



## **Financial Inclusion and Financial Education for Deposit Insurers**

G-24 Technical Group Meeting

March 3, 2016

# Agenda

## 1. Financial inclusion

- DI standards (Core Principles)
- What is going on?
- Public awareness
- Fogafín's efforts to promote knowledge on deposit insurance

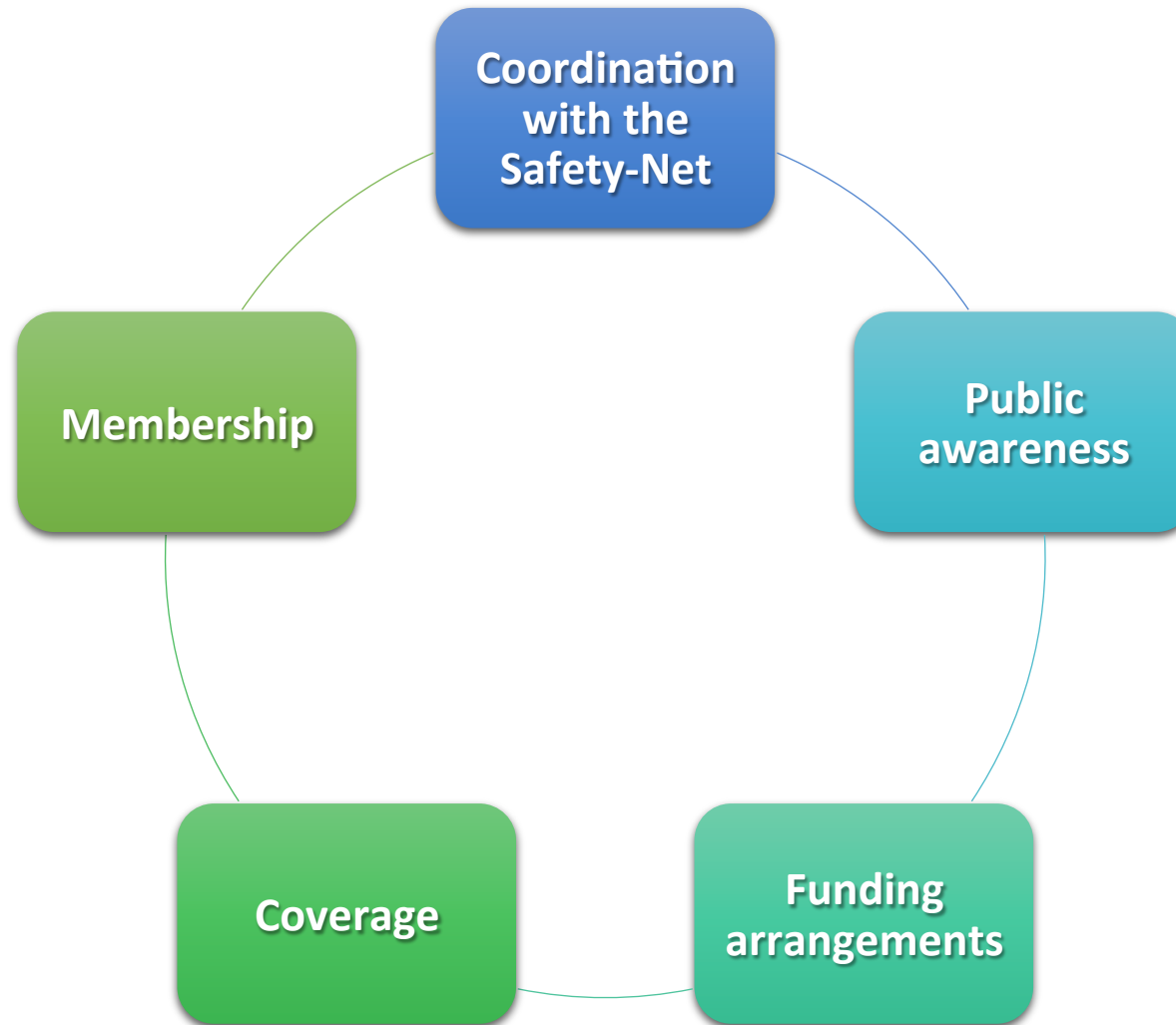
## 2. Financial education

- OECD/INFE High level principles
- Colombia: national strategy

## Financial inclusion

*“Deposit insurers must strike the right balance between controlling risks and encouraging innovation in the promotion of financial inclusion”*

