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NBM launches Moldova's largest National Financial Education Campaign with USAID support

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The National Bank of Moldova, with support of USAID through the Moldova Institutional and Structural Reforms Programme (MISRA), is launching a national financial education campaign.

The launch event of the financial education campaign will take place on 31 October 2023, and will bring together Moldovan officials, representatives of the financial and banking sector, education, civil society, economic experts, and external partners.

The campaign will include a series of events and educational products aimed at different consumer groups to help them learn about and understand the financial system. A financial education web module will also be created to provide consumers with accessible and useful information to make informed financial decisions.

These efforts are particularly important at a time when the financial environment is evolving rapidly, offering a wide range of financial services to consumers, and when citizens are interested in managing their income in the best way possible and need knowledge and information to understand the processes and services available to take full advantage of them.

„Regardless of the purpose and practical value of these decisions, it is important that they are fair and responsible. Decisions with financial implications are often built upon experiences of simple decisions. We learn from understanding simple to complex financial concepts to better understand the opportunities of the financial market development. In this way, we learn to be aware of these opportunities and make our lives better," says the National Bank Governor, Octavian Armașu.

The implementation of the National Financial Education Campaign is synchronised with the process of developing the National Financial Education Strategic Programme, which is part of the strategic support provided by USAID. This

document aims to establish an effective framework for collaboration that will promote synergy between inter-institutional efforts in the country and civil society.

The launch event will also present the results of the USAID-supported Financial Education Survey, which follows an international methodology used by OECD member countries to assess financial education.

Tags

national financial education campaign [2]

national financial education campaign with USAID support [3]

USAID support [4]

the largest national financial education campaign in the Republic of Moldova [5]

Institutional and Structural Reforms Program in Moldova [6]

MISRA [7]

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Related links:

[1] http://www.bnm.md/files/Cover - original-en-2_1.jpg [2] http://www.bnm.md/en/search?hashtags[0]=national financial education campaign [3] http://www.bnm.md/en/search?hashtags[0]=national financial education campaign with USAID support [4] http://www.bnm.md/en/search?hashtags[0]=USAID support [5] http://www.bnm.md/en/search?hashtags[0]=the largest national financial education campaign in the Republic of Moldova [6] http://www.bnm.md/en/search?hashtags[0]=Institutional and Structural Reforms Program in Moldova [7] http://www.bnm.md/en/search?hashtags[0]=MISRA