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PRESS RELEASE

**Second annual "J'invite un banquier dans ma classe" initiative:
more than 100 financial education workshops aimed at helping pupils aged 8 to 11
manage their money**

As part of European Money Week¹ taking place from 14 to 18 March, the French Banking Federation is again organising its "*J'invite un banquier dans ma classe*" ("I invite a banker to my class") initiative.

"*J'invite un banquier dans ma classe*" is a board game which takes one hour to play and is led by the teacher. A guest banker is present to answer pupils' questions. The game, designed by a ludologue² teacher for children aged 8 to 11, places them in real-life situations where they must make decisions regarding money and their first purchases.

The FBF's regional committees will send bankers to around 100 year 4 and year 5 junior classes in France, upon invitation and written confirmation by head teachers. This project takes place under a clearly defined ethical framework and is strictly non-commercial.

The impact of this initiative on the pupils' knowledge and behaviour will be assessed by the *Agence nouvelle des solidarités actives* (ANSA³).

¹ European Money Week is an initiative led by the European Banking Federation since 2015 (www.europeanmoneyweek.eu).

² A person who creates games for the media.

³ This French active solidarity agency is a not-for profit organisation created in January 2006 by Martin Hirsch and Benoît Genuini, to promote and implement local experimental and innovative measures to fight poverty and exclusion in cooperation with public authorities, organisations and companies.

Marie-Anne Barbat-Layani, Chief Executive Officer of the FBF, stated: *"Money counts! Budgets and money play a fundamental role in civic education. School, in relation with the family setting, is the best place to learn. With "J'invite un banquier dans ma classe" and the participation of bankers organised by our regional committees, we are contributing to providing everyone, from a very early age, with tools to manage their budget responsibly".*

Further information regarding this event and the board game can be found in the appendix or on the following website: www.unbanquierdansmaclasse.com

For almost 15 years, the French Banking Federation has developed a financial education scheme that has been highly acclaimed by the associative sector called "Les Clés de la banque" (Keys to Banking). Over 4.6 million visitors consulted the www.lesclesdelabanque.com website in 2015 and half a million mini-guides were distributed.

Les clés de la banque press office

Tel: +33 (0)1 48 00 50 09 – e-mail: presse@lesclesdelabanque.com



Appendix: detailed presentation of J'invite un banquier dans ma classe

"J'invite un banquier dans ma classe" is a "Clés de la banque" initiative, the French Banking Federation's financial education scheme. It is part of the the European Banking Federation's "European Money Week" with the second annual edition to be held from 14 to 18 March 2016.

1. A European project

Consumers' financial education is a major challenge which is recognised by various institutions including the OECD and the G20. It gives rise to numerous initiatives in various countries.

At the European level, the European Banking Federation will again be hosting "**European Money Week**" from 14 to 18 March 2016 to **promote financial education** as one of the key elements of civic education, in particular among young people.

For further information www.europeanmoneyweek.eu

2. In France: the "j'invite un banquier dans ma classe" initiative

The French Banking Federation, with its regional banking committees and its "*les clés de la banque*" scheme, participates in this event aimed at **pupils aged 8 to 11** to teach them about the first financial situations that they will face.

The aim is to provide young people with the keys to an independent, responsible and level-headed relationship with money, with no commercial ulterior motive, within an ethical framework.

In 2015, more than 60 classes and 1,100 pupils took part in the pilot scheme for this initiative.

3. Educational method and support

The regional banking committees offer teachers a **fun and educational workshop** to raise awareness among pupils regarding money and introduce them to aspects of basic budgeting.

- This workshop uses a **board game** to introduce ideas (numbering, transactions, vocabulary, etc.) to help solve problems and make choices (budget, rational purchasing, calculating a rate, a percentage, etc.). The game encourages discussions and questions.



- The teacher may, with the authorisation of the head teacher, **invite a banker** to meet the class and exchange views. This play-based meeting is an opportunity to demystify the banker.
- Participating teachers and bankers receive training beforehand through an **e-learning module** to help them efficiently interact with pupils, in line with an ethics charter signed by the banker.
- The teachers and their assistants commit to contributing to the **impact study** through a quiz taken by the pupils and by sending feedback.
- This year, the **Agence nouvelle ses solidarités actives** (ANSA) will carry out a study with a panel of experts to improve the concept, contemplate its assessment and improve its impact.

class
1 money board game
 teacher leading
 banker explains

4. Tools

A dedicated **website** <http://unbanquierdansmaclasse.com> provides access to the various resources (board game, teacher/banker e-learning modules, quiz). The website also includes feedback, films, games, etc.

The game, made in France, includes 1 playing board, 1 set of rules, 60 question cards, 1 answer booklet, 1 booklet on the bank in general.