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VIDEO// “Financial education for all” Forum: achievements and actions for the future

More than 100 participants gathered today at the National Forum "Financial education for all" to assess the results of the largest financial education campaign in the history of the Republic of Moldova and to set future strategic directions for strengthening financial literacy in society.

The event was organized by the National Bank of Moldova (NBM) and the Independent Think-Tank "Expert-Grup", as part of the USAID Moldova Program "Institutional and Structural Reforms in Moldova" (MISRA).

At the opening of the forum, Prime Minister Dorin Recean emphasized the role of financial education in the sustainable development of the country, stressing the need to involve all social and economic actors in this process. "I am very pleased to see the growing interest in financial education, especially among young people. Financial education is important not only for individual prosperity but also for economic growth in general. It is essential that people think ahead about their long-term prosperity... Financial education also means discipline in other aspects of life.

The importance of financial education in an ever-changing world was further reaffirmed by the Governor of the NBM, Anca Dragu: "Financial education is an investment, not a cost. We want every citizen, regardless of age or social status, to have access to the knowledge and tools necessary to manage their resources responsibly. Only through a financially educated society can we build a stronger economic future, based on informed decisions, reduced financial risks, and a better understanding of economic mechanisms."

Ali Ezzatyar, Deputy Mission Director of USAID Moldova, highlighted USAID's ongoing support for financial education initiatives, stating: "USAID is committed to enhancing financial literacy in Moldova, improving the quality of life of Moldovans and accelerating inclusive economic growth. Financial literacy is not about understanding complex financial products - it is a basic neea and the key to economic empowerment, helping people make better choices, escape poverty, and unlock growth opportunities."

In turn, the Minister of Finance, Victoria Belous emphasized the need to integrate financial education into public policies, saying, "I urge you to develop financial culture in the Republic of Moldova and share our knowledge, because a financially educated society is a developed society that makes investments and asserts itself internationally. The Ministry of Finance will support any measure that will bring positive results for the citizens of the Republic of Moldova."

Dumitru Budianschi, Chairman of the National Commission for Financial Markets, highlighted the role of financial education in consumer protection, stating: "Through financial education, consumers can make informed decisions and avoid financial pitfalls. I am confident that financial education will soon provide benefits for all individuals."

Corina Lungu, Head of Department at the Ministry of Education and Research, stressed the importance of financial education in the 21st century, an era in which civic, digital, and economic-financial competences have become highly relevant. "I once again appeal to our external partners for support in evaluating the current national curriculum, because having a separate school subject is insufficient. It is about embedding it in all school subjects so that we can foster a comprehensive understanding of financial responsibility,

financial culture, and what financially responsible behavior means. Thus, I am greatly counting on the National Financial Education Program and Action Plan, which are to be approved."

National Financial Education Program: a strategic approach

A central focus of the forum was the presentation of the guidelines of the National Financial Education Program, developed by the NBM with the support of USAID Moldova, in collaboration with an inter-institutional working group and with the involvement of civil society.

The document aims to strengthen financial knowledge among the population, facilitate the use of financial products and services, and promote efficient management of personal resources. The action plan for the period 2025-2028 focuses on financial education in schools, reducing over-indebtedness and developing educational resources for various categories of citizens.

"This program is about people, about how we can support them in making better financial decisions, improving their lives, and contributing to Moldova's economic development," emphasized Petru Rotaru, Deputy Governor of the NBM, who presented the program's guidelines.

National Financial Education Campaign: Impact and Remarkable Results

The National Campaign "Financial Education for All", launched last autumn, reached 860,000 beneficiaries through various activities, including interactive lessons in schools and universities, training of financial education ambassadors, the organization of a financial education camp, and informational sessions for journalists, etc.

"We have observed an increased demand for financial education activities across the country, especially among young people and educational institutions, which is why I believe that this campaign should expand its reach, with a stronger focus on young people in rural areas", said Adrian Lupușor, Executive Director of "Expert Grup".

Key achievements of the campaign:

- In 10 months, we reached 860,000 people.
- 12 financial education lessons, attended by 861 young people across the country.
- 10 informative sessions gathered 609 participants, and in total, almost 1500 young people were directly involved in the activities.
- 82% of the young people said that the information presented made a significant contribution to their financial education.
- 24 young people became financial education ambassadors, teaching lessons and inspiring 800 others.
- In the summer of 2024, the "Financial Education for All Camp" was organized, an intensive training event for 51 young people selected from over 500 contest participants.
- In addition, 5 press clubs were organized with the participation of 45 journalists, 5 interactive online quizzes were held, and 30 informational materials for all ages were created. The most popular topics included budget management, savings, investments, and the importance of choosing the right financial products.
- Throughout the campaign, collaboration took place with 46 educational institutions, and in November 2024, for the impact of its financial education activities, the National Bank of Moldova won the Silver Award at the Romanian PR Award XXII.
- Financial education - the foundation of a prosperous economy.

Participants at the forum emphasized the need to integrate financial education into educational institutions, considering it essential for shaping a generation capable of making responsible financial decisions. They concluded: "A financially educated society is a stronger and more prosperous society. We have the duty to provide our citizens with the necessary tools to build a more secure future for themselves and their families, as well as to engage in the country's economic development."

International support for financial education

The realization of the National Campaign "Financial education for all" was made possible due to the financial support provided by USAID Moldova through the "Institutional and Structural Reforms in Moldova" (MISRA) Program.

The forum can be viewed below.


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10 DECEMBRIE
FORUMUL NAȚIONAL
EDUCAȚIE FINANCIARĂ PENTRU TOȚI
ANCA DRAGU
Guvernator al Băncii Naționale Moldovei
CU SUPORTUL FINANCIAR
USAID
IMPLEMENTAT DE
IMPLEMENTAT DE
Expert-Grup








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Director executiv, Centrul Analitic Independent
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