

Case Study: Financial Education for the Changing Needs of Young People



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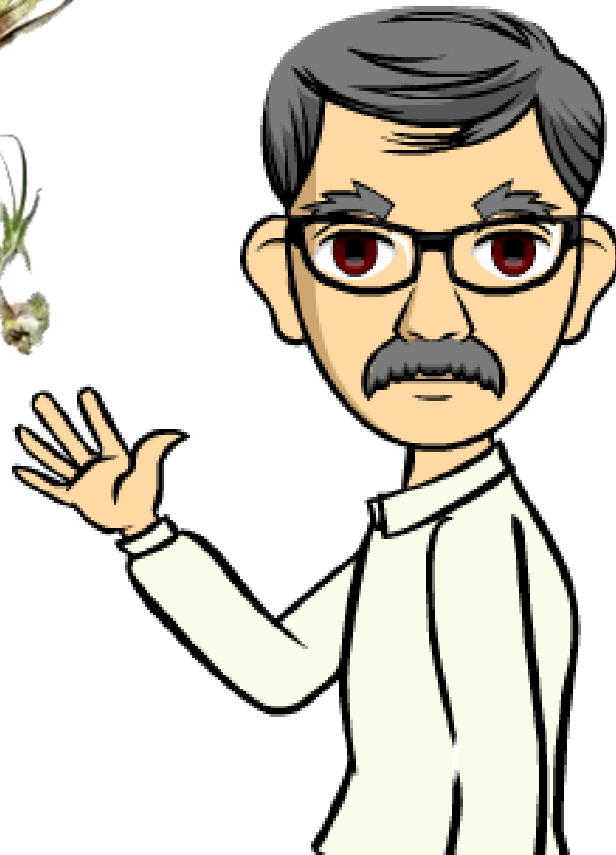
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- 1. Increasing outreach impact**
 - 2. A program proposal**
 - 3. Unanswered issues**
 - 4. Learnings & Conclusions**
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1. Increasing outreach impact

Tired of small, isolated
and ineffective actions?



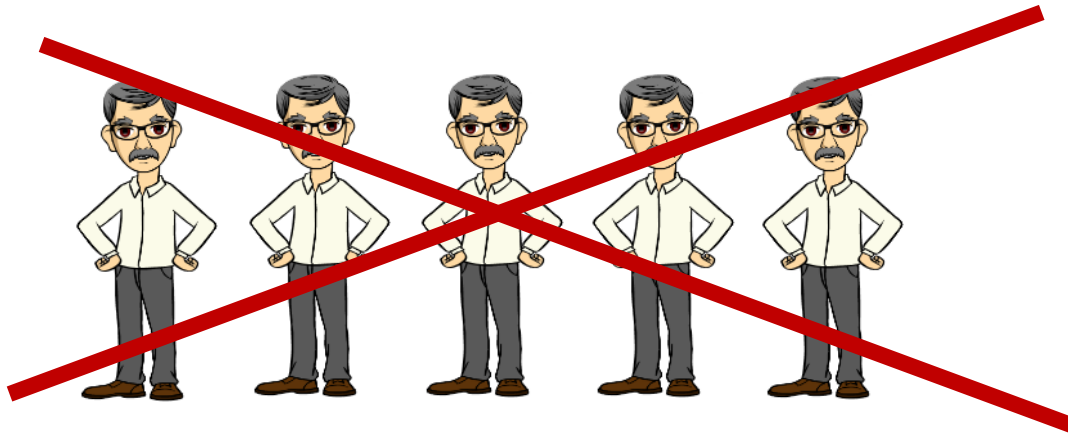
Hi! I'm Juan



Think big!



The target group?



Young people... obviously!





Hi, is there anyone there?





I want a Financial Olympics for 60.000 students between 15 and 18, over a school year, with an intensive use of new technologies!

The contents? The functioning of the financial system...

