

VI. Implementation: Channels, Funding

Channels

Implementing the national strategy on financial education in Albania requires a set of planned actions consisting of customer information, instruction (education) and advice. This mix of actions requires various distribution channels that will have a two fold purpose:

- To reach as many consumers as possible;
- To transmit the information that meets customers' needs and that is understandable.

In Albania the distribution channels¹ for financial education should be tailored to the action type be it information, education or advice and include the following:

- television, radio, newspapers
- training courses;
- printed or online publications (brochures, magazines, booklets, guidance papers, newsletters, annual reports, disclosure documents);
- advisory services such as telephone help lines;
- internet web sites/online services;
- public awareness-raising campaigns;
- events (including lectures, national workshop/forum, symposia, presentations);
- school programs and curriculum;
- other methods (including videos, computer programs).

The Albanian stakeholders will need to think on what is the most effective distribution channel for the consumers they are targeting based also on the local conditions. A prior survey in this regard is necessary particularly for designing the financial education programs.

Funding

The proposed national strategy on financial education is suggested to be a public private partnership and this implies involvement by many stakeholders. The possible alternatives for funding the financial education programs and various actions in Albania are as below:

Public funding

Authorities through Ministry of Finance should have a significant contribution to financial education programs allocating funds in the state budget earmarked to financial education programs and surveys assessing the level of financial literacy.

Private funding

The private funding could be sought through private institutions such as different NGO-s, banks etc. that will have a stake in financial education initiatives.

¹ Some of the distribution channels in the list are already being used by various institutions that provide financial information only.

EU funding

Both authorities and private stakeholders could ensure EU funding considering that the purpose of it is to finance programs and efforts in the framework of a national strategy that is priority for the Government and private stakeholders.

VII. Implementation Plan

The following implementation plan has been designed in accordance with the above mentioned considerations, so as to ensure that the national strategy will achieve its objectives.

Table 1: Implementation Plan

	Proposed actions	Stakeholders	Responsible	Timeline	Comments
General	Assessment of the current financial literacy level in Albania	Public and private stakeholders	METE MOF	6 months	The assessment is important in designing financial education programs based on the needs and financial literacy level of the target group
I. Information	I.1. Run a public awareness-raising campaign	<p><u>Main:</u> Ministry of Economy, Trade and Energy/ Ministry of Finance</p> <p><u>Secondary:</u> Donor Coordination at Council of Ministers Ministry of Education and Science Bank of Albania/Banks Financial Supervisory Authority & institutions under its dependence Ministry of Labor, Social Affairs and Equal Opportunities</p>	METE MOF	1 year	<p>National wide campaign, conducted in Albanian language in order to reach all citizens focusing on the importance of being adequately informed about financial issues important for making the right decisions. The aim of this campaign is to encourage people get informed on financial issues such as:</p> <ol style="list-style-type: none"> 1. The importance of having a bank account; 2. The importance of savings for retirement 3. The role and the risks of borrowing; 4. Other risks for consumers (identity theft, fraud, etc); 5. The role of insurance services (life and non-life products); 6. The role and use of debit/credit cards; 7. Importance and use of online banking. <p>Awareness raising can be achieved using various means including newspapers, radio, television, internet, bill boards, bus advertisements, conferences etc.</p>

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I. Information	I.2. Expand and improve online information A. Individual websites	METE, MOF, MLSO, FSA, MES, BoA/Banks	Individual institutions	1 year Update information throughout timeframe of the national strategy	<p>Posting on the respective institutions website relevant information on financial products and services, risks, benefits and uses, best practices, basics mathematics e.g. the calculation of interest, commission, principal.</p> <p>The information that could be posted by individual institutions is as follow:</p> <p>MoF: Information about the importance of non-cash transactions for the whole economy and for individuals, information about taxes, risk of tax evasion.</p> <p>METE: Information about the rights of the consumers; policies/regulations that aim their protection.</p> <p>Bank of Albania: On the BoA’s website there is posted information on financial education such as the role of BoA, banking sector glossary of economic terms; credit bureau and many others. It is proposed that other stakeholders use BoA example as their benchmark.</p> <p>Banks: Banks should de-commercialize their</p>

