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National Financial Education Campaign of NBM and USAID is extended

Dozens of institutions and organizations have joined the National Financial Education Campaign "Financial education for all" of the National Bank of Moldova (NBM), carried out with the support of USAID's Moldova Institutional and Structural Reforms (MISRA) program.

Around 80 representatives from the banking, non-banking and insurance sectors participated today in the workshop: "Efficient management of own finances", held in Chisinau, highlighting the need to increase the level of financial education in society.

"It is an institutional commitment, but also a social commitment to be with citizens to provide them with the information they need in their daily lives. I am talking about a well-informed consumer who can take responsible financial decisions so as to protect their interests and benefit from the advantages of the financial environment... The contribution of financial institutions to amplify the impact of our campaign and its reach is able to give the process of financial education at national level a more pronounced vector", stressed the Governor of the NBM, Anca Dragu.

William Trigg, Director of USAID Moldova's Economic Growth Department, noted that "a crucial element of this campaign is the involvement of the private sector. Banks, insurance companies, non-bank lending organisations and other financial institutions supervised by the NBM interact daily with customers who often lack adequate financial knowledge. These institutions have the noble mission and purpose of helping their customers make the right decisions. Improving financial literacy should become an integral part of what the private sector is doing, if Moldova is to achieve a higher degree of financial prosperity."

In her turn, Adriana Cazacu, Secretary of State at the Ministry of Education and Research, stressed that the institution that she represents considers this campaign very important: "We are happy that it has reached many localities, many institutions. We hope that through this extension it will reach more young people, students... Let's join all our efforts so that every young person is prepared for life, the challenges of the ever-changing world."

In the coming period, institutions and organisations that have joined the National Financial Education Campaign "Financial education for all" will conduct financial information sessions for children, teenagers, and young people, as well as other target groups, including workforces.

The campaign, launched last autumn, aims to intensify financial education in society and is aimed at all citizens, regardless of age and occupation.





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