2. A program proposal



Three main goals:



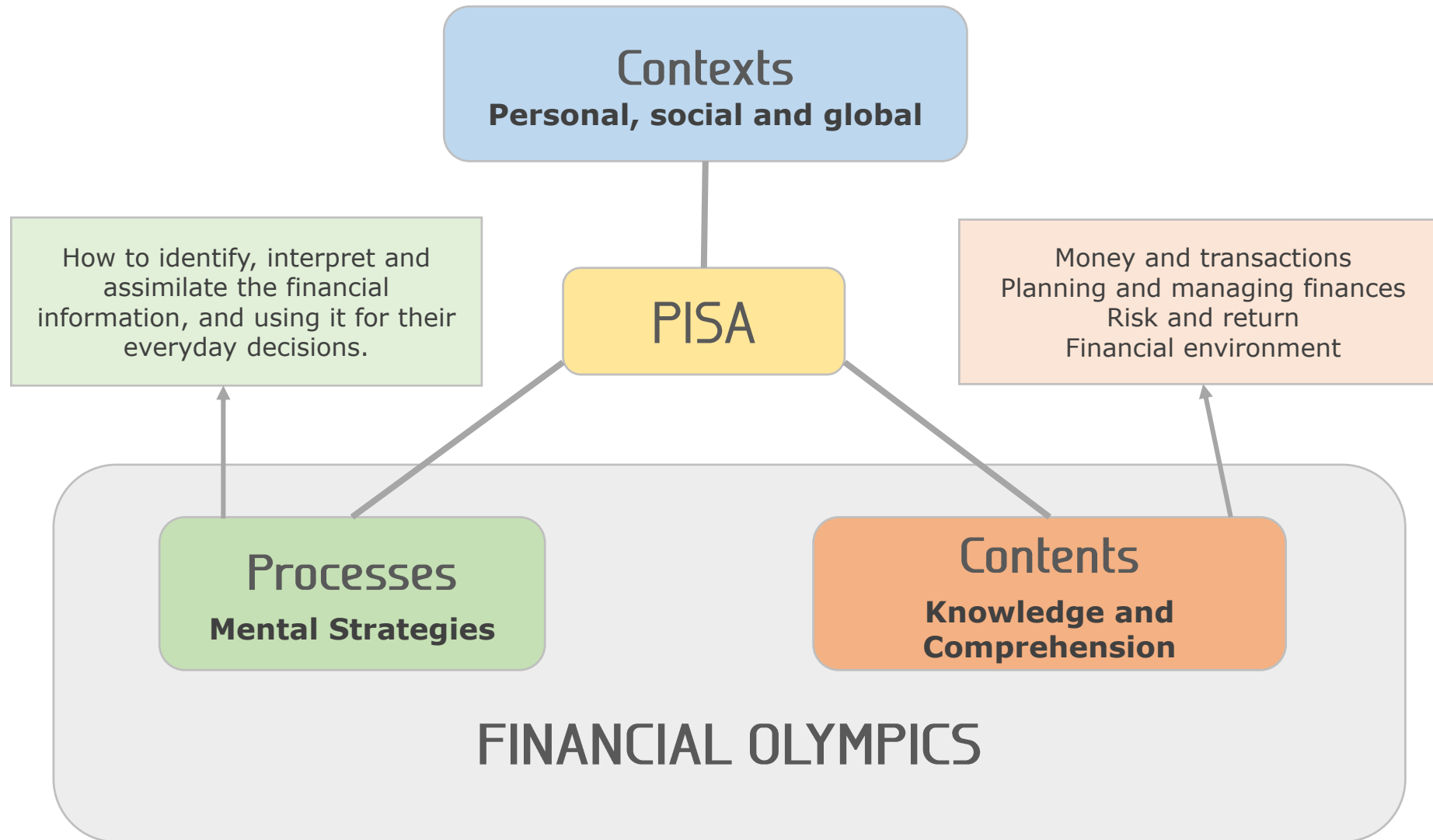
Enable young people to get familiar with the concepts and tools they will need for their future well-being.



To get them to open their minds to the possibility of different decisions and economic behaviors.



Enable the participants to score around 500 points in a PISA-type test.



