



The first national strategy of financial education in Finland

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How was the strategy made?

- Extensive cooperation with actors and researchers
- Based on information, research, international recommendations and examples, as well as a broad survey of financial education activity in Finland
- The Bank of Finland
- Many expert groups
- Widespread communication (social media, blogs, newsletters, webinars) → dialogue with the network
- The report is available:
<https://helda.helsinki.fi/bof/bitstream/handle/123456789/17858/Talousoasaamisen-strategia-EN.pdf>

Facts about Finland

- 5.5 million inhabitants
- GDP per capita 42,936 euros (2020)
- Well-educated population
- Nordic model



Financial environment and Finns' financial situation

- Financial sector digitalized
- Finns are familiar with Internet banking
- Citizens' financial literacy has to be improved
- Households' indebtedness rate 133 per cent (2020)
- Consumption fell and saving grew faster than disposable income (2020)
- 390,000 people have default in payment (06/2021)
- 12 % of the households at risk of poverty (2019)

Finns' financial literacy

- Finland ranked 8/140; 63% of adults financially literate (S&P Global FinLit Survey 2014)
- Finland ranked 2/31; Finns know basic financial concepts and can apply numeracy skills, behave in financially literate ways, and have favorable attitudes (OECD 2016)
- Finland ranked 5/24; Finns best in financial literacy: 82% of Finns knew financial terms (Intrum 2019)
- Financial literacy is not equally distributed in Finland (Raijas et al. 2020): gender, education and income
- Financial planning is often short-term

The elements of the national strategy for financial education

- Rationale for a national approach
- Specifying objectives
- Considering situational and circumstantial factors
- Identifying and reaching different target groups
- Preparing an action plan
- Strategy monitoring and research
- Sharing up-to-date information
- Governance, steering, coordination and financing

Aspects of financial literacy



Promoting financial literacy in Finland



Financial literacy is a combination of the knowledge, behaviour and related attitudes.

Finns' financial literacy is the best in the world by 2030



Monitoring and evaluation

- Achieving the objectives through action plan measures
 - target groups, projects and actions
 - development of measures
- Regular monitoring
- Evaluation of results and impact
 - description and measurement of changes as a result of the measures
 - how the goals set for activities have been achieved
 - what kind of impacts the activities have had
- Evaluation of effectiveness
 - difficult to evaluate
 - materialises at the societal level, and often after a longer period of time

Research

- Actors' research on their own activities
- A survey of financial literacy to whole population every third year
- Finland participates in OECD/INFE international surveys
- Qualitative research
- Scientific research
 - Interaction with practical activities, e.g., experiments and identification of target groups
- Interdisciplinary research network

The education sector in the strategy

- Financial education in schools is linked to the strategy but not directly included in it
- School education implements a curriculum based on laws and decrees
 - strengthen the financial literacy
 - the objectives of the strategy are linked to curricula → their utilisation in future curriculum work → develop financial education in schools in line with common national guidelines
- The education sector is also involved in the strategy through financial education work undertaken for schools by external parties and via various cooperation projects
 - support the implementation of curricula
 - provide (further) training for teachers.
- Teachers and students

Governance, steering, coordination and financing

- The national strategy for financial literacy will have one owner
 - responsible for the implementation of the strategy
 - promoting financial literacy in the network of actors
- In Finland, the management of the financial literacy strategy is most naturally suited to **the Ministry of Justice**
 - the Bank of Finland did the strategy work and submitted the draft strategy to the Ministry of Justice
- The governance model for the implementation of the financial literacy strategy must be light, but effective
- Funding: In 2022, the Finnish Government will establish a financial education function in Ministry of Justice
- Research network



Thank you!

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