

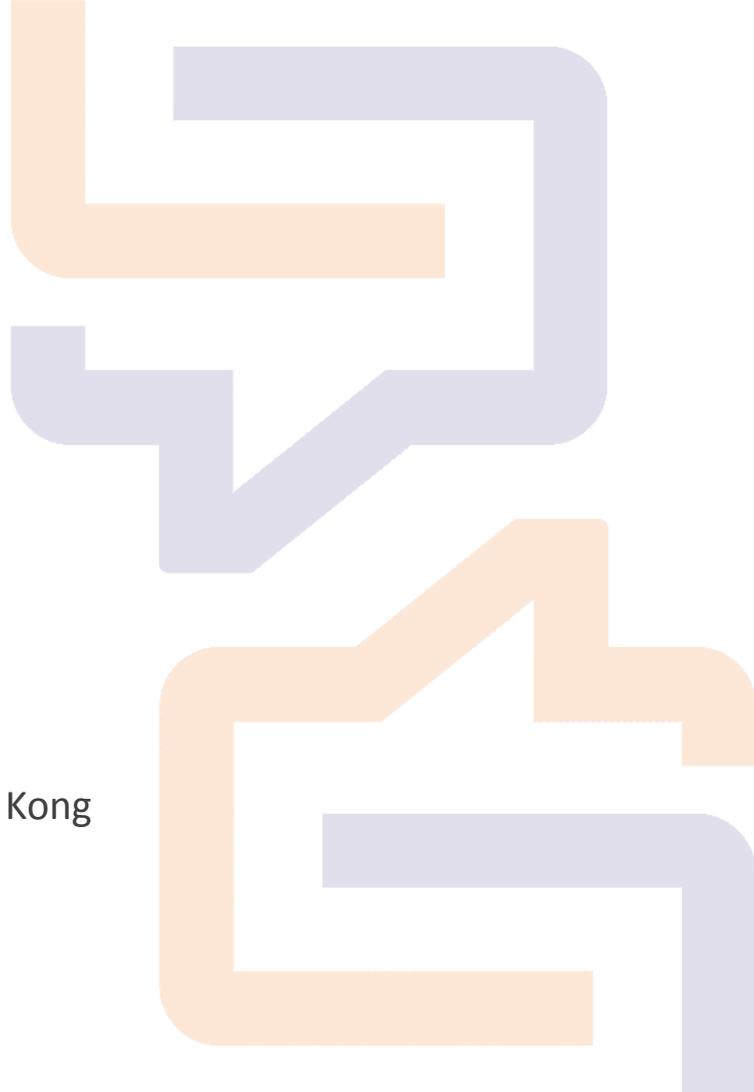


投資者及理財教育委員會
Investor and Financial
Education Council

Global Money Week 2021

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Digital transformation...accelerated

One of the fundamental changes brought about by the pandemic is the acceleration of digital transformation.

With people homebound, we've had to relook at the way we deliver financial and investor education.



Financial Education addressing COVID-19 Needs

Thematic website: Riding out the COVID-19 pandemic

Home > Others Resources > Hot topics > Ride out the Coronavirus

Ride out the Coronavirus

Ride out the Coronavirus

While we have no control over the outbreak of the Coronavirus, we can however take control of our lives and wellbeing in the face of adversity. Here are some tips to help you stay healthy physically, mentally and financially as we overcome this epidemic together.

- Points to note about borrowing money during coronavirus pandemic
- 9 money management tips to survive a pay cut or unemployment
- How to stay resilient amidst economic adversity?
- Let's talk about money
- Immune-boosting diet tips
- Using online banking services during the Coronavirus outbreak
- Turning stay-at-home time into learning opportunities
- Fact-checking before buying epidemic prevention products online
- When fear takes over during the Coronavirus outbreak

You may be interested in

- Should you rent or buy a new home?
- Marriage, buying a home and having children are seen by many people as the three pillars of a family...
- Tips for parents: Guiding our domestic helpers to manage their finances wisely
- Many Hong Kong families employ foreign domestic helpers to care for their children and elderly family...
- Parenting: Things to consider before buying a car
- Whether you are thinking of getting a car of your dreams, or a practical car to drive you and your...
- Tips for parents: How can I teach my children not to spend all their pocket money recklessly?
- In order for children to learn about money management, they would first need to have some money to m...

Recommended blog articles

- Let's talk about money
- Budgeting for home renovation - 6 tips to avoid pitfalls
- Track your travel expenses and budget Travel with the Money Tracker

Subscribe Now
Email updates from us

A dedicated COVID-19 portal with practical resources and tips ...

- Using online banking services
- Financial management online
- Stay home and invest
- Fact-checking online purchases
- Money management tips to survive pay cut and unemployment
- Borrowing during the pandemic
- Stay resilient during adversity
- Are you showing signs of online game purchase addiction?
- Avoiding online scams
- Turning stay-at-home time into learning opportunities
- Immunity boosting diet tips
- COVID-19 insurance dashboard

Home-based financial learning for schoolchildren

Summer Holidays Money Challenge Kit



- This kit is filled fun everyday activities to foster age-appropriate money concepts, positive attitudes and behaviours in children.
- Encourage parents to support their children in money learning activities.
- Tasks are based on the Financial Competency Framework for Schoolchildren.
- 5 home-based activities: Snacks challenge to learn needs and wants; toys and books stocktake to learn how to value and care for personal items, reduce wastage; virtual holiday to learn about foreign currencies; save, spend and share challenge; little chef challenge.

I Want To Be Santa Challenge

- Organised by the IFEC and supported by the Education Bureau for kindergarten and primary school children.
- Foster financial learning by becoming a money smart Santa -- to set goals and achieve them through action plans.
- Includes campaign video, interviews with school principals, parenting influencer blogs, widespread dissemination through various channels.

Santa Challenge Dec 2020

Competition



Videos



School Distribution



Website



Promotion channels: IFEC website, social media, instant messaging groups, parenting media

Initial Ideas for GMW 2021 (22-28 March)

An integral part of the Hong Kong Money Month (HKMM) – an annual territory-wide initiative to raise awareness and extend learning opportunities of financial education to the public. This year's HKMM aims to raise digital financial literacy.

- Schoolchildren programme
- Youth programme
- A dedicated GMW portal as a central point access to programme details and resources
- Promotion channels: IFEC website, social media platforms, stakeholders' networks & platforms, online banners



Tentative programs being developed

Schoolchildren



Quiz to find out the level of digital money management knowledge e.g. cash versus stored value currency, where does money from the ATM come from?

Results will lead to practical tips on improving his/her knowledge, and bite-size videos to reinforce our Financial Education messages

Young People



Enlist young participants (aged 17-29) to crowdsource content on smart digital money management (Scams, Security, Spending), encourage use of Money Tracker App.

Social media activities, student ambassadors to disseminate information to their peers, TV talkshows, etc.

Thank you!

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