

afi Alliance for
Financial Inclusion
Bringing smart policies to life

**Session 8:
Innovating Financial Education/ Literacy and Capability**

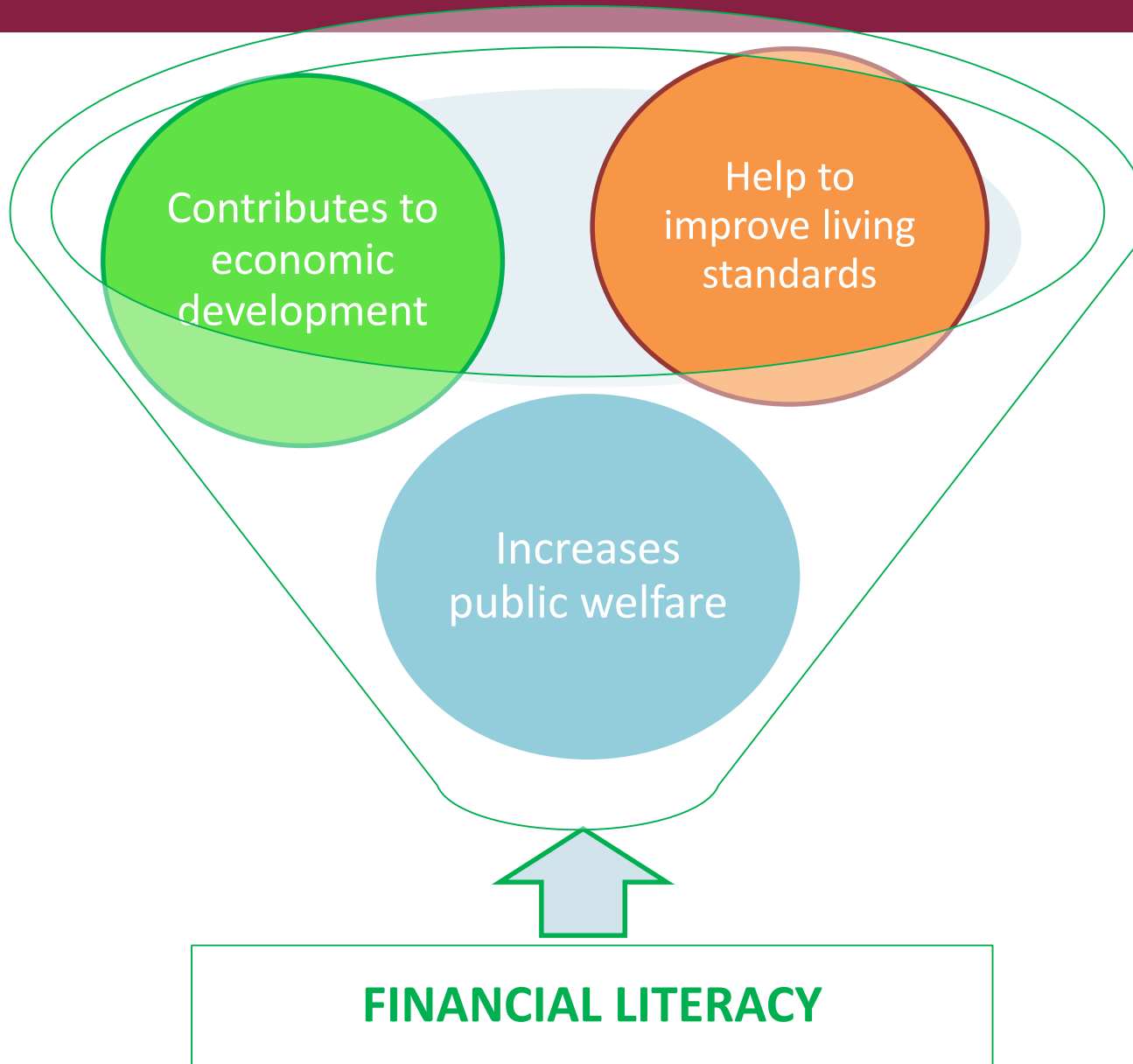


THE NATIONAL
BANK
OF THE REPUBLIC
OF BELARUS

Enhancing Financial Literacy of the Population of the Republic of Belarus

