

Siaran Media

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AFTER SUCCESSFUL IMPLEMENTATION OF FINANCIAL LITERACY EDUCATION PROGRAM FOR ELEMENTARY STUDENTS, HSBC & PJI'S EDUTECH "ANAK CERDAS" IS NOW AVAILABLE INCLUSIVELY

**New Option for Scholls and Families to Effectively Increase Financial Knowledge
for Children in the Digital Era**

Interactive online edutech ANAK CERDAS, which is developed through collaboration between Bank HSBC Indonesia and Prestasi Junior Indonesia (PJI) designed to increase the level of understanding of children about finance and values, can now be accessed online at www.anakcerdas.prestasijunior.org via PC and notebooks to be used by the wider community, especially elementary schools and parents.

The decision to make the ANAK CERDAS edutech inclusive for extensive use by the wider Indonesian society was driven by the successful implementation of this digital edutech for acceleration of financial literacy through a program initiated by Bank HSBC Indonesia and PJI at 67 Elementary Schools in 15 cities across Indonesia. From 2015 to 2018, the ANAK CERDAS Program with interactive edutech system has motivated students to engage in discussions that resulted in significant increase in childrens' financial knowledge from an average level of between 40 and 50 percent to around 80 percent.

"According to our study and supported by findings in survey on 500 teachers and 300 volunteers who were involved in this program, we understand that one of the keys to the success of ANAK CERDAS Program in improving financial literacy among students of the beneficiaries schools was the use of digital technology approach in presenting learning materials. As we all know, elementary students today are digitally literate individuals and digital technology has become part of their daily lives, therefore digital approach in ANAK CERDAS Program is very effective," explained **Robert Gardiner, Academic Advisor, Prestasi Junior Indonesia**.

The increase in financial understanding and knowledge among the 15,000 target students in ANAK CERDAS Program is reflected not only in the consistently improving scores in series of written tests conducted during the program, but also in the positive behavioral changes especially related to money management. Students can tell needs from crave, possess better knowledge on the function of money, know how to wisely manage their money, and understand the values of money from the perspectives of economy, social and culture. Some of the students have even taken the role of agent of changes in their respective community.

"We want to make the benefits of ANAK CERDAS edutech available not only limited to the schools that we reach through our financial literacy program but also for the common society. This is in line with Bank HSBC Indonesia's commitment to contribute to the increase of financial literacy in Indonesia. We believe that financial literacy is the key to sustainable social and economic development. We also adjusted the online version of ANAK CERDAS with the preferences of today's generation to ensure an effective learning process for a maximum impact," said **Nuni Sutyoko, Head of Corporate Sustainability, Bank HSBC Indonesia**.

Referring to the Financial Services Authority (OJK)'s national strategy for financial literacy, financial literacy index target for 2019 is a 35% increase from the 2016 index: 29.7%, while the financial inclusion index target for 2019 is a 75% increase from the 2016 index: 67.8%. With regard to this, HSBC expects to contribute to realization of these targets by making the ANAK CERDAS edutech available online.

Positive response on this program also came from child and family psychology expert from the University of Indonesia, Anna Surtiariyani. According to Anna, ANAK CERDAS edutech may become a solution to challenges and needs in the world of child education in Indonesia, especially in this fast changing digital era.

Anna explained that the positive results from the ANAK CERDAS Program that have helped the 15,000 Elementary students improved their knowledge and understanding on the values of money are confirmation that digital technology is the world and lives of childrens from the Y, Z and Alpha generations, and that optimizing technology adoption for effectiveness of learning teaching process has become necessary in this 4.0 era.

Apart from the effectiveness of ANAK CERDAS in increasing financial literacy, the concept of edutech that requires interaction and discussion between teachers, parents and children is also an ideal concept that can be adopted by schools and families to create a learning teaching environment that effectively stimulates children's ideas and insights, said Anna.

"Active participation by teachers and parents required in the implementation of ANAK CERDAS edutech means parents can increase their control on tech gadget use by children. It is also an opportunity for parents and teachers to teach their children the positive philosophy and values of technology when used properly. ANAK CERDAS is a good means for schools and parents to teach and to build closeness with their children, something that becomes increasingly rare today due to inappropriate use of digital technology gadgets," said Anna.

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