bank, First Valley Bank, International Development Center, Millennium Challenge Corp., Philippine City Insurance Corp., Philippine Institute for Development Studies, Research Institute for Mindanao Culture, University of the Philippines

### KEY RESEARCHERS

Dean Karlan (Yale University), Dean Karlan (University of Michigan)

# Philippines Country Brief

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