Resources

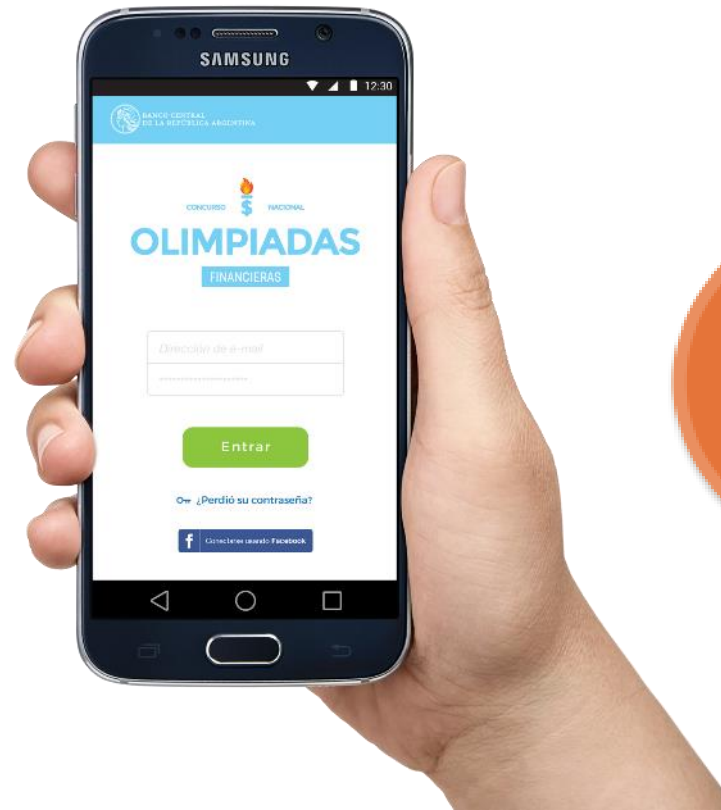
Video - Stories



Olympic
Youtubers



Graphic novel



Video Tutorials

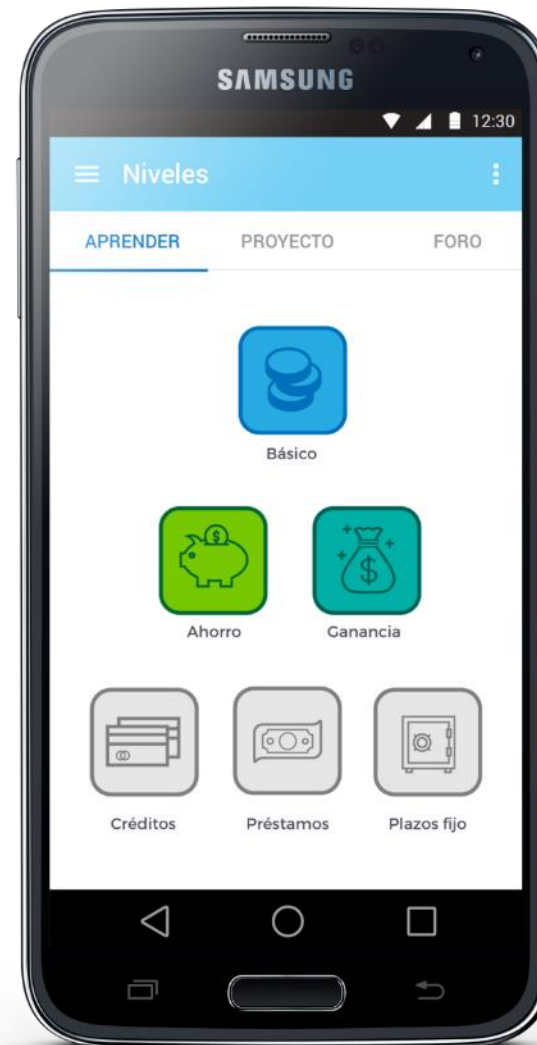
