



# KNOW & PLAN

YOUR FINANCES TO LIVE

## A BETTER LIFE



# 2017 FINANCIAL LITERACY WEEK

27 MARCH - 02 APRIL 2017



**Finanzgruppe**  
Sparkassenstiftung für  
internationale Kooperation

## What is the Financial Literacy Week (FLW)?

The Financial Literacy Week is an annual awareness campaign which is commemorated to educate and sensitize the general public about various topics on financial education. The campaign is adapted to meet the objective of our National Strategy on Financial Education (NSFE) whose objective is to provide Zambians with knowledge, understanding, skills and confidence to help them make prudent financial decisions for themselves and their families.

The Financial Literacy Week also coincides with the Child and Youth Finance International (CYFI) Global Money Week (GMW) to raise awareness on financial matters for children, adults and youth.

From 2013 to 2016, Zambia has commemorated the Financial Literacy Week under the following themes;

- 2016 Financial Literacy Week: **'A Better Life Through Saving – It pays to Plan'**
- 2015 Financial Literacy Week: **'A Better Life Through Saving – Every Ngwee Counts'**
- 2014 Financial Literacy Week: **'A Better Life Through Saving'**
- 2013 Financial Literacy Week: **'Reshaping the Future of Finance'**

## Theme of the 2017 Financial Literacy Week **'Know and Plan you Finances to Live a Better Life.'**

In the course of their lives, people experience some Key Life Events which are associated with higher levels of responsibility and financial obligations. The Key Life Events include – marriage partners, birth of a new child and raising children, education, home ownership, employment, starting a business, retirement, and unexpected calamities.

However, in many instances, people fail to plan or are inadequately prepared for the Key Life Events, thus causing pressure/stress on household finances and leading to poor choices of financial services to cope with these events.

The aim of the 2017 Financial Literacy Week is to create public awareness of the Key Life Events, and begin the process of empowering citizens with the knowledge, understanding, skills and confidence to meet the financial obligations associated with the events.

The Financial Literacy Week will therefore provide an opportunity for children, adults and youths to:

- **Know:** about Key Life Events and the financial opportunities, challenges, obligations and responsibilities associated with them.
- **Plan:** for the occurrence of Key Life Events so that they are not taken by surprise or are inadequately prepared. Planning also provides the context for citizens to rely on trusted sources of information about the wide array of financial services products, tools and resources that they can use to manage their finances and cope with the Key Life Events.

In addition, the financial literacy week will focus on sensitizing the general public on aspects of financial obligations that are associated with Key Life Events and will also highlight a variety of mechanisms including among

others - savings, credit, insurance, pensions, capital market resources, group savings and employer benefits. Issues of affordability also encourage financial institutions to make their financial products and services easily accessible and affordable to the general public.

This year's FLW theme focuses on **'Key Life Events'** and builds on the concept of 'Savings' as outlined in the National Strategy on Financial Education's Guideline on the Key Concepts on Financial Education for Zambia under the topic 'Know More About Financial Planning' and will therefore be commemorated under the slogan **'Know and Plan your finances to live a better life'**.

## Goal for the 2017 FLW

To undertake a mass awareness campaign that is nationwide and that will sensitize children, youth and adults on how they can manage and protect their money.

## Dates for the 2017 Financial Literacy Week

The Financial Literacy Week takes place in March every year. This year, the FLW will take place from 27th March to 2nd April 2017.

## Where is the 2017 Financial Literacy Week happening?

The FLW being a nationwide campaign will have various financial education activities lined up in all the 10 Provinces.

## Who should participate in the 2017 Financial Literacy Week?

For a successful campaign, all financial education stakeholders are urged to participate in the 2017 FLW. These may include; Government agencies, financial service providers, financial education providers, colleges/universities, civil society/non-governmental organizations, mobile network providers, media houses, business associations, market associations, local/international developmental organizations etc.

## Activities lined up for the 2017 Financial Literacy Week

The 2017 FLW will comprise of official activities that will be undertaken by the Co-coordinating agencies as well as general activities that will be undertaken by individual financial education stakeholders.

- **Official activities will include:** a televised commemoration Address by the Minister of Finance, an official launch of 2017 FLW activities, a main public exhibition, a provincial public exhibition, and financial literacy awards.
- **General activities will include:** Radio programmes, TV programmes, market activities, debates, research challenges, social media challenges, visits to financial institutions, visits to government agencies, public cinemas, dramas, testimonial sharing, voluntary public teaching, distribution of financial education materials etc.

## For more information contact:

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