Yulia Sakovich
October 2015, Skopje

The importance of financial literacy



NB RB

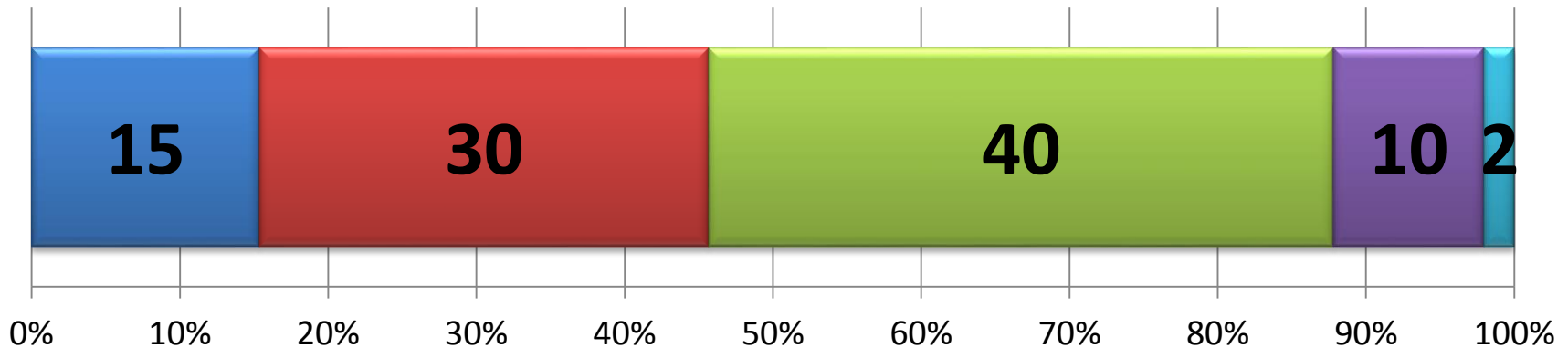
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AFI



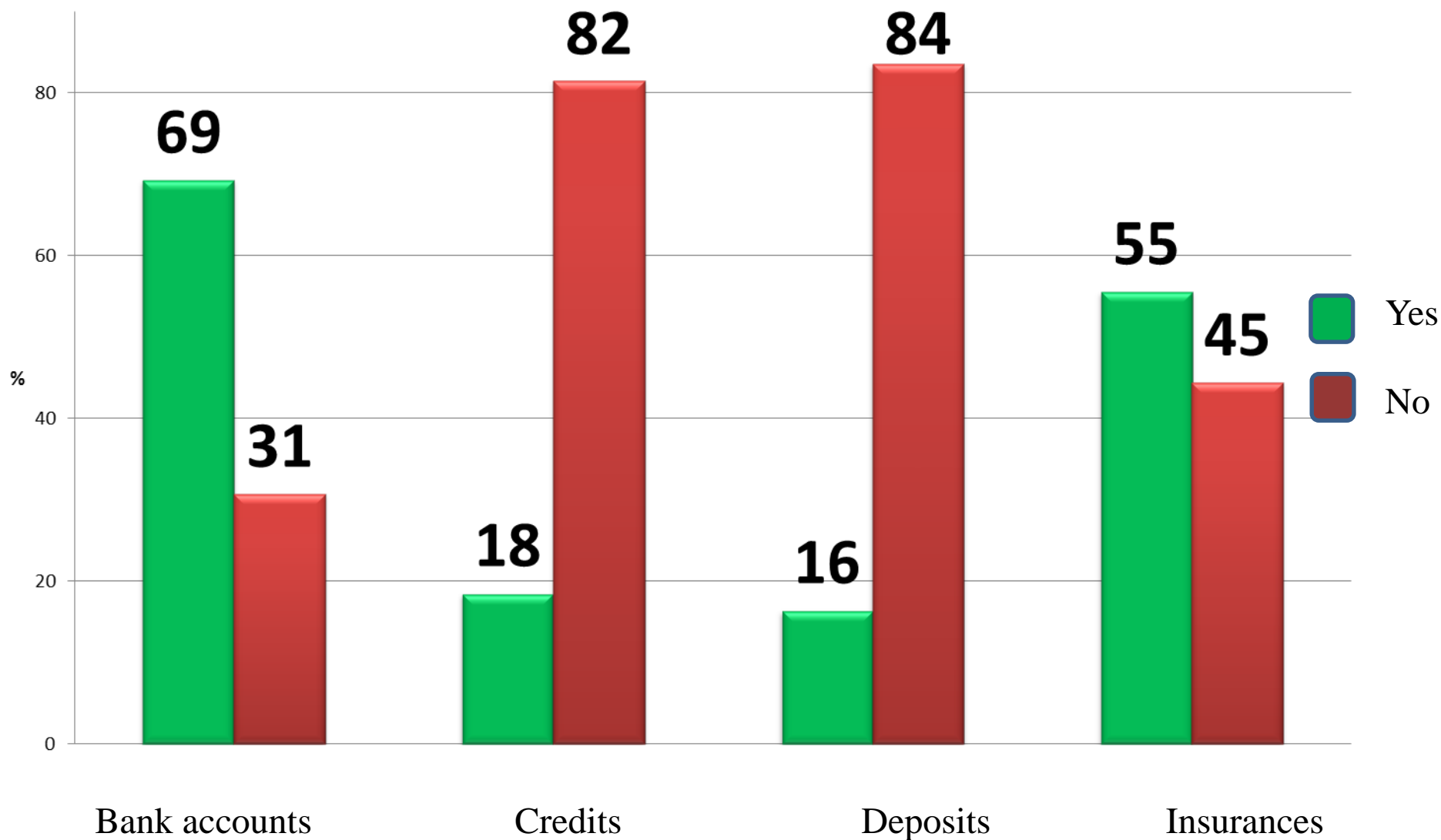
'Measuring
the Access
to Finance'

