

# From Good Practice to Policy Innovation

## Moving the Needle on Youth Financial Capability



# AGENDA

Introductions

Policy change: Top-down or bottom-up?

Cases

- Lowering minimum age in India
- Institutionalizing financial education in Vietnam
- Expanding youth savings in the US

Q&A

# Policy change: top-down or bottom-up?

National level



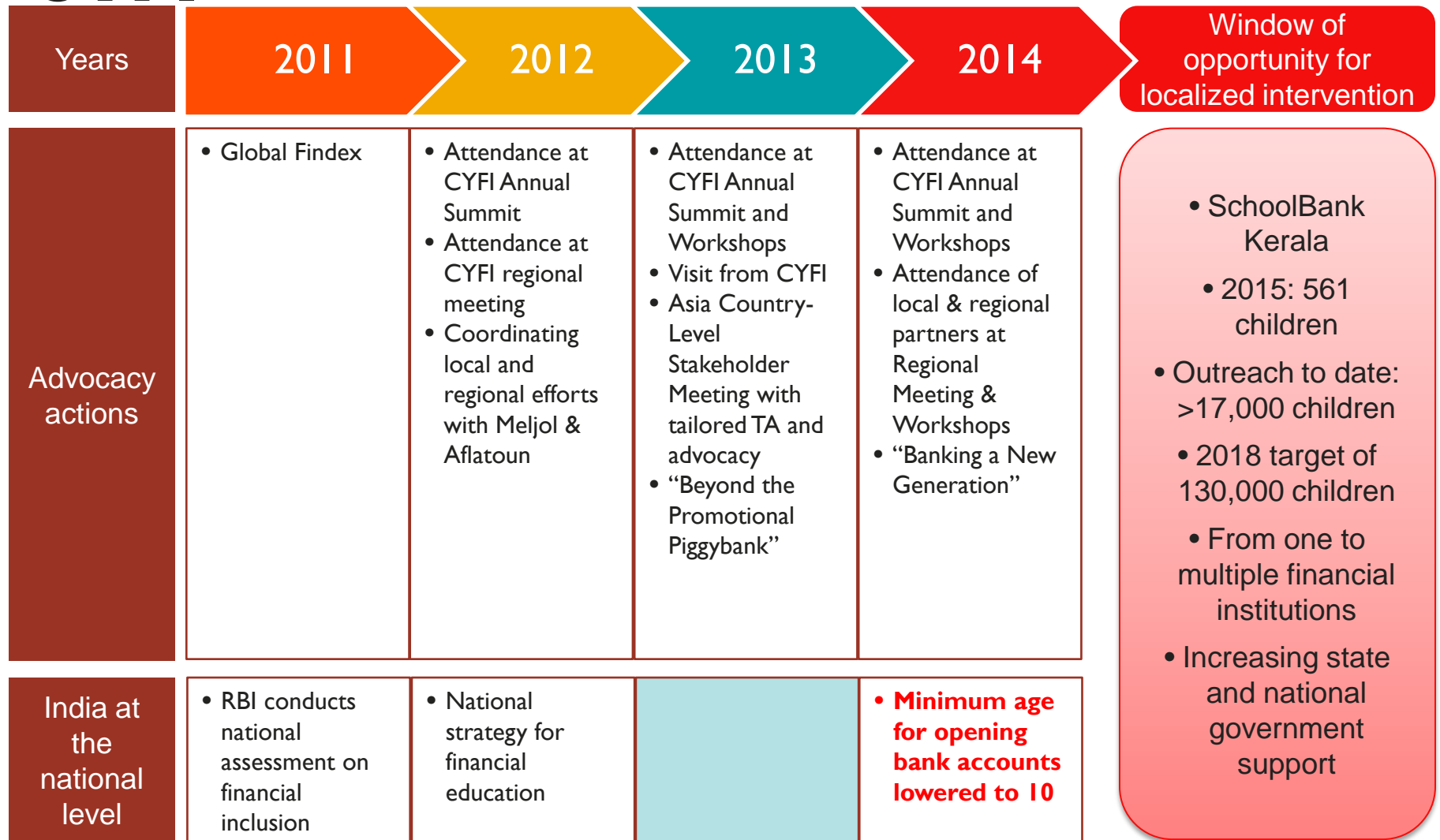
# Policy change: top-down or bottom-up?



# Policy change: top-down or bottom-up?



# Lowering minimum age in India - CYFI



# Institutionalizing financial education in Vietnam



# Issues in youths' personal financial management

1. Don't understand the value of labor. Lack of consideration when spending

2. Don't have effective financial management skill.

3. Parents haven't guided them how to manage and use money.

Teach students about concept of money, value of labor, distinguish between need & how to make the right decision.

Equip them skills like smart spending, budgeting, saving, using financial and banking services ...

