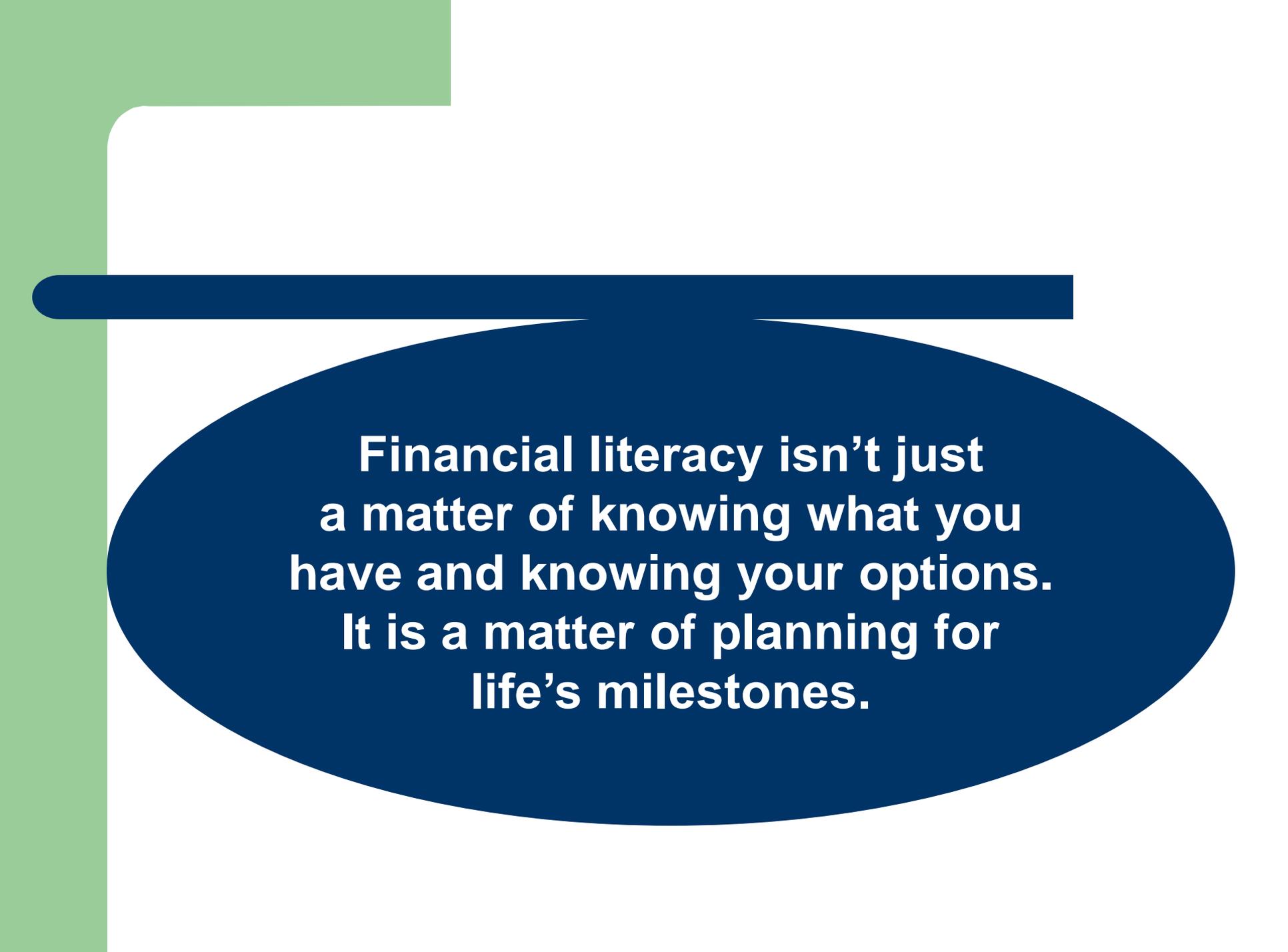




Central Bank of Lebanon TRAINING AND DEVELOPMENT DEPARTMENT

Towards a National Financial Education Campaign



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**Financial literacy isn't just
a matter of knowing what you
have and knowing your options.
It is a matter of planning for
life's milestones.**



Our Vision

- To contribute in applying and promoting the Governor's and the Bank's policy.
- To be a centre of excellence in training the Central Bank of Lebanon's staff, financial as well as public sector personnel in Lebanon,
- To evolve towards being a recognized centre for central banking training and studies in the Arab world.