How it works: a gamified competition

Stage 0

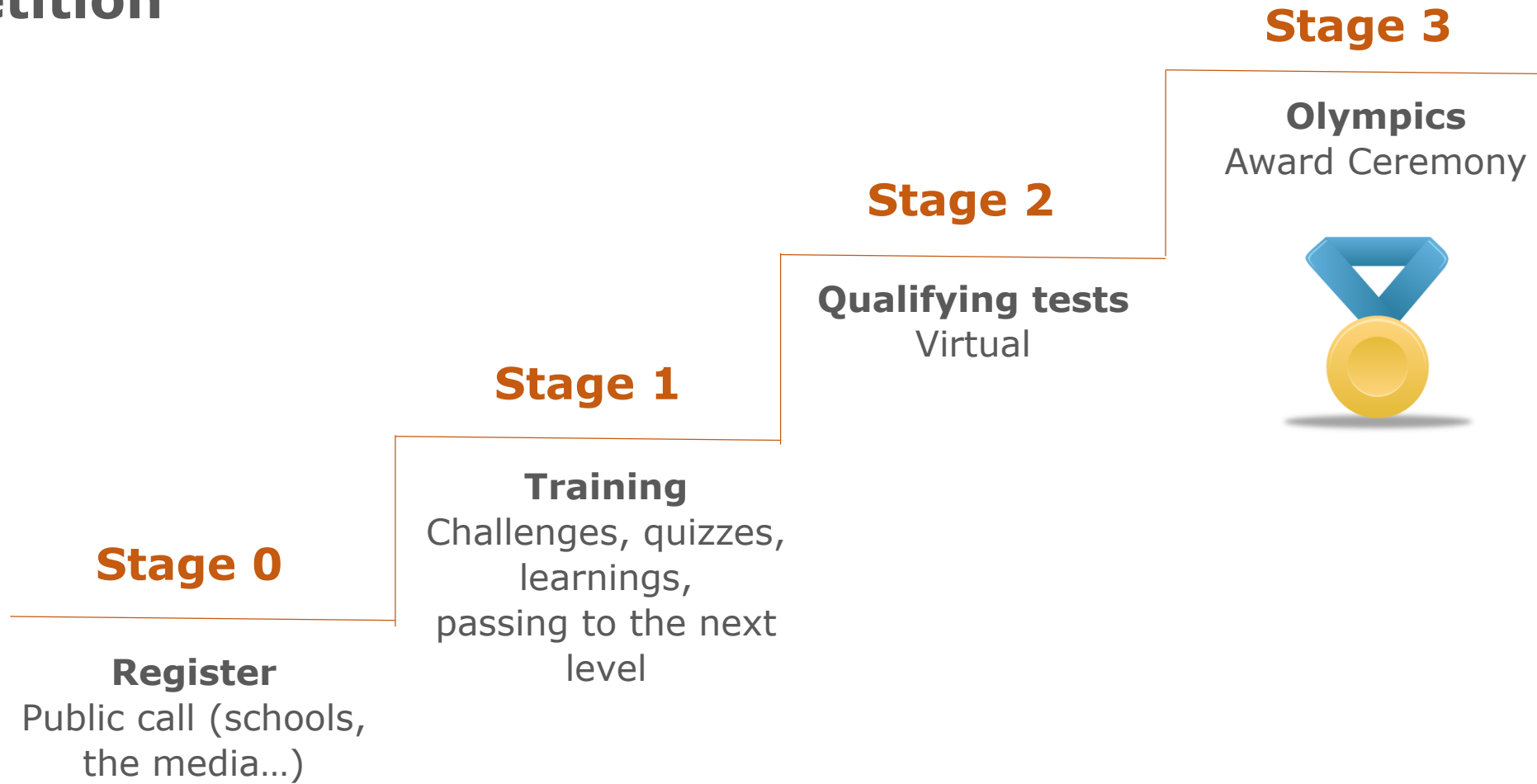
Register
Public call (schools,
the media...)

