



**OECD-FSB OF SOUTH AFRICA
INTERNATIONAL CONFERENCE ON FINANCIAL LITERACY
“FINANCIAL EDUCATION FOR ALL”
27-28 OCTOBER 2011**

DAY 2 – Friday 28 Oct 2011

10:30 – 12:30

WORKSHOP 2 - Reaching out to adults : Borrowing and Savings programmes
Effective outreach and evaluation

Facilitator: **Ms. Adele Atkinson**, Policy Analyst, OECD

Lead-off intervention and commentator:

Ms. Nomsa Motshegare, Acting Chief Executive Officer, National Credit Regulator, South Africa

FRAMEWORK OF THE WORKSHOP

Workshop objectives

Workshop participants will work together to identify the essential components of official financial education programmes looking at borrowing and/or saving, and propose solutions to the challenges faced when trying to implement and evaluate such programmes.

The focus will be on programmes designed to:

- Support people with debt problems;
- Encourage responsible borrowing and better understanding of credit products;
- Discuss the benefits of access to credit (such as for enterprise);
- Change attitudes towards saving;
- Develop a better understanding of saving and investment products;
- Improve individual saving levels.

Putting the workshop into context

In many countries policy makers are concerned by the low level of personal savings and high levels of personal borrowing exhibited across the population. When individuals do not have an emergency savings fund, they are forced to borrow in order to meet unexpected expenditure or to manage fluctuating income. As use of credit increases and repayments become a large proportion of household income, households are more likely to default on payments and ultimately, they may risk losing their home or require support from the state.

When provided alongside a robust financial regulatory framework and effective consumer protection, financial education (including information and awareness campaigns) can increase the extent to which individuals save and reduce the reliance on credit.

The OECD officially recognised the importance of financial education and awareness in 2003 by launching a project on financial education under the aegis of the Committee on Financial Markets and the Insurance and Private Pensions Committee. It has since produced various guidelines, principles and recommendations on various aspects of financial literacy and financial education. Notably for this workshop, these include:

- OECD Recommendation on Good Practices on Financial Education and Awareness (2005)
- OECD Recommendation of Good Practices on Financial Education and Awareness relating to Credit (2009)
- OECD/INFE Guide to Evaluating Financial Education Programmes (2010)
- OECD/INFE Detailed Guide to Evaluating Financial Education Programmes (2010)
- OECD High Level Principles for the Evaluation of Financial Education Programmes (2011)

Workshop format

The workshop will be articulated around the following elements with a view to allow an open discussion and sharing of experience amongst workshop participants:

1. *Introduction by the facilitator – 10'*
General framework of the workshop, its context and format.
2. *Intervention of the commentator/lead-off speaker – 30'*
3. *Facilitated discussion amongst workshop participants – 75'*
Participants in the workshop should be ready to comment on lead-off speakers' interventions, share their experience, the main challenges faced in their countries, good and bad experiences as well as efficient practices. Participants can also use the following talking points as guidance:
 - The cost of providing the education, and ways of ensuring funding;
 - The types of adults most in need of such education, and the methods employed to reach them;
 - Ways of keeping up the momentum once the target audience is first engaged (e.g. regular repeated messages via bill boards or on the radio) and again once the programme has ended (e.g. expenditure diaries, or weekly mobile savings collections);
 - The extent to which individual programmes are replicable;
 - The intended outcomes and impact of such programmes, and ways of measuring this;
 - Evidence of success, and lessons from things that didn't work well;
 - How to improve evaluation of such programmes, in order to broaden the evidence base.
4. *Wrap-up and next steps by the facilitator – 5'*

Getting prepared - Supporting material

Registered participants to the workshop will be provided with the access to the following documents developed by the OECD and the INFE. This material will support the workshop discussion. In turn, the informal workshop peer exchange and dialogue should help in identifying avenues for future work in this area by the OECD/INFE and inform the development of implementation guidance and further evidence on the impact of financial education.

See International Gateway for Financial Education www.financial-education.org for:

- OECD Recommendation on Good Practices on Financial Education and Awareness (2005)
- OECD Recommendation of Good Practices on Financial Education and Awareness relating to Credit (2009)
- OECD/INFE Guide to Evaluating Financial Education Programmes (2010)
- OECD/INFE Detailed Guide to Evaluating Financial Education Programmes (2010)

Electronic version of OECD High Level Principles for the Evaluation of Financial Education Programmes (2011) will be sent ahead of the Workshop.

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