Our Mission

- To impart knowledge and build skills by offering training to personnel and equip them with necessary competencies required to face the ever increasing challenges facing the financial and public sectors.

Our Role

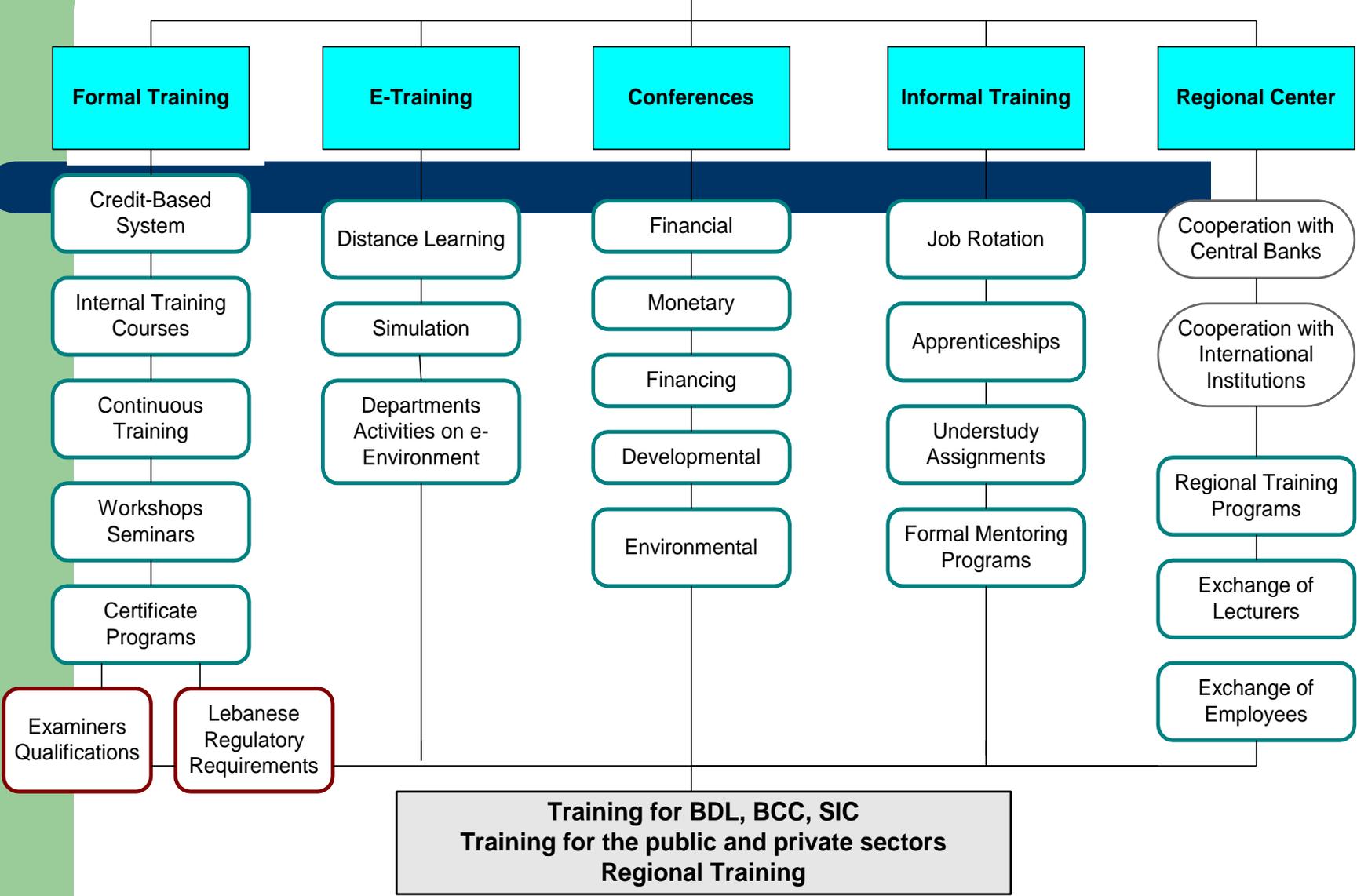
- To contribute in capacity building and invest in human capital in the framework of high management goals.