Who and how uses financial services



-  People who do not use financial services
-  People who use 1-2 financial services
-  People who use 3 financial services
-  People who use 4-5 financial services
-  People who use 6 and more financial services

Financial inclusion of individuals by type of service, %



REGIONAL DIFFERENCES IN THE USE OF DEPOSIT

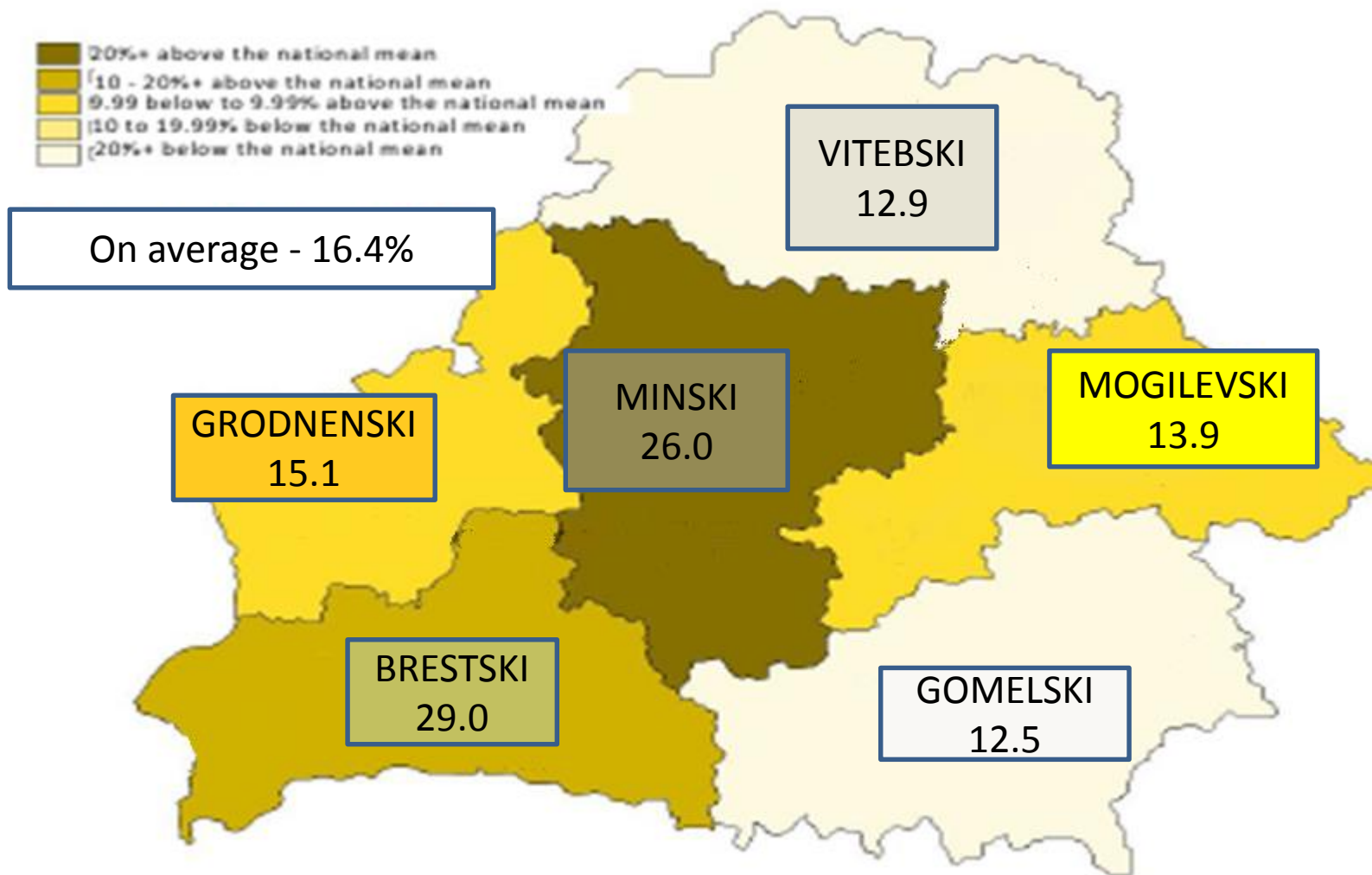
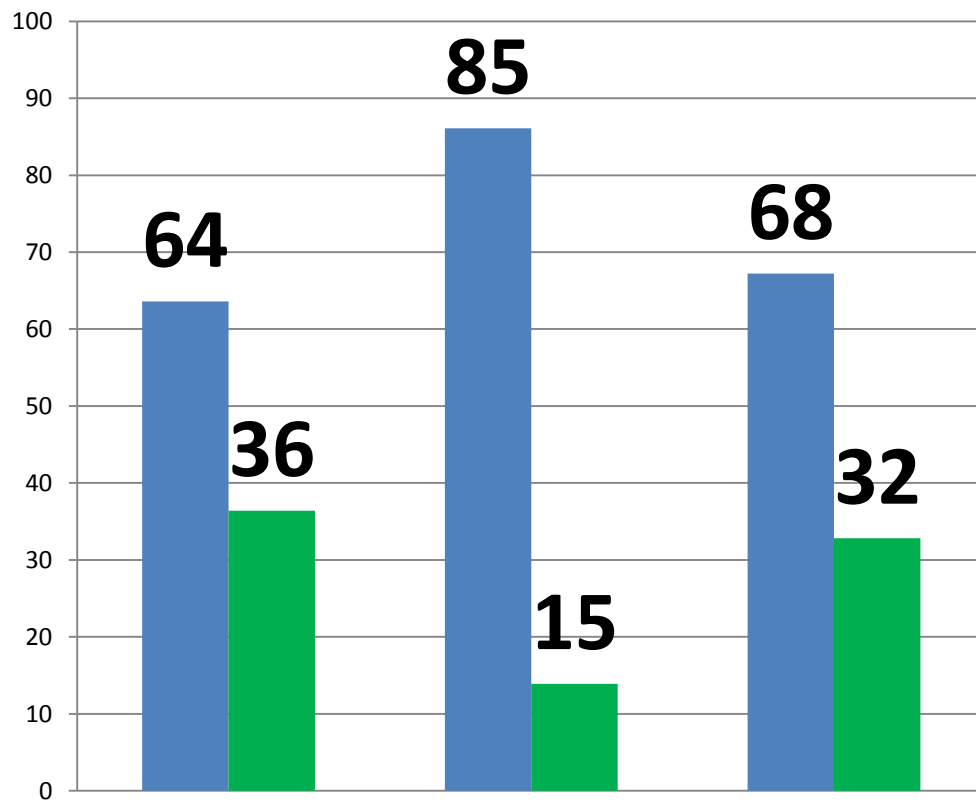


Figure 3. Use of savings services (%)

