



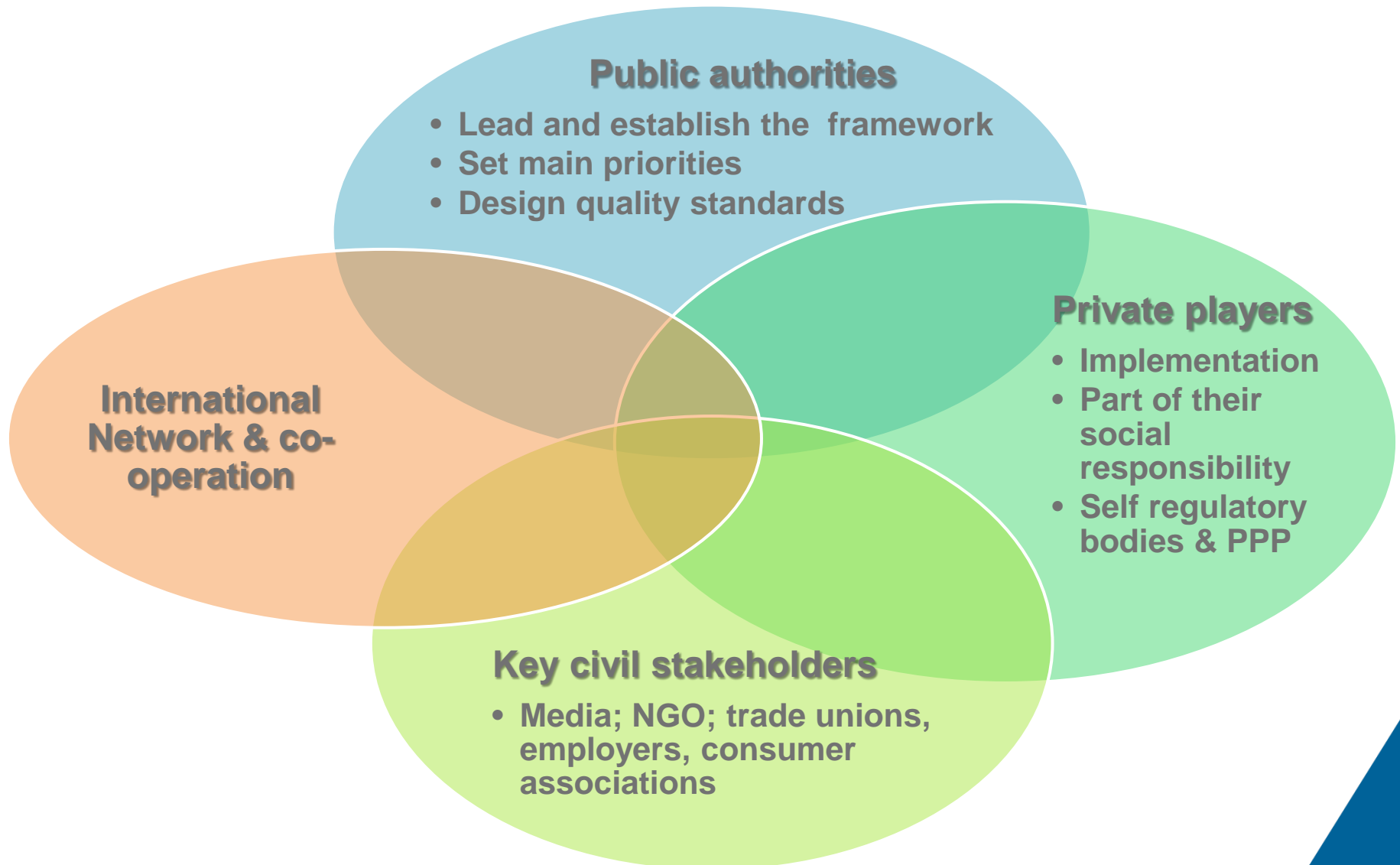
Financial Education and Public–private Partnerships : Good practices and experience

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National strategy : by a public-private partnerships





The role of private stakeholders is essential but challenging....



Relevance

- Expertise on financial and/or education issues
- Expertise in marketing/communication
- Reach and proximity to consumers
- Resources & appetite (?)

Challenges to be addressed

- Conflicts of interests
- Focus on short-term initiatives
- Some consumers may be left out
- Non-coordinated initiatives
- Evaluation?



Involving private stakeholders while managing potential conflict of interest – good practices



(financial and in-kind) **support** to public strategies and initiatives



Indirect involvement of financial institutions :
The role of **industry association**



Monitoring through **codes of conduct** :
Making good practices part of the business DNA



Distinction between commercial and educational activities

- No promotion of products combined with financial education
- Conflict of interest are disclosed and managed
- Educational resources are distinguished from commercial material





Key good practices for private sector's contribution to financial education

Objectivity



- **Balanced, impartial unbiased** and not linked to commercial priorities
- **Use of logo limited** within national circumstances
- Staff involved in financial education **do not carry marketing activities**

Quality of resources and trainers



- **Tailored** to national circumstances
- **Appropriate** to the target audience
- **Fair** addressing all segments of the population
- **Accurate**, complete, up to date and of high quality
- **Easily** accessible

Monitoring and evaluation



- **Part of programmes' design**
- **Systematic**
- **Independent**
- **Reported**



THANK YOU!
Спасибо

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