Training Themes

The Training and Development Department seeks to :

- stay attuned to the changing training needs
- take account of new developments in macroeconomic and financial analysis
- support the mission of the Bank focusing on practical application of theory

The Training Institute

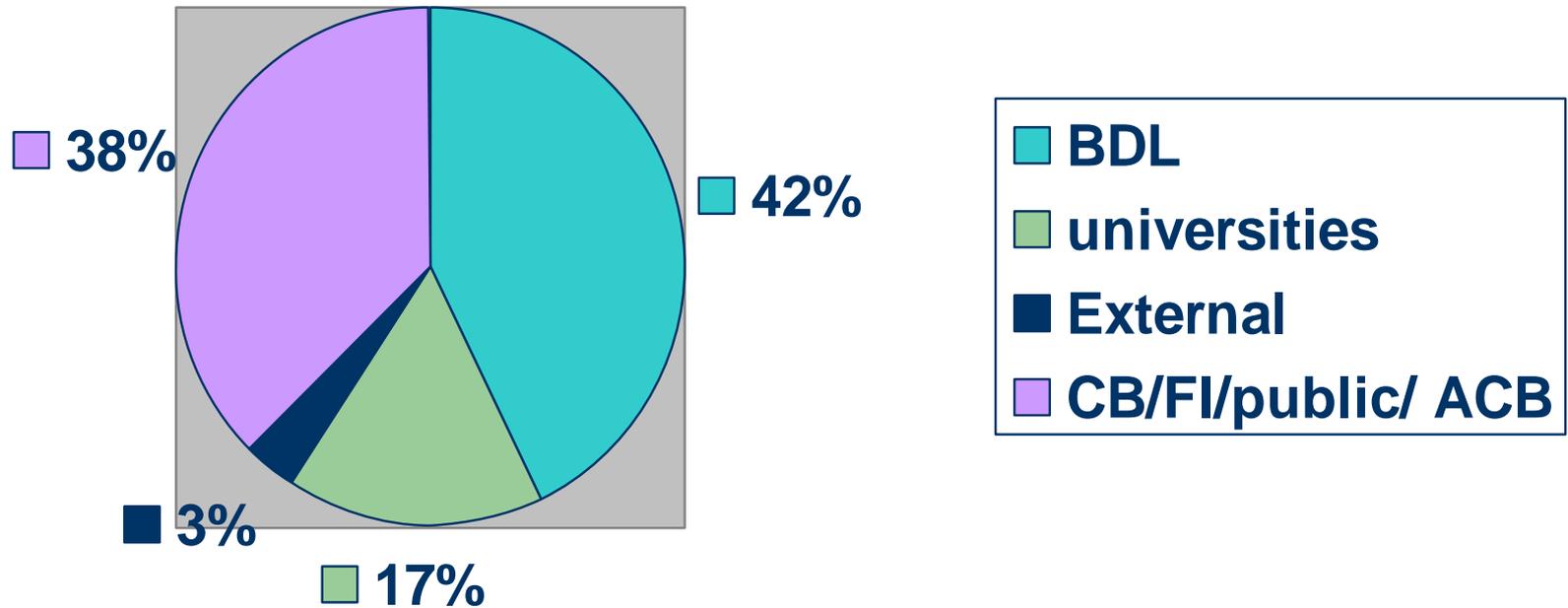


Number of Trainees at the Institute from 1996 to September 2010

● BDL in-house	10000
● BDL abroad	700
● Commercial Banks	
Financial Institutions	
Public Sector	
Arab Central Banks	9000
Universities	<u>4000</u>
Total # of Trainees	23700



Distribution of trainees by sector



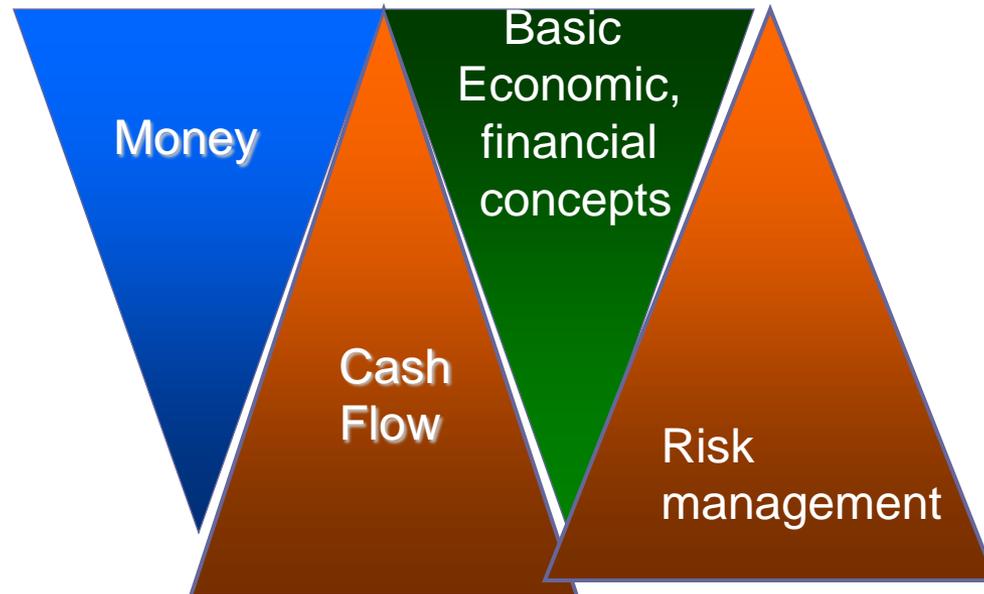
The University Students' training at BDL

