

Building Financial Literacy Skills through Entrepreneurship.

Mr. Richard Bernhard, Associate Executive Director, Kenan Institute Asia, Bangkok, Thailand

Richard will be presenting the experiences of the Kenan Institute Asia (K.I.Asia) implementing financial education initiatives in Thailand. He will begin by providing a brief overview of the situation of youth financial education in Thailand and then discussing some of the challenges. Richard will introduce the approach to teaching financial literacy through entrepreneurship. He will present the Money Wise Young Entrepreneurship program case study including the approach, components and results. He will conclude with recommendations based on K.I.Asia's lessons-learned including the importance of teaching financial literacy through practical applications, having incentives such as competitions, engaging youth participation to run the programming, continuing mentoring after the training, engaging private sector expertise, gaining teacher and parent support, and making the programs fun!