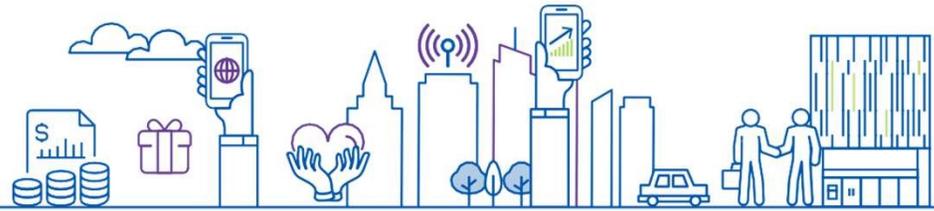


Sustainable finance and financial literacy



e\$mart Financial Education Programme

Programme Period: 2019 to present

Objective: To educate Hong Kong primary school students about money-related concepts and digital transactions

Partner: Hong Kong Family Welfare Society

Target Audience: Senior primary school students

Details: According to a survey conducted by Hong Kong Family Welfare Society in 2019, over 90% of Primary 4 to 6 students use an Octopus card for daily transactions, and most parents believe that it is necessary for their children to develop a proper understanding of money saving and wealth management concepts. Through a Fun Day and workshops, participants have a chance to be virtual consumers with digital wallets provided by the programme. By taking part in activities that require them to estimate the value of daily goods and make 'virtual purchases', participants are encouraged to develop healthy attitudes and ideas towards spending and consumption.

Impact: The programme facilitates valuable parent-child dialogues on financial literacy through easy-to-understand concepts that centre on regular day-to-day spending. The programme has reached 2,979 students and 1,449 parents since launch. After participating in the programme, a majority of the students understood the difference between "wants" and "needs", and observed that they would take this distinction into consideration when making consumption decisions in the future. Parents who joined the programme generally improved their ability to undertake financial education conversations and initiatives with their children, such as teaching them to review their Octopus Card spending, track their expenses, and protect their personal information and passwords.