

## CREATING A COMMON LANGUAGE FOR THE ELAN

Key terms, phrases, and working definitions evolve alongside changing e-transfer programs, technologies, and products. Rarely are words and phrases standardized. In some instances, they even hold different meanings to different stakeholders. In order to facilitate clear interactions within the Electronic Cash Transfer Learning Action Network (ELAN), the network established the following working definitions for use in ELAN communications. A small group continued refining definitions and concepts following the ELAN kickoff event and built on these terms at an e-transfer procurement workshop.<sup>1</sup>

In the following list, industry-specific terms have not been re-defined for humanitarian use, but notes on humanitarian applications of the term appear in the right-hand column. Private sector ELAN members encouraged humanitarians to communicate clearly regarding program requirements, rather than focusing on defining specific products or product features, since solutions evolve quickly. Service providers can help identify and recommend the most appropriate technological option(s) when they understand humanitarians' operational needs.

Term	ELAN working definition	Notes on humanitarian use
Activation (prepaid card or SIM)	Linking a person with a specific card or SIM and authorizing use of the card or SIM (by SMS, online activation, or phone). Also known as "personalization."	A key step in the use of prepaid cards or mobile money.
Agent	An entity or retail outlet where an e-cash transfer can be spent or redeemed for cash, and/or where e-cash account holders can perform other transactions.	Different FSPs (e.g., banks, mobile network operators, or remittance agencies) can have agents. Agents are managed by the FSP, not by the humanitarian agency.
Aggregator	An entity that consolidates financial transactions for processing, such as providing a single platform to execute payments via multiple FSPs.	
Authentication	The process of verifying a person's identity.	
Bank Information Number (BIN)	The first six digits on a debit card that represent the issuing bank.	The issuing bank is responsible for the cards they release based on their banking license requirements and therefore interprets KYC requirements.
Bulk payment	A simultaneous transfer of funds from one entity to many recipients.	This term is often used to describe the mobile money services used for humanitarian programs (as opposed to person-to-business or person-to-person payments).

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# VOCABULARY AND USAGE

Conditionality	The action a program participant must complete in order to receive aid (not a restriction on the use of assistance).	Conditions can apply with any delivery mechanism. Conditions are typically monitored by the implementing agency. Some examples of conditions on assistance are completion of phases of shelter repair, participation in a community work project, school attendance or children's immunization.
Delivery mechanism	Means of delivering a transfer (e.g., electronic voucher, mobile money, cash in envelopes, etc.)	From cash transfer programming literature; not specific to e-transfers
E-cash	Any electronic substitute for cash that provides full flexibility for purchases. It may be stored, spent, and/or received through a mobile phone, prepaid debit/ATM card, or other electronic transfer.	
E-Transfer	A digital transfer of money or vouchers from the implementing agency to a program participant. E-transfers provide access to cash, goods and/or services through mobile devices, electronic vouchers, or cards (e.g., prepaid, ATM, credit or debit cards).	E-transfer is an umbrella term encompassing both e-cash and e-vouchers.
E-voucher	A card or code that is electronically redeemed at a participating distribution point. E-vouchers can represent cash or commodity value and are redeemed using a range of electronic devices.	
Financial service provider (FSP)	An entity that provides financial services, which may include e-transfer services. Depending upon the context, financial service providers may include e-voucher companies, financial institutions (such as banks and microfinance institutions), or mobile network operators (MNOs). FSPs include many entities beyond those that offer humanitarian e-transfers (such as investment funds, insurance companies, accountancy firms.)	When FSP is used in ELAN documents, it will refer to the e-transfer service provider.
Framework agreement	An outline of a contract, also known as an umbrella contract, or master services contract. Call off or draw down agreements are similar but include financial information.	This usage provided by private sector. Humanitarian agencies may use the term differently.
Load Volume	For prepaid cards or mobile money, the total amount to be loaded onto cards or mobile wallets. (Also known as "payment volume.") Payment volume may also refer to the amount spent by card/wallet holders.	An essential figure that FSPs will ask for any new program (transfer value x frequency x number of participants)
Merchant	Supplier of goods and services. They may be contracted by a humanitarian organization to participate in a cash-based intervention.	Also referred to as vendors, traders or beneficiary traders in other literature.

# VOCABULARY AND USAGE

Mobile money	Mobile money uses the mobile phone to access financial services such as payments, transfers, insurance, savings and credit. [GSMA]	Mobile money is a paperless version of a national currency that can be used to provide humanitarian e-cash payments.
Modality	Form of transfer (cash, vouchers, in-kind, or combination)	From cash transfer programming literature; not specific to e-transfers.
Personal Account Number (PAN)	The full 16-digit number on a credit, debit, or prepaid card.	
Point of service/sales (POS) device	Devices that do not contain any money, but have the capacity to perform transactions (carried out in retail stores, restaurants, or mobile locations.)	
Simplified Due Diligence (SDD)	Also known as minimal Know-Your Customer (KYC); can be a feature of a card product.	National regulations will influence when SDD can be used.
Smart card	A smart card is a device that includes an embedded integrated circuit that can be either a secure microcontroller or equivalent intelligence with internal memory or a memory chip alone. The card connects to a reader with direct physical contact or with a remote contactless radio frequency interface. Smart cards have the ability to store large amounts of data, carry out their own on-card functions (e.g., encryption and mutual authentication), and interact intelligently with a smart card reader. [ Smart Card Alliance – for more information see <a href="http://bit.ly/1CPzZU0">http://bit.ly/1CPzZU0</a> ]	Smart cards can be used as part of humanitarian e-transfers [e-cash or e-vouchers].
White labeling	A service offering with minimal customization. (i.e., taking the standard product or service as-is and applying the program or organization’s branding.)	For example, an NGO using a company’s standard prepaid card scheme with program branding.