Financial Literacy Survey, %

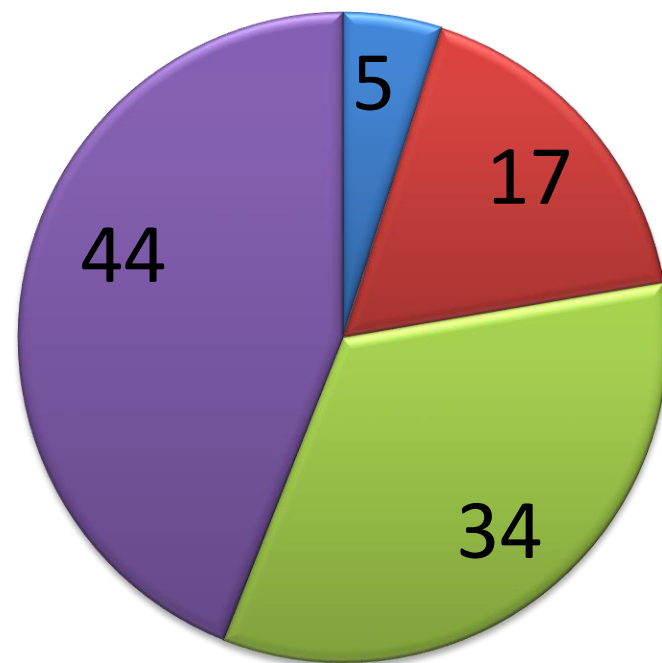


Ability to calculate interest payable on the deposit account

Question on target inflation

Knowledge of the current interest rate on bank deposits

- No
- Yes

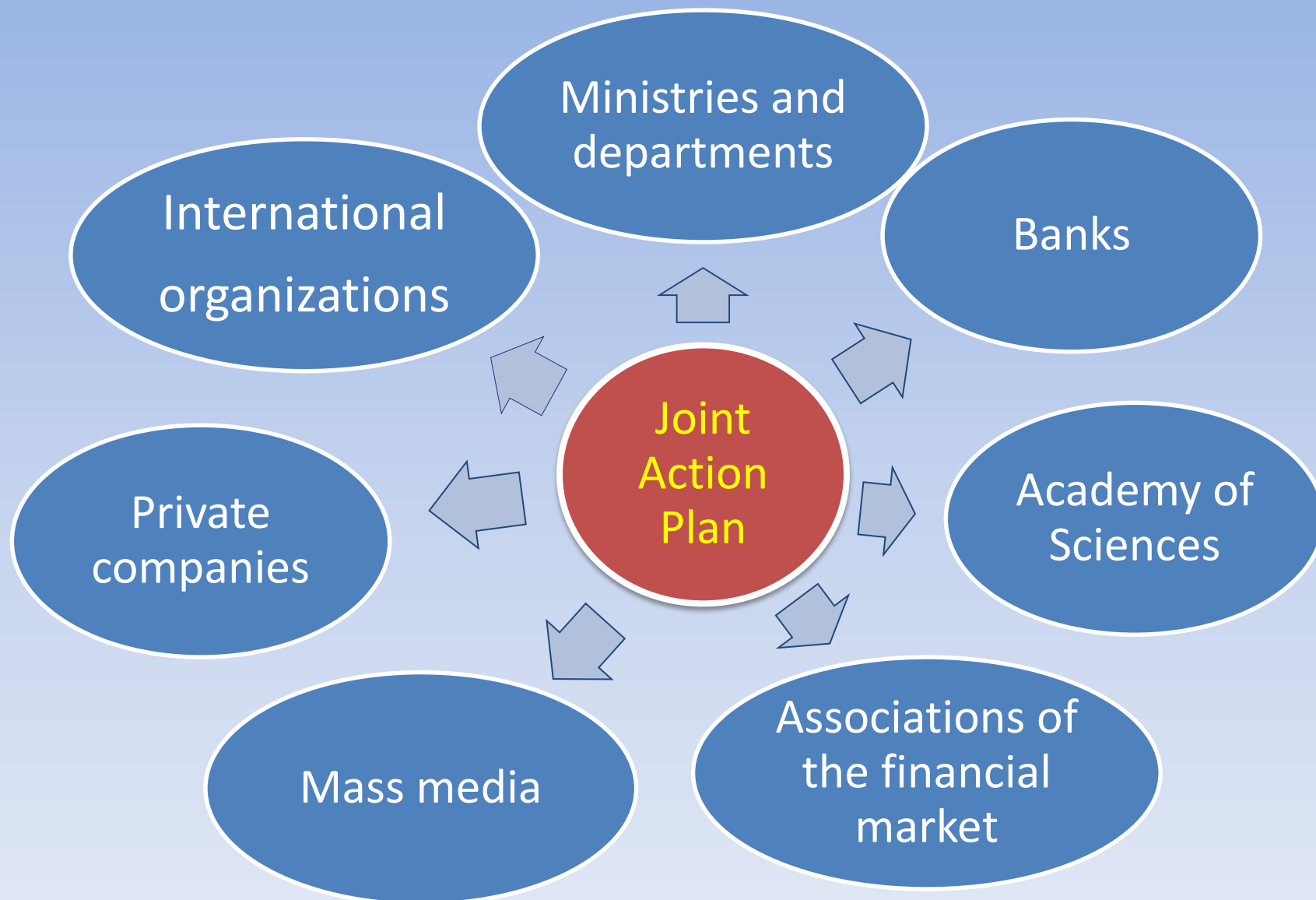


- All 3 answers are correct
- 2 answers are correct
- 1 answer is correct
- All 3 answers are incorrect