The Universities' students training at the Central Bank of Lebanon provides training to undergraduate and graduate students in economics, finance and accounting, information systems, and law. By combining academic endeavors with related work experience, qualified and capable college students can gain the theoretical and practical knowledge in central banking needed for today's global job market.



Need for Financial Literacy...

The ability to effectively evaluate and manage one's finances in order to make prudent decisions toward reaching life's goals



A National Financial Literacy Campaign would:

- equip Lebanese consumers with the right information and skills to make the best choices among the complicated financial products and services.
- help them avoid financially destructive operations and fraud and learn how to exercise their consumer protection rights.
- empower them to manage their debt, save and invest, know how to create household budgets, and plan their retirement.
- By preparing consumers to make tough yet smart financial decisions, financial awareness would also help make the marketplace effective and efficient, and is therefore vital to the future of our Lebanese economy.

The need for a Financial Education Campaign in Lebanon

It is crucial today to develop in Lebanon a national strategy for financial literacy and education

The development of the Lebanese financial system and the variety of financial products existing in the market

Increased awareness, knowledge and know how on financial products can help further developing the banking industry

Lebanon is a consumerist society more so in this Reconstruction period

The role of BDL in the Financial Education Campaign

- The leading role of central banks in the financial education campaigns across the world, as Central Banks want to :
 - invest in knowledge
 - enhance the effectiveness of their monetary policy
 - ensure the smooth functioning of financial markets
 - support sustainable economic policies and price stability
- The Governor's vision to ensure stability in a Lebanese economy and adapt to rising changes
- The role and history of BDL, its respected position among the Lebanese, as well as different future partners and stakeholders, its successful and trustworthy past collaboration with the public and private sector
- The geographical presence of BDL across the Lebanese map will ensure the right dissemination of the Campaign to the different urban and rural communities.
- Having contributed in building a network of regional central banks, while maintaining a relationship with leading international central banks, BDL can help disseminate the experience across the Arab and MENA region.

Scope of Work

- Financial Education Campaign
 - Youth Financial Education
 - Kids' Page and Activities
 - Adult Financial Education
 - Consumer Education
 - Informing about the Central Bank and its Impact on the Lebanese Economy
- Community Development
- National Currency Campaign
- Museum Activities

Informing about BDL's Role in the Lebanese Economy

- **Presentation, Brochures and Leaflets on the role of the Central Bank in the Lebanese economy**
- **Films on the economy and role of the Central Bank of Lebanon for Children and Youth**
- **Test your currency knowledge**, a test on the Web about the security and design features on all notes.
- **Monetary Policy explained to upper secondary school Economics Teachers Seminar**
- **Training course for Journalists** on how to cover economic and financial news and report the news of the Central Bank of Lebanon.

Recommendations

The Campaign should:

- **target different age groups**
- **reach different communities**
- **ensure collaboration.** It should be carried out by a network of stakeholders composed by state, local governments, private, non-profit and public and academia institutions, including: Central Bank of Lebanon, Ministry of Education, Ministry of Finance, Ministry of Industry, Ministry of Labor, Ministry of Agriculture, Lebanese Banks Association, Insurance Companies, the Association for Consumer Protection, etc.
- **Collaborate very closely with the NGOs and CBOs**, very present on the Lebanese ground.
- **start with a Financial Literacy Survey** : “What Lebanese Teens and Adults Know about Economics and Financial Matters”
- **be adapted to and inspired by our culture:** “Keep your white pound to your black day!”

Thank you

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