Stage 1

Training
Challenges, quizzes,
learnings,
passing to the next
level



How it works: a gamified competition

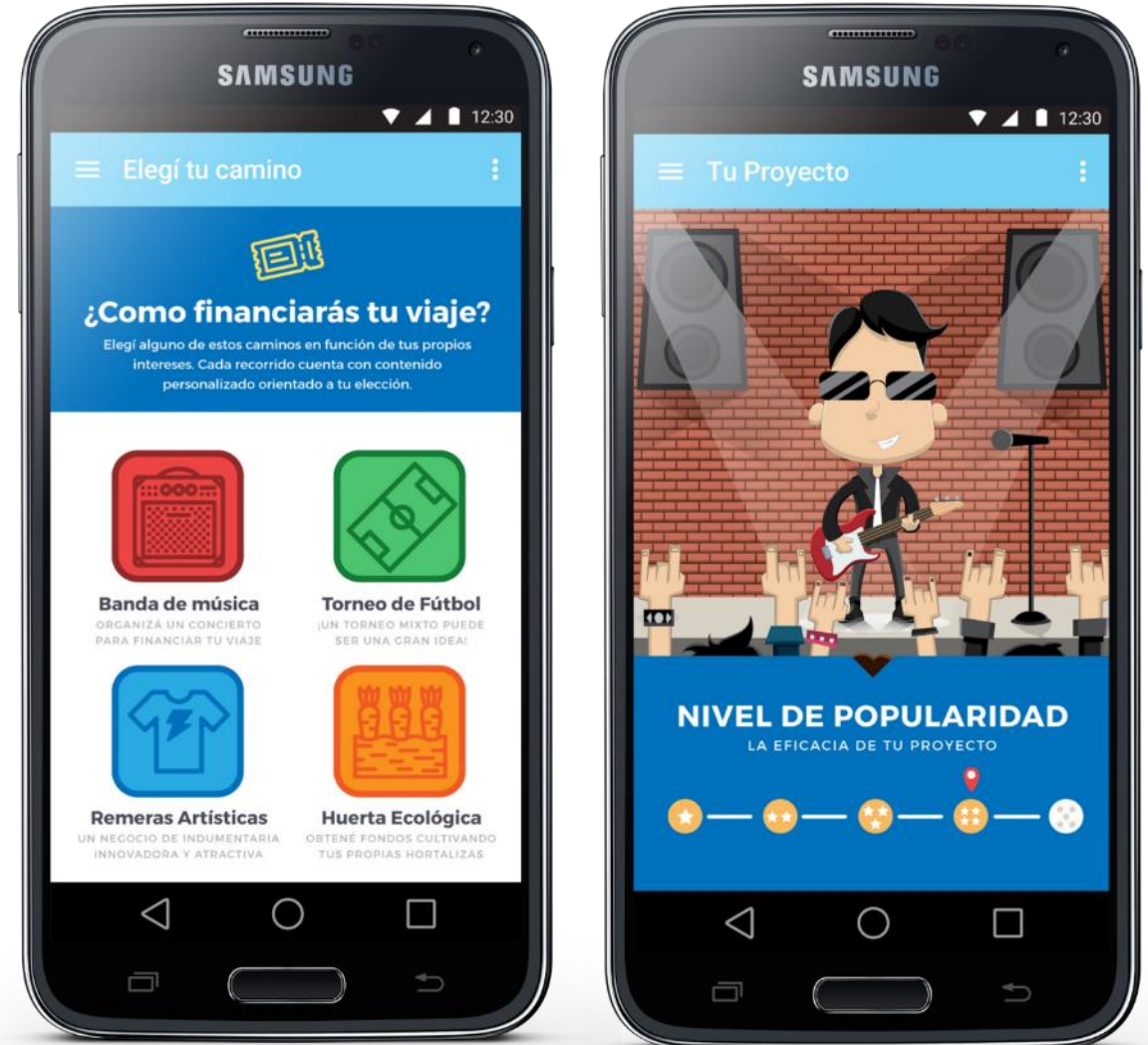


Narrative context

Goal: Getting the money to go on a trip with your friends

The participants can choose one of four possible ways to get the money:

- Music Band*
- Soccer Tournament*
- Artistic T-Shirts*
- Ecological Vegetable Garden*



3. Unanswered issues

1

Is really “young people” an easily accessible segment... and only one?



2

Can we drive new financial behaviors in an unchanged environment?