Joint Action Plan on Enhancing Financial Literacy of the Population



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Joint efforts provide for:

Actions to evaluate the level of financial literacy of households

- Special research institutes

Actions to implement information policy in the field of finance

- Internet Portal on financial literacy

Actions performed in the mass media

- Cooperation with mass-media

Joint efforts provide for:

Actions to raise financial literacy among schoolchildren, the youth

- Child and Youth Finance Day
- Activities for children
- Special projects

Actions to enhance financial literacy in such spheres as banking services, securities, insurance, taxation

- International Savings Day
- Open Days
- Implementation of the course *Plan your Future*

Actions to raise financial literacy in the workplace

- Special projects, events
- Organizing a competitions

Competition to develop a logo and slogan for the campaign of financial literacy



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Будь финансово грамотным

е
Кредит

Будь финансово грамотным



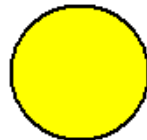
ДОБАВЬ
ЗНАНИЯ
в копилку!



ГРОШЫ ЛЮБЯЦЬ
РАЗУМНЫХ ЛЮДЗЕЙ

Финансова азбука
А Б В Г Д Е
Ж З И Й К Л

ФИНАНСОВАЯ АЗБУКА ОТ «А» ДО «Я»



Ваши деньги
И ИХ ВОЗМОЖНОСТИ

Финансовая грамотность от Национального банка



Каб фінансы не стывалі рамансы, трэба пра грошы ведаць нюансы!

The winner is the slogan 'Money likes smart people'

UNIFIED INTERNET PORTAL OF FINANCIAL LITERACY - WWW.FINGRAMOTA.BY



The screenshot shows a web browser displaying the website www.fingramota.by/en. The page features a dark red header with the title "UNIFIED INTERNET PORTAL OF FINANCIAL LITERACY" and a logo of a cornucopia with the text "ГРОШЫ ЛЮБЯЦЬ РАЗУМНЫХ ЛЮДЕЙ". Navigation tabs include "Home", "Project participants", "Services", "FAQ", "Contacts", and "Subscription". A search bar is located in the top right. The main content area is divided into several sections:

- MONEY**: Represented by an icon of stacks of money and coins.
- DEPOSITS**: Represented by an icon of a piggy bank with a coin being inserted.
- INVESTMENT**: Represented by an icon of a bar chart with an upward-trending blue arrow.
- LOANS**: Represented by an icon of an hourglass.
- EXCHANGE RATES**: A table showing rates for various currencies as of 30.09.14.
- PLANNING A PERSONAL BUDGET**: Represented by an icon of a calculator and coins.
- INSURANCE**: Represented by an icon of a house under a red umbrella.
- TAXES**: Represented by a large percentage sign icon.
- CLEARING SETTLEMENT**: Represented by an icon of a credit card.
- PHOTOS**: A section with a photo of a group of people on a red carpet and a link to "All photos".

The browser's taskbar at the bottom shows various application icons and the system clock indicating 17:20 on 30.09.2014.

Currency	30.09.14	01.10.14
EUR EURO	13 420,00	13 430,00
USD US Dollar	10 580,00	10 590,00
RUB Russian Ruble	269,00	269,00
Currency basket (USD, EUR, RUB)	3 369,57	

In 2014 a National web portal was made where you can find materials, games, articles, handbooks in the field of financial education.

Celebration of Global Money Week – every year



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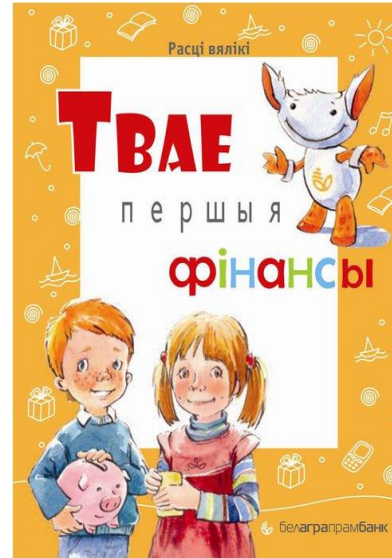
GLOBAL MONEY WEEK



