Innovations in Investor Education Programs and Delivery Strategies

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Fumiaki Miyahara
Senior General Manager
International Affairs Division
Japan Securities Dealers Association

The views expressed in the presentation are those of the presenter, and do not necessarily reflect those of JSDA.
1. Background Information
2. Who does what in FC/IE?
3. JSDA’s FC/IE Activities
4. Development in Programing and Delivery
1. Background Information

Demographic Change

- Growing concern over financial stability after retirement (e.g., sustainability of the public pension plan)
- Need for self-reliant asset formation

More diverse and complex financial products
- Avoiding being victimized by financial scams

Focus on Financial Capability/Investor Education

Losses from Scams (Source: NPA)
2. Who does what in FC/IE?
~Key Role Players~

**Committee for the Promotion of Financial Education (CPFE)**

- **CCFSI (Secretariat : BOJ)**
- **J-FSA**
- **CAA**
- **MEXT**
- **Academics**

**Various Industry Associations**
- Securities Broker-dealers (JSDA), Banks, Insurance Companies, Investment Trust Companies, Financial Planners, Japan Exchange Group

**Individual Associations**
- Various NPOs

**Financial Institutions**
- Securities Firms
2. Who does what in FC/IE? ~ Major Activities ~

**CPFE : National project (June 2013~)**

**CCFSI (BoJ: secretariat), FSA, CAA, MEXT, Academics, Financial Industry Associations (Securities, Banks, Insurance, Investment Trust, FP) and JPX**

- Financial Literacy “MAP”: a 15-item list of detailed **standards** of financial knowledge for individual age groups. (December 2013~)

**The Securities Knowledge Proliferation Project (Feb. 2001~)**

**JSDA, JPX and 6 Stock Exchanges, 2 Associations**

- Joint activities for long-term and continuous promotion and enlightenment of the public about securities knowledge
- Support financial education for schools (junior high, high school)
- Financial/securities knowledge for general consumers

**Independent Activities by JSDA**

- **FIEA** *provides a legal basis* for promotion/enlightenment and publicity for sound development of Financial Instruments Business and for investor protection
- JSDA’s “Financial Literacy & Education Support Committee” to discuss & review activities
- Fair and Neutral Standpoint

*Financial Instruments and Exchange Act (2007~)*
3. JSDA’s Activities ~Financial Education for Schools~

Elementary, Junior High, High Schools & Universities

Enable students/children to perceive finance as an important issue for the future through school education, during elementary, junior high/ high school years when they are developing their sense of values.

Enable university students who are about to start their careers to become financially independent adults by acquiring basics on economy/finance.

- Create/Provide Teaching Materials
- Provide Information to Teachers
- Dispatch JSDA Staff as Lecturers
- Experience-based Materials
- Audiovisual Materials
- Information Magazines/WEB
- Seminars
3. JSDA’s Activities ~Financial Education for Schools~

School Teachers

- Summer Vacation Financial and Economic Education Seminars (Nation-wide): 577
- Educational Administrators Seminar (Tokyo): 84
- Finance/Securities Program (Tokyo)

Students

- Operating Financial/Economic Education Website / Publishing information magazine for the teachers

University

- Financial Literacy “Home Delivery” Lectures hosted by Universities: about 2,400
- Securities and Finance Seminar (Tokyo): 173
- Personal Finance Seminars (Tokyo・Osaka・Nagoya): 232

Study Group

- Supporting “All-Japan Securities Study Student League” by University Students: 33 Universities

High Schools

- Dispatching Lecturers to ”Saturday Educational Activities” (Elementary & Junior High): 1,021
- Providing Hands-On Teaching Materials (Middle & High Schools): 83,075
- Providing “Stock Market Games” (Middle & High Schools): 35,480

- Running “Study Group on the Promotion of Financial & Economic Education”

*The numbers show the results for FY2014
3. JSDA’s Activities ~Financial Education for General Public~

Younger Generation, General Public & Middle-Elderly Population, and Seniors

Divide the General Public into 3 categories and provide necessary information through easy-to-access media according to each category.

Focusing on the categories with particularly high priority. This year initiatives have targeted the young generation and investment beginners who are relatively less interested in personal finances.

Regular Activities (Throughout year)

‘Investment Day’ (Annual Event)

Seminars Events

Dissemination of Information

Events

Publishing/Web Contents

Younger Generation, General Public & Middle-Elderly Population, and Seniors
3. JSDA’s Activities ~Financial Education for General Public~

**Financial Literacy Study Course**
- 2015:
  - Seminar for Younger Generation (Kobe・Kyoto)
  - Financial Literacy Study Course (9 courses Nation-wide)
- 2016:
  - Seminar for Younger Generation (Tokyo)
  - “Investment Day” Annual Events (Nation-wide): 5,770 participants
  - Financial Literacy Study Course (12 courses Nation-wide)

**Producing and Publishing Materials**
- On the web: 83,024 views
- In circulation: 166,500 copies

**Online Content Targeting Youth & Investment Beginners**
- Seminar Event Targeting Younger Generation
- Online Content Targeting Youth & Investment Beginners

**Youth & Investment Beginners**
- Seminar for Younger Generation (Tokyo)
- Seminar for Younger Generation (Kobe・Kyoto)
- Seminar for Younger Generation (Local Districts)

**General Public & Middle-Elderly Population**
- Financial Knowledge Seminar for Senior citizens (Local Districts): 338 participants
- Financial Literacy Study Course (9 courses Nation-wide)

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*The numbers show the results for FY2014*
4. Development in Programing and Delivery

**Dispatching Lecturers**
- Financial Literacy “Home Delivery” Lectures hosted by Universities
- Dispatching Lecturers to Elementary & Junior High Schools

**Use of IT**
- Developing E-book App “Toushi Doujo” (iOS and Android)

**Approachable Content**
- New series of short video clips targeting younger generation
- Featuring popular “Manzai” standup comedian team “Hamakan”
Thank you for your kind attention.

Japan Securities Dealers Association (JSDA) is a self-regulatory organization (SRO) in the Japanese securities market.

As an SRO established under the Financial Instruments and Exchange Act, JSDA extensively regulates market intermediaries aiming at protecting investors and ensuring integrity and efficiency of the market.

Japan Securities Dealers Association
Contact 813-3667-8537
Email International@wan.jsda.or.jp