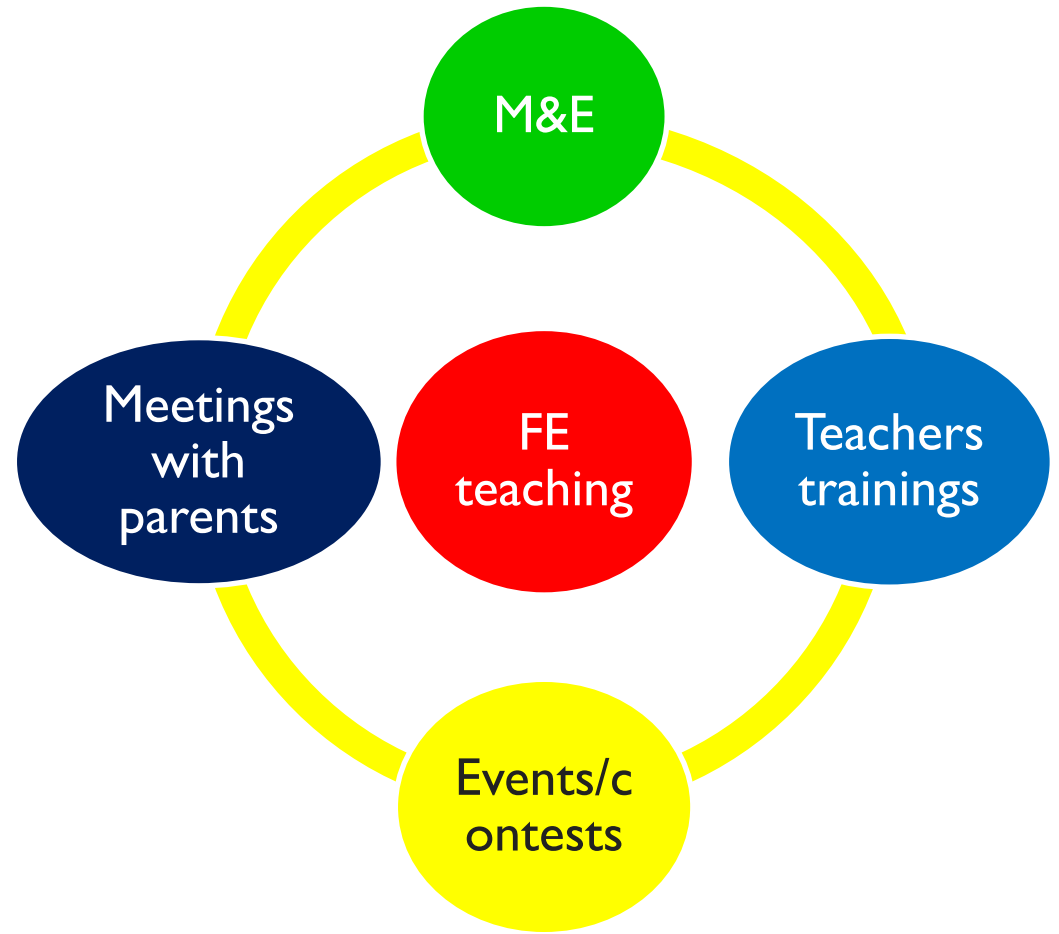
Equip communication skills and enable parent-child communication about personal finance management.



# Approach

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- **Financial Education via extra curricular sessions**
- **Other supplemental activities**
- **M&E**



# Key achievements

- From 2 schools in phase 1, this project was expanded into 100 schools in phase 4 and it was institutionalized by the end of phase 4.
- All 182 high schools in HCMC delivered FE from 2012-2013 school year.
- The manual and visual aids package were well developed and suitable for the target.



# Lessons learnt

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- Good manual plays a very important role in the quality of teaching and learning.
- Ensure the quality of FE delivery by regular supportive mentoring and monitoring.
- Evidence documenting and sharing widely.
- Take advantage of every single opportunity for advocacy (from students, parents to education leaders and policy makers)
- Work with partner to develop the strategic plan for FE institutionalization into the extra curriculum program and reach all high school students from the beginning.
- Take advantage of mass media channels to promote FE in general population and create an enabling environment for young people to practice what they learn from FE.

# Expanding youth savings in the US



# The Policy Rationale

Youth financial capability initiatives are growing.

Focus on access to accounts and behavior.

Across the life course (children's savings and youth).

Savings for education.

Post-secondary access and student debt.

Long-term asset building objectives.

Addressing inequalities.

# Proliferation of Models

Expanding research foundations.

Generating insights from practice.

Examples from the field:

- Demonstrations in the field (SEED Oklahoma)

- State-level expansion of 529 College Savings Programs

  - (Nevada, Maine, Rhode Island)

- City-level initiatives

  - (San Francisco K2C, Oakland Promise Accounts)

- Federal legislative proposals

# Bidirectional Approach to Change

Cross-fertilization occurs.

Multiple stakeholders emerge.

Policy champions are invaluable.

Obstacles and opportunities abound.

Challenges in achieving scale.

Policy environment is dynamic.

# Policy Design Considerations

Context is the financial services marketplace.

Regulatory environment

(accountholder identity and account control).

Imperatives of consumer protections.

Overcoming embedded barriers.

Challenges of vulnerable youth

(economic, social, legal, and gender-specific).

Promoting account engagement

(dormancy mobile, incentives).