Role Belarussian banks in enhancing of financial literacy of children and youth



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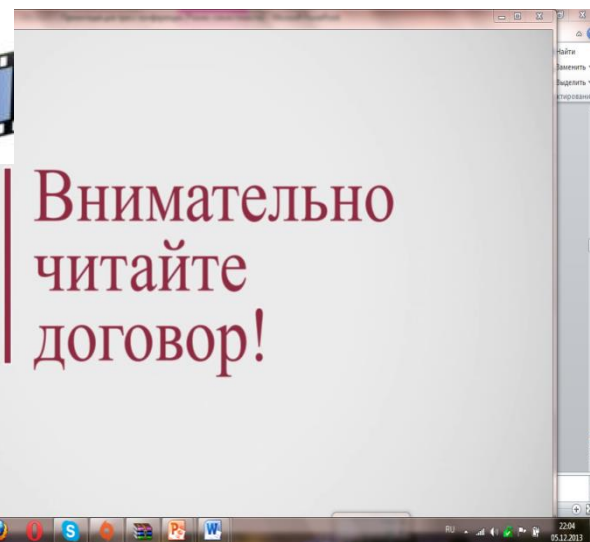
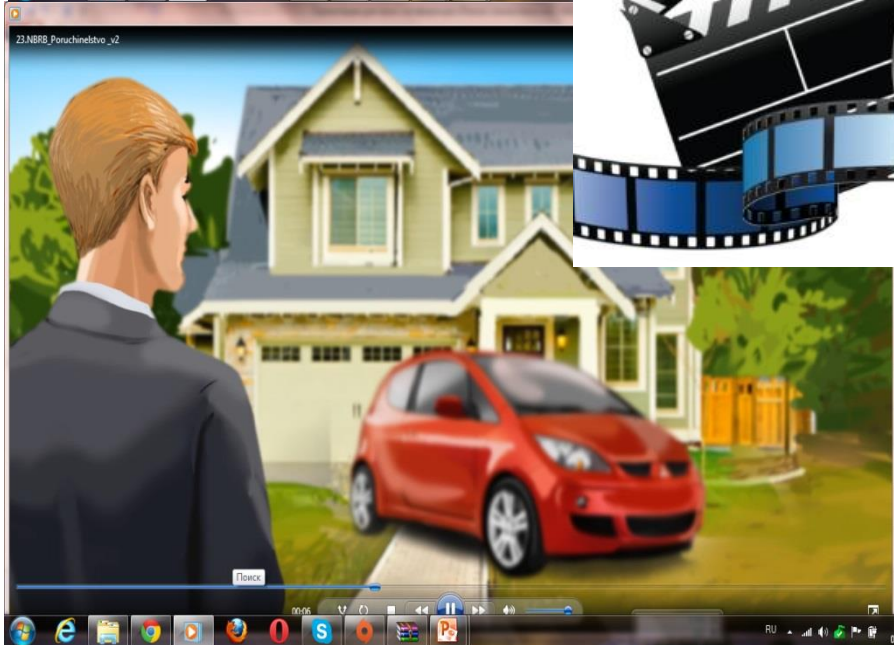
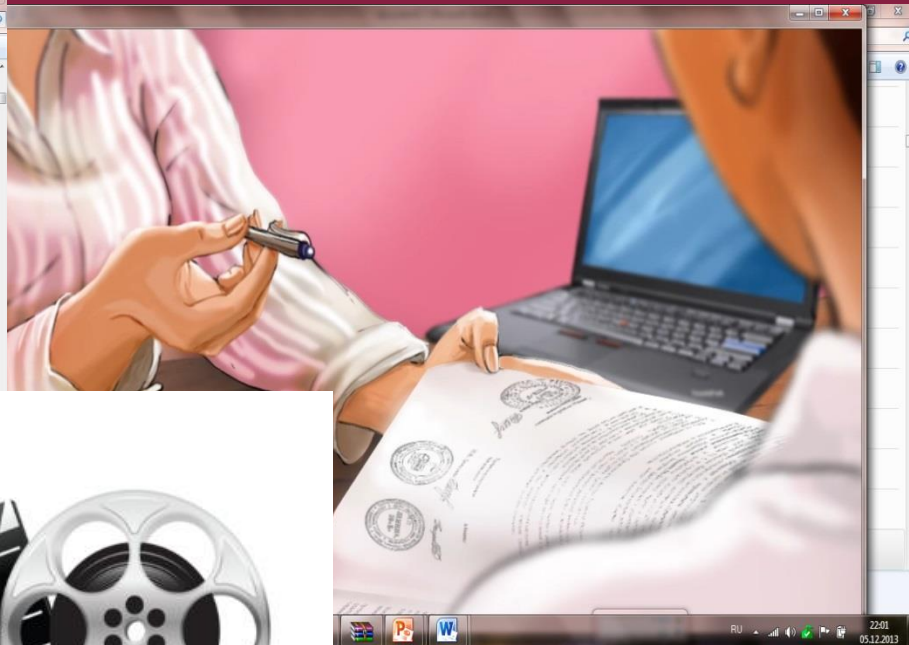
Banks support this idea by

