

# The Aflatoun Advocacy Campaign 2007 - 2010

## Executive summary

The Aflatoun campaign is centred on the social and economic rights of children globally as has been embedded in the UN Convention on the Rights of the Child. It is planned that the campaign will be launched in January 2008. The first phase of the campaign is from January 2008 to December 2010. The campaign secretariat is Aflatoun, the organisation promoting children's social and economic rights globally, which is based in Amsterdam.

This document outlines the vision of the campaign, its mission, the strategic objectives, the expected outputs, the action plan, and the structure of the campaign including the roles and responsibilities of the key stakeholders and the monitoring and evaluation criteria of the campaign.

## Rationale

At the root of economic and social inequality are a lack of knowledge about rights and responsibilities and an absence of financial skills. Knowledge and skills about finance and money management enable individuals to make best use of available resources. Knowledge and skills about rights and responsibilities enable individuals to develop their communities in a balanced and equitable manner.

Financial education for children is generally considered a family matter, which often reinforces the global status quo of economic inequality. Children whose parents do not have financial knowledge, skills or access, are similarly denied the chance to learn about money and financial management. In economically underdeveloped countries, this contributes to the perpetuation of the cycle of poverty, and in economically developed countries, it allows children to accumulate debt from a young age. By integrating basic social and financial education into formal schooling systems, children will acquire the knowledge and skills that allow them to break away from, or prevent getting trapped in, the cycle of poverty.

## Vision

Socially and financially empowered children whose economic self-reliance and sense of social responsibility allows them to be the foundation of a more resilient and equitable global society – a society that has broken the cycle of poverty.

## Mission

Facilitate the development of economically self-reliant and socially conscious citizens by teaching children about financial management in the context of their rights and responsibilities. Ensure that Child Social and Financial Education (CSFE) is viewed as a right for every child globally.

## Campaign Objectives

## Expected Outcomes by Objective

2007-2010

### Objective 1

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To create global awareness about the social and economic rights of children as stated in Article 4 of the Convention of the Rights of the Child.

- ◆ 'Social rights' are mentioned by the CRC
- ◆ 'Economic rights' are mentioned by the CRC
- ◆ Achieve recognition of 'social and economic rights' of children as a key intervention/action by multi-lateral organisations and state parties
- ◆ Awareness of children's social and economic rights amongst countries globally, with the focus in all countries with a child population of (approximately) over 500,000 children
- ◆ Awareness about children's economic rights by central banks in 100 countries

### Objective 2

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To facilitate the inclusion of child social and financial education into the formal and non-formal education systems as a recognition of their social and economic rights.

- ◆ Initiate dialogue with 100 countries to include CSFE in their curriculum
- ◆ 50 countries integrate CSFE to their existing national curriculum
- ◆ Initiate dialogue with NGOs in 100 countries to include CSFE as a component of their activities
- ◆ Financial education introduced as an integral component of informal education (for non-school-going children such as street children, child labourers, etc.)

### Objective 3

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To facilitate the review of banking policies and procedures to ensure child friendliness and access to all older children globally (14+ years).

- ◆ Review of economic policies for children globally
- ◆ Creation of child-friendly banking procedures
- ◆ Creation of child-friendly banking policies and financial services

### Objective 4

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To create a culture of savings and financial management amongst children globally.

- ◆ 1 million children will regularly save small amounts of money, and have a basic understanding banking, budgeting and spending

### Objective 5

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To facilitate children's participation and entrepreneurship development through the formation of Aflatoun clubs

- ◆ Formation of over 10,000 Aflatoun clubs that focus on socioeconomic activities
- ◆ Creation of 5,000 microenterprises by children, which in turn facilitate financial management by children
- ◆ Increased awareness and understanding of civic budgeting and capital markets among Aflatoun savers

# Campaign Action Plan

## 2007: Actions Leading to Campaign Launch

### 1. Countries

- ◆ Completion of pilot in 10 new countries between Jan and Sep 2007 (Argentina, Egypt, Mali, Nigeria, Philippines, Serbia, South Africa, Uganda, Vietnam, Zimbabwe) and successful continuation in India
- ◆ Design and implementation of national action plans in pilot countries
- ◆ Initiate dialogue with 20 new countries (Jan–June)
- ◆ Launch Aflatoun programme in 20 new countries (Jul–Dec)

### 2. Material Development

- ◆ Worksheets for each age group (Jan)
- ◆ Implementation guidebook (Jan)
- ◆ Online resource centre on CSFE material
- ◆ Campaign kit

### 3. Impact assessment/Quality standards guidelines

- ◆ Launch impact assessment online package (Sep)
- ◆ Publication of 'Children and Money' and overview of the pilot
- ◆ Determine minimum quality standards for CSFE implementation based on pilot findings (Sep)

### 4. Research

- ◆ Global baseline research on status of CSFE in each country and banking research
- ◆ Design a baseline questionnaire to determine the extent of CRC and CSFE education in countries
- ◆ Send questionnaire to country governments and UNICEF offices to facilitate the collection of responses from countries (June)
- ◆ Analyse findings (Oct)
- ◆ Draft 'Children and Money' publication (Nov)
- ◆ Research impact of CSFE on economy of a country via McKinsey (July)
- ◆ Research new products via McKinsey