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					<p>web pages a little bit in order to incorporate more educational material as in the BoA case. Another option could be of having a special website for Consumer education only but with links-illustrative to their products. Information that could be posted is about banking products (loans, deposits etc); financial risks (interest rate, foreign exchange), importance of debit/credit cards; risk of fraud, basic financial mathematics explanations; interest calculators, games, quizzes etc.</p> <p>MES: Online training for teachers of economy with relevant guides on basic concepts on financial issues. Web links to other financial institutions. Information about curricula containing financial education issues.</p> <p>FSA: FSA has already established a good library of educational material posted on their website for the insurance, securities and private supplementary pensions markets, but they are non-user friendly. Therefore it is suggested that the material posted be improved and simplified in a user-friendly page.</p>

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I. Information	I.2. Expand and Improve online Information B New website on financial education	BoA, Banks, MOF, MES, MLSO, FSA, METE	Public – Private Partnership	1 year Updated on a regular basis	<p>Creation of a money management.org website for general information with the contribution of all stakeholders involved. The website can include:</p> <ul style="list-style-type: none"> • Information about banks products and services, fees, commissions and the risks associated • Information about investments, insurance, pension schemes, capital market etc. • Rights of consumers; • Links to websites of financial institutions; • Glossary of economic terms; • Games, quizzes; <p>International examples:</p> <p>www.itsyourmoney.ie, http://www.federalreserveeducation.org/fred/, http://www.yourmoney.cba.ca/, http://www.lafinancepourtous.com/</p>

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I. Information	I.3 Elaborate guides on specific financial sector issues (savings, investment etc)	BoA, Banks, FSA	All	1 year	BoA is a good example of making guides available online as well as delivering them in hard copies. BoA should keep maintaining this task. Other stakeholders on the other hand might need to consult said guides for a better reference and proper adoption on a case by case basis. Guides may be made available online as well as delivered in hard copies.
	I.4 Publications, leaflets, bulletins, newsletter	All stakeholders	All stakeholders	An ongoing process	These materials can be delivered in the waiting area at each individual institution. Leaflets could be made available at bars and shops.
II. Instruction	II.1 Organize courses, seminars, workshops, meeting with the	BoA, Banks, FSA, MOF, METE, MOE, MLSO	Individual Institutions	An ongoing process	The events could be organized at the individual institutions' premises; faculty' premises; any other location that is most near to the target group.

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	target groups		Financial Education Institute established with the purpose to provide financial education courses, seminars, workshops etc.		Stakeholders must see the opportunity for creating a special institute on financial education that coordinates and organizes financial education events
II. Instruction	II.2 Include in the school curricula financial education	MOE, MOF	MOE	1.5 years	MOE must ensure that financial education issues are included in the school curricula (economy textbook) such as topics of pocket money management, student loans, loan calculations and savings. These concepts could be introduced to the 8 or 9 graders and high school students. MOF must ensure that it allocate the necessary funds in the budget to implement this initiative. MOE should provide the relevant training to the teachers of economic related subjects to allow for proper implementation of this

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					initiative.
	II.3 Design and implement special financial education programs for children and adults	MOE, MOF, BoA, Banks, METE, MLSO, CFE Institution	All	2 years	Through this program children and adults can be reached at school or workplace.
III Advice	III.1 Set up toll-free telephone numbers	BoA, Banks	Individual institutions	An ongoing process	These services should be offered using a simple language and on a continuous basis
	III.2 Encourage banks to train staff on financial education	BoA and Banks	Individual institutions	An ongoing process	Bank staff will be responsible for offering advice on financial issues to the target groups
	III.3 Develop warning systems for consumers	BoA, Banks, FSA	Individual institutions	An ongoing process	Customer should be instructed about financial risk and fraud. The warning section should be included in the contract agreed with the customer.
	III. 4 Creating a mentoring service	BoA, Banks, FSA	Individual institutions	An ongoing process	The role of this service is to follow up the target group informed and instructed regarding

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					financial education issues.