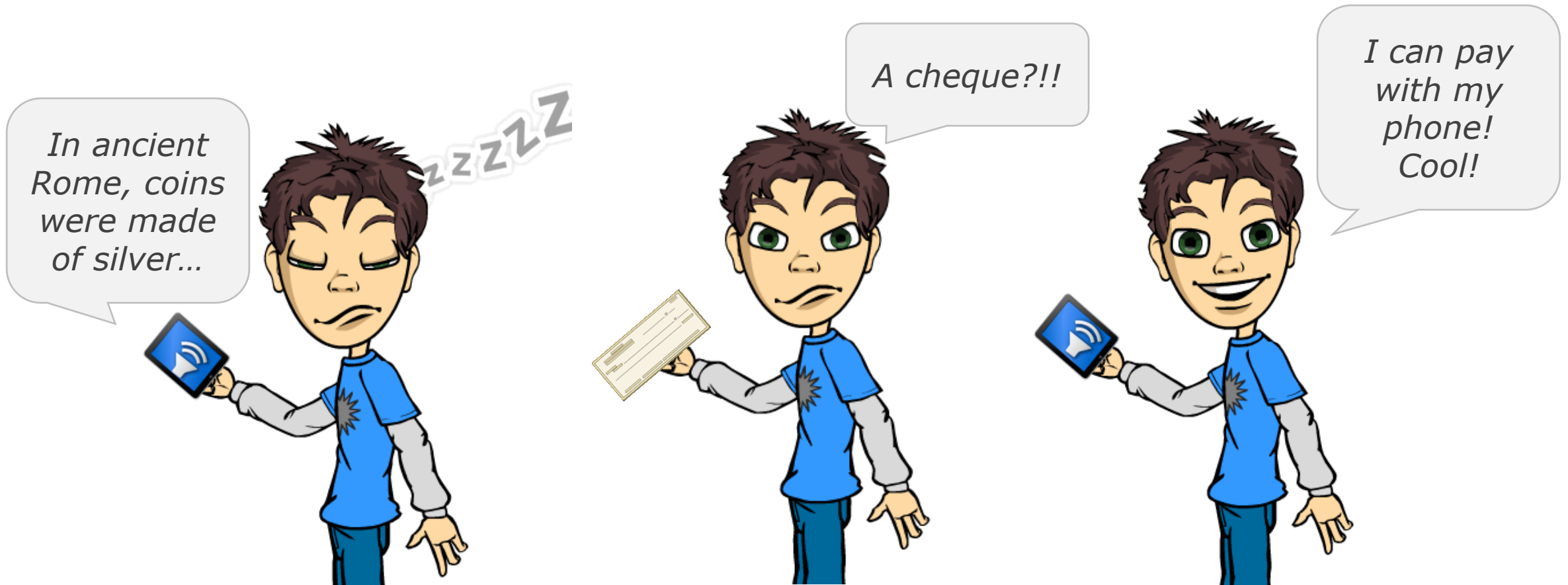


Seriously?



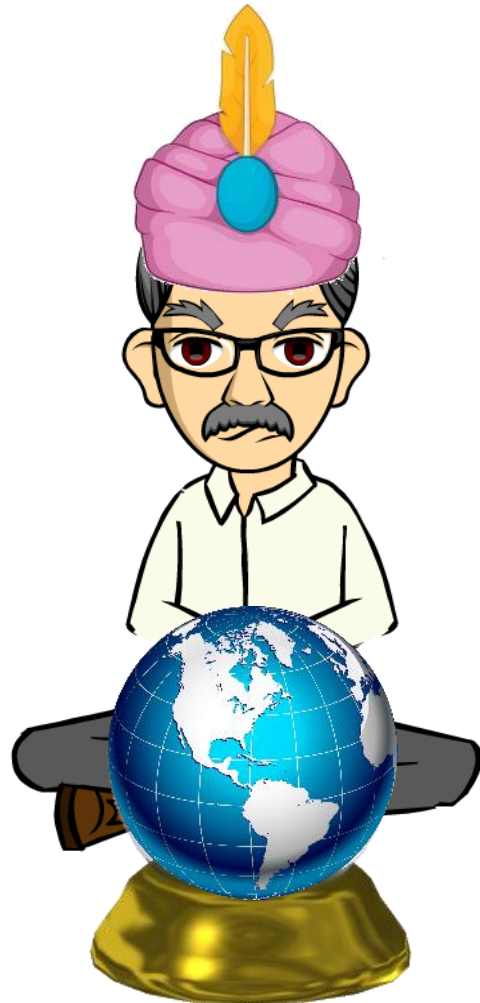
3

What do young people really need TODAY?



4

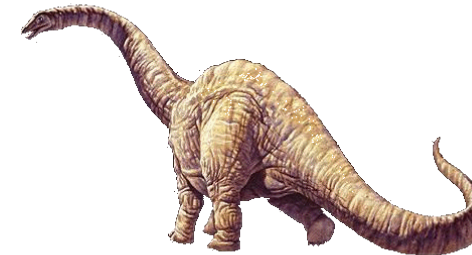
How can we prepare young people for the FUTURE?



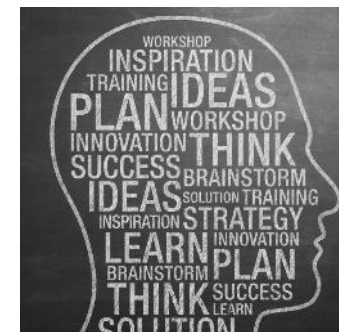
*Lawyer-bot
Doctor-bot
Anything-bot*



*Long-term jobs,
at risk of
extinction*



*Entrepreneurial
skills are
required*



4. Key takeaways



Dividing the segment into smaller segments. We make a lot of efforts to provide financial education to young people, because it's important and because we think it's a quite accessible segment (through the schools and/or the new technologies). But it's far from being an homogeneous segment. The socioeconomic circumstances and the digital divide are leaving many young people behind.



The big picture. Can we beat consumerism and bad financial decisions by addressing mainly (or only) young people? We know the challenge cannot only be tackled through financial education, but we shouldn't ignore the needs of adult population: we are the ones who set the financial behavior standards that will be learnt by young people.



Updating our approaches. We cannot educate 21st. century kids with concepts and tools from the 19th. century (which is very much what happens in most educational systems). We cannot foretell the future, but we can make the most of our financial education programs by providing young people with the entrepreneurial skills (especially the soft ones) they will need in a challenging and unforeseeable labour market.

We'll keep trying!



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