## CP – Issues to be considered by DI



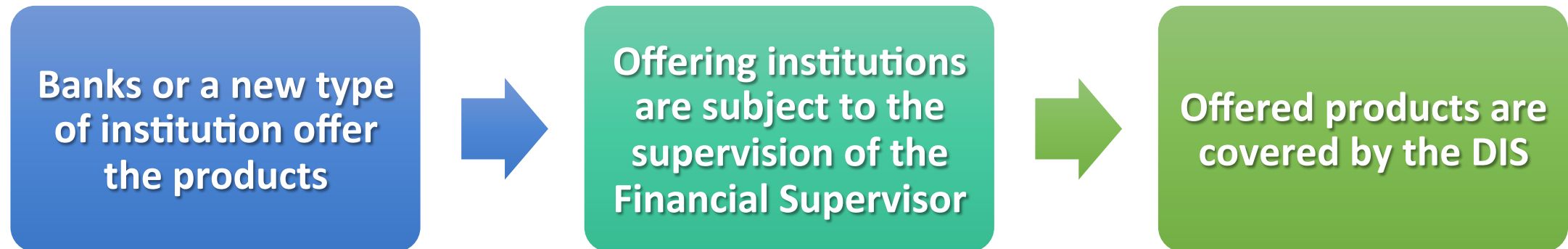
How is evolving in the real world?

## 1. Exclusion approach

- E-money, card-based electronic money, or mobile banking, are explicitly **not covered** by the DIS
- Rationale: *Digital Deposit-like Stored Value Products* are not deposits

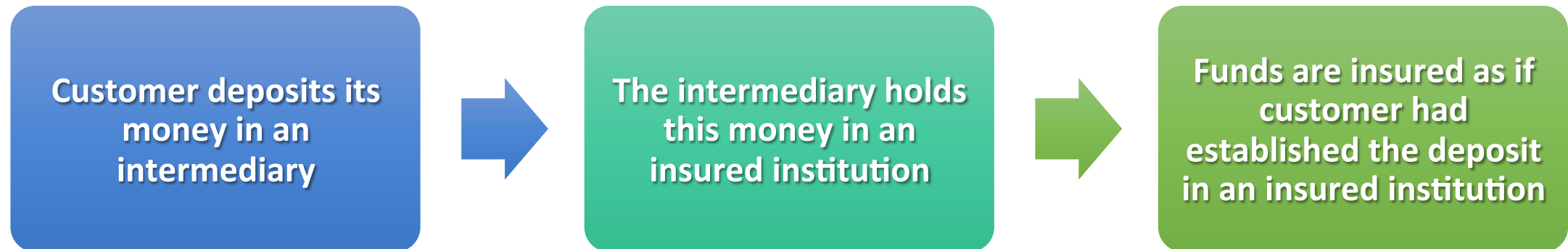
## 2. Direct coverage approach

- The Digital Deposit-like Stored Value *Products* are considered as **insured products**



### 3. Indirect coverage approach (pass-through)

- Coverage offered to the ultimate retail customer instead of an intermediary





Public awareness

## Public awareness

*“To protect depositors and contribute to financial stability, it is essential that the public be informed on an ongoing basis about the benefits and limitations of the deposit insurance system”*

## Principle 10 – Public awareness

### **What people should know about DIS?**

- The scope (i.e. which types of financial instruments and depositors are covered by deposit insurance, and which are not);
- which banks are members and how they can be identified;
- deposit insurance coverage level limits; and
- other information, such as the mandate of the deposit insurer.

## Principle 10 – Public awareness

### How DIS should do that?

- Setting a long-term strategy
- Working closely with member institutions and other safety-net participants
- Monitoring and evaluating the effectiveness of the programs
- Building cross-border arrangements (if needed)

Fogafín's efforts to promote public awareness of the DIS

# Communication campaign



TV ads



Activities with member institutions



# Agenda

## 1. Financial inclusion

- Elements from the Core Principles for Effective Deposit Insurance Systems
- Practical approaches
- Public awareness
- Fogafín's efforts to promote knowledge on deposit insurance