### 5. International and regional meeting

- ◆ Pilot Countries review (July 17)
- ◆ Stakeholder meet (July 18 – 20)
- ◆ Regional pre-campaign consultations for Asia, Africa, ME, Americas, Europe (Aug–Nov)

### 6. Campaign work group

- ◆ Formation of 5 member advisory group by to advise the secretariat campaign document
- ◆ Dialogue with key stakeholders ongoing
- ◆ Formation of campaign steering group (July 20)
- ◆ Presentation on CSFE at the Committee's Day of Discussion (Sep)
- ◆ Finalisation of campaign strategy (Nov)

## Campaign Launch: Jan 11, 2008

The campaign launch will take place in Amsterdam with all the key campaign partners present. There will also be a children's launch which will be attended by programme participants ("Aflatouns") from around the globe.

## Campaign Actions 2008-2010

The campaign strategy will be finalised using feedback from the research, the global multi-stakeholder meet and the regional consultations. The 100,000 Aflatouns currently in the programme will be active contributors in designing the campaign strategy from 2008-2010.

### 1. County level

- ◆ Creation of a CSFE workgroup
- ◆ Multi-stakeholder meeting
- ◆ Preparation of a national roll-out action plan
- ◆ Launch of CSFE in the country

### 2. Networking

- ◆ Jan 2008: Global launch
- ◆ May–July 2008: Regional launches
- ◆ June 2009: Mid campaign review
- ◆ July–Dec 2009: Mid campaign regional review
  - o October 2010: Campaign completion, creation of the CFE network

### 3. Global Advocacy indicators

- ◆ CRC makes inclusion of CSFE in curricula a key recommendation
- ◆ CSFE recognised as a milestone for Millennium Development Goals achievement
- ◆ September/October 2008: Meeting of education/children ministers, objective of meeting is to get commitment to CSFE and formation of inter-ministerial consultative group
- ◆ 2009: CSFE is key theme for UNECO's campaign on education
- ◆ Inclusion into UNICEF, UNESCI, etc.

### 4. Research and Development

- ◆ Develop products on financial management
- ◆ Ongoing material development
- ◆ Ongoing library development
- ◆ Annual impact assessment and publication of the same via Children and Money.

### 5. Aflatoun network

- ◆ 2008: Develop a global network of Aflatouns
- ◆ June 2008: Creation of an Aflatoun Children's website for Aflatouns

## Campaign Leadership

The secretariat for the campaign will be Aflatoun; a not-for-profit organisation headquartered in Amsterdam. The secretariat will have the stewardship of three steering committees:

### Global Steering Committee (GSC)

Members will be heads of organisations of the key partners or key personnel within the organisation. The GSC will be responsible for the overall policy setting of the campaign. There will be 2-3 global working groups namely on: curriculum and material development, impact assessment and banking. The chairs of these working groups will be represented on the global steering group.

### National Steering Committee

These groups will be chaired by the Minister of Education or MGC or a representative in the countries. These will include representatives from the central bank, national NGOs, banks and local education experts.

### Children's Steering Committee

There will also be a steering group of children at the local level, which will comprised of representatives from the Aflatoun Clubs.

## Campaign Partners

### Multilateral organisations

They will pledge support to the campaign and facilitate the campaign roll-out globally, these include: UNICEF, UNESCO, ILO, UNDP, OECD

### Bilateral organisations

They will include governments of countries willing to support the campaign. The Dutch government is providing core campaign costs via the Children for Change programme. Other governments have been approached.

### Banking Institutions

These include Bank of International Settlement, World Savings Bank Institute, IMF, World Bank, European Central Bank and private banks such as CitiBank

### INGOs

They will sign a memorandum of understanding with Aflatoun to become a partner in the campaign include, these include: Plan International, Care, Save the Children, World Vision, Oxfam

### Academic Institutions

These include INSEAD, Harvard, TISS, etc.

In addition to these key partners other NGOs will be invited to join the campaign as associates. Terms of reference for the same will be written for each associate to ensure role clarity.

## Campaign Resources

The resources required for the campaign will be raised by the Aflatoun secretariat from multiple sources which include the Dutch government (via Children for Change), bilateral agencies, private foundations, INGO's and select Dutch NGOs.

## Monitoring and Evaluation

To ensure the effectiveness of the campaign and to determine its impact a two-pronged approach will be followed:

- ♦ Minimum quality standards for the effective implementation of CSFE will be determined. Each country's CSFE program will be reviewed against these criteria. Cultural sensitivity will be ensured through this review process.
- ♦ 'Children and Money' will function as the primary document through which the findings of the impact analysis and research will be reported.

## Sustainability

The campaign concludes in September 2010. If effective, the campaign will have secured the global sustainability of Child Social and Financial Education through inclusion into the curricula of 50 countries and by becoming a part of the ongoing activities of multilateral and bilateral organizations around the world.



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