



HSBC Building a Financially Capable Generation Building Young People's Financial Literacy to Achieve Financial Prosperity

PT Bank HSBC Indonesia, as one of the largest banks and financial organizations in the world, realizes its commitment in a sustainable manner through the pillars of the Future Skills community strategy which focuses on improving employability and financial skills. Initiated 15 years ago, Bank HSBC Indonesia collaborates with Prestasi Junior Indonesia (PJI) to provide educational support for young Indonesians at all levels of education, especially in financial literacy. From this partnership, more than 45 thousand students in 202 elementary and junior high schools in 16 cities have gained a better understanding and financial management skills through their involvement in JA More than Money's attractive learning, Anak Cerdas edutech, and visits to Bank HSBC Indonesia branch offices.

After successfully reaching elementary and junior high school students, Bank HSBC Indonesia and Prestasi Junior Indonesia present Building a Financially Capable Generation (BaFCG), a new breakthrough to help senior high school students develop the awareness, skills, and confidence to make wise financial decisions and achieve financial security. Started in June 2020, this financial literacy education has reached 1,814 high school students in five cities in Indonesia; including Jakarta, Bandung, Semarang, Bojonegoro, and Denpasar.

Opposed to the previous initiatives that were paper and website-based, BaFCG comes with basic learning activities in the classroom as well as a contemporary gamification method presented in a mobile app called FinQuest. The free-to-use app teaches students the basic principles of everyday financial planning and risk management concepts and instills the importance of making sound financial decisions to achieve their financial goals. Through different scenarios, they learn to create strategies to navigate the financial ups and downs of life.

FinQuest features 4 quests designed for teens aged 12-16. Each quest contains a series of fun activities, minigames, challenges, and quizzes. Students can create their own avatars and compete with peers in classrooms and communities around the world. This interactive approach is expected to spark enthusiasm among young people and help them to understand various financial concepts more easily. Arta, a student of SMKN 20 Jakarta shared his experience of trying out the FinQuest app, "The game content is very useful for me! I can learn many new things about money management, such as interest and credit cards. I hope the full version of this game can be released soon."

In addition to targeting financial skills, the BaFCG program was also developed to hone a variety of soft skills that are critical for young people to succeed in the 21st-century workforce, namely creativity, collaboration, communication, and critical thinking. After completing the classroom learning and mission on the FinQuest app, students will work in groups to answer the challenges given in the National Innovation Challenge. They are encouraged to develop innovative ideas that can be a solution to the problems of today's business world and communities, especially in achieving financial security. One team with the best idea will be the winner to represent Indonesia in the Global Innovation Challenge, competing against representatives from 14 other countries.

Rahmananda, Senior Vice President of Sales - Global Payment Solution, one of the volunteers from HSBC said, "I am very grateful to have the opportunity to participate in BaFCG again this year and conduct an offline session with the students as the previous year's session was conducted online due to the pandemic. I hope HSBC and PJI can continue this partnership to help the younger generation develop the skills and awareness to be more financially resilient. I look forward to participating in the next program!"

BaFCG in 2023 this time has started with the recruitment of students in December 2022, with 500 students, 8 teachers, 8 schools, and 3 volunteers. An overview of the program was given to all participants in January. Continued at the Class Room Meeting stage on January 12 to February 8, 2023. Then entered

the FinQuest Completion learning session stage, Online Test, Representative Announcement, Workshop, and Volunteer Briefing from March 10 to March 29, 2023. Entered the Workshop Day stage on April 1 and continued with the current stage, namely Mentoring with volunteers from HSBC from 3rd to 13th April 2023. After completing the Mentoring stage to all participating teams, the students will enter the National Innovation Challenge stage on the 27th of April 2023 which will determine the finalist participants to enter the final stage of the Global Innovation Challenge.

NAWASENA, winner of the National Innovation Challenge from SMAN 81 JAKARTA said, "The National Innovation Challenge was so amazing! We did not expect to win the first-place title and become Indonesia's representative in the Global FinCap Challenge. Of course, there were challenges during the program that we had to face, but we also got a lot of learning and new experiences, especially about financial management for the younger generation. Hopefully, we can create new innovations and share the spirit of achieving financial security with other young people. We also hope that we can achieve the same success in the global competition, and for sure, hopefully, this competition will be one of the openers of a successful career for all of us in the future."

This initiative program is expected to continue to encourage Indonesians, especially the younger generation, to master the basics of important literacy, one of which is financial literacy. Making BaFCG an ongoing commitment from HSBC and Prestasi Junior Indonesia that continues to be held annually.