## 2. Financial education

- OECD/INFE High level principles
- Colombia: national strategy

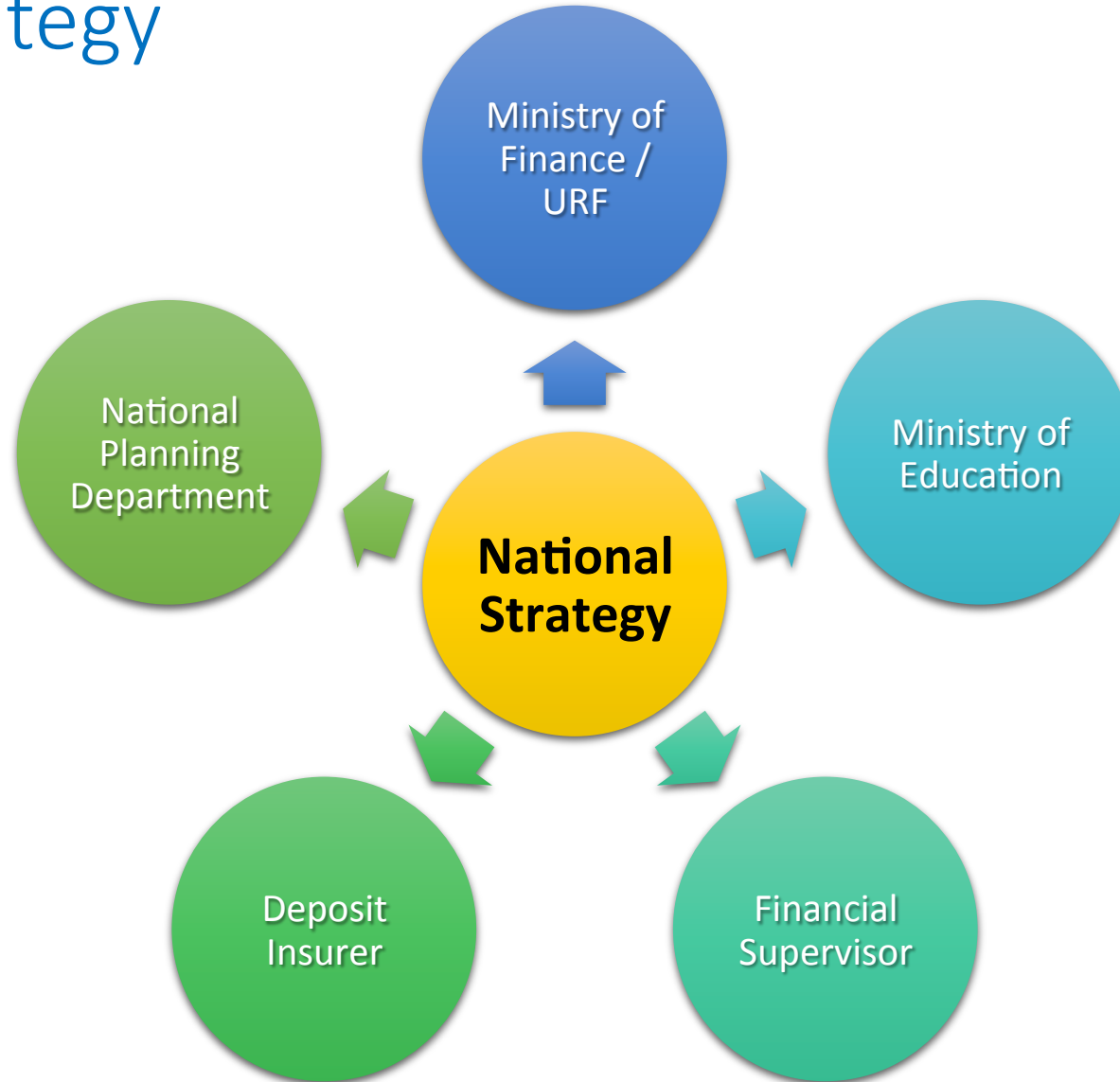
# OECD/INFE High-level Principles on National Strategies for Financial Education

- Recognize the importance of financial education and define its meaning and scope at the national level
- Involves the cooperation of different stakeholders as well as the identification of a national leader or coordinating body/council
- Establishes a roadmap to achieve specific and predetermined objectives
- Provides guidance to be applied by individual programs in order to efficiently and appropriately contribute to the NS



# Colombia: National Strategy on Financial Education

# National strategy



The Central Bank participates in the strategy but has no right to vote

# Fogafín's efforts on financial education

# PesosPensados.com (Think about your money)



The screenshot shows the website's header and main content area. The header is dark with the 'PESOS PENSADOS' logo on the left, which includes a circular emblem and the text 'Programa de educación financiera de Fogafin'. On the right side of the header, there are links for 'Ingresa a tu cuenta', 'Información al Ciudadano', 'Glosario', and 'Regístrate', along with the Colombian coat of arms and the text 'República de Colombia'. Below the header is a navigation bar with colored segments and menu items: 'INICIO', 'ACERCA DE', 'AHORRO', 'SEGURO DE DEPÓSITOS', 'NIÑOS', and 'HERRAMIENTAS'. A search bar with the text 'Buscar' and a magnifying glass icon is also present. The main content area features a video player with a background image of a smiling young girl in a classroom. Overlaid on the video is a white banner with the text 'Prepara tus finanzas para la Temporada Escolar' and an icon of a pencil and eraser.



**Thank you!**

María Inés Agudelo

Managing Director