Innovations in Investor Education Programs and Delivery Strategies

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The middle income trap is an economic development situation, where a country which attains a certain income will get stuck at that level.

Reasons/Results and Remedies

- Low savings and investments
- Slow down in manufacturing sector
- No diversification in industry
- Weak conditions in Labor sector
LEVEL OF SAVINGS

Gross savings (% of GDP)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - 4</td>
<td>6.294.533</td>
<td></td>
</tr>
<tr>
<td>5 - 9</td>
<td>6.316.628</td>
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</tr>
<tr>
<td>10 - 14</td>
<td>6.256.269</td>
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<tr>
<td>15 - 19</td>
<td>6.518.921</td>
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<tr>
<td>20 - 24</td>
<td>6.263.460</td>
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<tr>
<td>25 - 29</td>
<td>6.273.202</td>
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<tr>
<td>30 - 34</td>
<td>6.516.294</td>
<td></td>
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<tr>
<td>35 - 39</td>
<td>5.918.336</td>
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<tr>
<td>40 - 44</td>
<td>5.510.337</td>
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<td>45 - 49</td>
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<tr>
<td>50 - 54</td>
<td>4.438.422</td>
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<td>55 - 59</td>
<td>3.656.563</td>
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<tr>
<td>60 - 64</td>
<td>2.870.715</td>
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<tr>
<td>65 - 69</td>
<td>2.215.704</td>
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<tr>
<td>70 - 74</td>
<td>1.557.235</td>
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<td>75 - 79</td>
<td>1.104.178</td>
<td></td>
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<tr>
<td>80 - 84</td>
<td>840.410</td>
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<tr>
<td>85 - 89</td>
<td>360.158</td>
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<tr>
<td>90+</td>
<td>115.277</td>
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</table>

44.4 Million
57%

http://data.worldbank.org/indicator/NY.GNS.ICTR.ZS
Gross capital formation (% of GDP)

http://data.worldbank.org/indicator/NE.GDI.TOTL.ZS
What is your current investment?

More than one answer possible

- Gold
- Government Bond/Bills
- Participation Accounts
- Deposit Account
- Real Estate
- Mutual Fund
- Foreign Exchange
- Stocks
- Repo
- Interpretations in Finance Program
- Media
- Together with Family Members

Over 5 points:

- Total

How do you decide to invest?

More than one answer possible

- Own decision
- Friends / Family Recommend
- Persons in Finance Sector
- Internet / Forums / Blogs

What is your satisfaction from investments?

Over 5 points:

- Total

What is your investment period?

- 1 month: 19
- 3 months: 16
- 6 months: 13
- 1 year: 13
- 1-2 years: 8
- 3-5 years: 7
- >5 years: 5
- Not invest in maturity: 19

(n=1034)
Financial Education Action Team;

- 12 volunteers from sector
  - Started in 2012
- Imposing saving and investment awareness to society
  - Financed by TCMA
- Dedicated web site www.paramveben.org
- Social media accounts
  - https://www.facebook.com/ParamveBen
  - https://www.twitter.com/paramveben
  - https://plus.google.com/+ParamvebenOrg/posts
THE STRATEGY

Objective

Change the saving and investment culture of the public through investor education initiatives.

Strategy

Reach

Engage

Change behaviour

TURKEY

- Population: 77.7 million
- Average Age: 31
- Total Labour Force: 28 million
- Internet Users: 38 million (50% penetration)
- No. of Facebook Users: 47 million (61% of population)
- No. of Twitter Users: 13 million (17% of population)
- Time Spent on the Internet: 4.6 hours /daily
- Time Spent On Social Media: 2.9 hours /daily

WORLD

- Internet Users: 2.94 billion
- No. Of Facebook Users: 1.49 billion
- No. of Twitter Users: 316 million
- Time Spent on the Internet: 4.4 hours /daily
- Time Spent on Social Media: 2.4 hours /daily
THE STRATEGY: REACH

- **Facebook**
  - 61,500 fans from 45 countries

- **Twitter**
  - 2,100 followers

- **YouTube**
  - 65+ videos
  - 90,000+ views

- **Google Plus**
  - 30,000+ views

- **Param ve Ben.org**
  - 90,000+ visitors

- **Param ve Ben.tv**
  - 15,000+ visitors
Photography Contest
• 280+ photos uploaded
• 13,000+ participants

Short Movie Contest

Crossword Puzzle
• Reached 13,000+ people

Write A Verse on Money
• 300+ verses received
• 1 million+ reached

Write Your Own Saving Story
• 60+ stories received

Winner of the Contest
First day of the month get we the salary
While wasting are you every little penny
Put them I in my piggy
Day after tomorrow in a blink of an eye
Dream car of you become mine
THE STRATEGY: ENGAGEMENT

«Write your Own Saving Story» Contest

- Participation from high school and secondary schools
- 5 years
- Almost 500 essays each year
- Rewards
  - IPAD for top three ranks
  - Nikon Compact photo machine for 4th and 5th ranks
  - Istanbul visit for all
- All essays printed in the book sent to related institutions
THE STRATEGY : ENGAGEMENT

«CAMERA IN YOUR HAND, FUTURE IN YOUR POCKET»
SHORT MOVIE CONTEST

2015
• 107 films

2014
• 80 films

• The top three places were awarded TL
  • 5.000 US $
  • 3.500 US $
  • 2.500 US $
THE STRATEGY: CHANGE BEHAVIOR

<table>
<thead>
<tr>
<th>Banking</th>
<th>Capital Markets</th>
<th>Insurance</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Banking Regulatory Board</td>
<td>• Capital Markets Board</td>
<td>• Undersecretariat of Treasury</td>
</tr>
</tbody>
</table>

- Banks’ Association of Turkey
- Participation Banks’ Association of Turkey
- Turkish Capital Markets Association
- The Association of the Insurance and Reinsurance Companies of Turkey

36 ACTION PLANS
WHAT IS NEXT?

• Midterm
  • Repeating the survey in this year (we did)
  • Preparing Financial Education Summit
  • Producing Public Podcast
  • Preparing Info-Graphics

• Long Term
  • Foundation of Financial Products and Services Education Centers
  • Training School Teachers
  • Add Saving Concept in School Curriculums
  • Measuring the behavior change