

Sustainable finance and financial literacy



Programme Materials

e\$mart Financial Education Programme

An interactive e-book to help youngsters build healthy attitudes towards spending. Using vibrant colours and lively illustrations, the e-book employs storytelling to engage young readers while exposing them to different spending scenarios with the aim of helping them to understand the importance and benefits of making good spending decisions. Several mini games are embedded in the stories, and each role-playing scenario can be completed within 15 minutes. The e-book includes a questionnaire that can be used to evaluate students' comprehension of the information and concepts presented in the book. There is also a set of financial management strategies and tools given for parents to use when discussing spending habits with their children.

Partner: Hong Kong Family Welfare Society

Target Audience: Senior primary school students

Link: <https://ebook.esmart.org.hk>



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初中理財教育計劃
Financial Education Programme

Programme Materials

Money Master Financial Education Programme

A five-episode series of videos to help young people get an early start on developing good digital financial literacy and money management skills. Making effective use of a variety of examples and real-life scenarios, the videos cover topics ranging from money management, building positive saving habits and developing healthy spending behaviours, to understanding digital payment systems, enhancing cybersecurity awareness and tips for avoiding financial fraudsters online.

Partner: Tung Wah Group of Hospitals Healthy Budgeting Family Debt Counselling Centre

Target Audience: Junior secondary students aged from 12 to 15

Link: [Hang Seng's YouTube Channel](#)