- publishing books, articles in the media
- organizing open lessons, seminars and so on

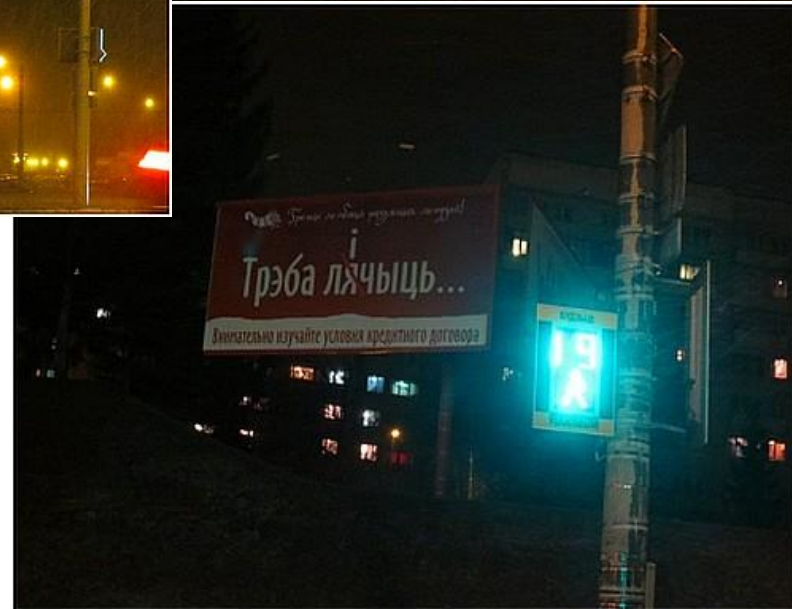
Social TV advertising to improve the financial literacy of the general population



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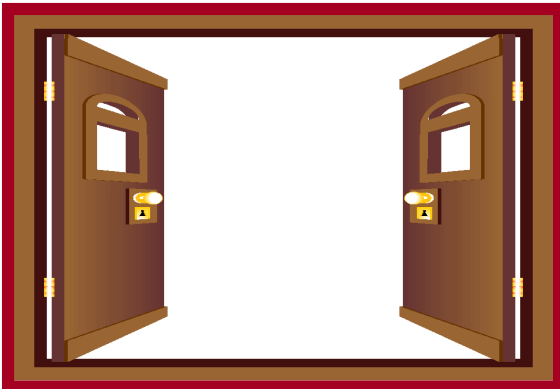
Financial literacy ads on billboards



Doors Open Day at Belarus' National Bank

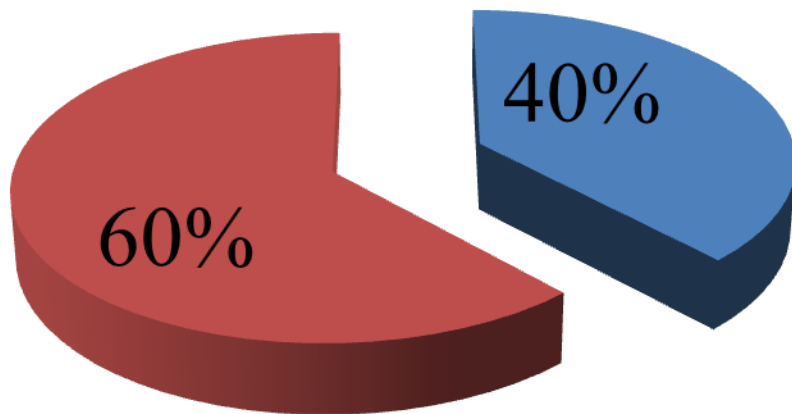
Visitors had a chance:

- ✓ Get a consultation on the basic issues of the economy
- ✓ Play economic games
- ✓ Get their credit history
- ✓ Take a picture with a weapon
- ✓ Learn how Money is Made
- ✓ Get souvenirs from the National Bank





Call-center of the National Bank

A report on the Call-Center activities is prepared every month and submitted to the member of the Board of the National Bank.



In 2014 the Call Center received
15,539 calls:
9,408 – individuals
6,131 – legal entities



-  legal entities
-  individuals

Plans :



- ✓ Competition among university students of the Republic of Belarus for the best research work on economic issues



- ✓ Organizing a financial literacy school for teachers

Thank you for your attention!

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