

Press Release

***Building a Financially Capable Generation:***  
**More than Literacy, HSBC and PJI are Pioneering the Reinforcement of  
Indonesia's Young Generation Financial Capability**

- *Gen Z dominates 27.94% of Indonesia's population, equivalent to 74.93 million people.*
- *Still low! The financial literacy of young Indonesians aged 15-17 years is only 16%, far below the national index of 38.03%.*
- *Involve 100 students, Bank HSBC Indonesia and Prestasi Junior Indonesia, holding the National Innovation Challenge to find innovative solutions in improving the financial establishment of the younger generation.*

**Jakarta, 12 May 2021** – The result of the 2020 Population Census shows that the composition of Indonesia's population is dominated by Gen Z (age range 8-23 years) with a total of 74.93 million people, or 27.94% of the total population.<sup>1</sup> Unfortunately, the financial literacy index of some of these groups, especially those aged 15-17 (generally classified as high school students), is only 16%.<sup>2</sup> This figure is even lower than the national financial literacy index which reached 38.03%.<sup>3</sup> In fact, the level of financial literacy affects the welfare of the community.<sup>4</sup>

Based on these facts, **PT Bank HSBC Indonesia** and **Prestasi Junior Indonesia (PJI)** present **Building a Financially Capable Generation (BaFCG)**, a breakthrough to help young people developing skills and confidence to make wise financial decisions and achieve financial stability. Started in June 2020, this mobile app-based financial literacy education has reached 1,027 junior to senior high school students in five cities in Indonesia; Jakarta, Bandung, Semarang, Bojonegoro, and Denpasar. It is hoped that the presentation of BaFCG with the interactive gamification method will spark the youth's enthusiasm to be literate in financial management and reach a wider audience in the long term.

"Since more than ten years ago, HSBC has continuously provided educational support for young people around the world, especially for financial literacy which is carried out not only through our community initiatives but also as an integral part of our business. HSBC supports the development skills needed in the future beyond academic education, such as financial capability," said **Head of Corporate Sustainability of Bank HSBC Indonesia, Nuni Sutyoko**.

<sup>1</sup> BPS, Hasil Sensus Penduduk 2020: <https://www.bps.go.id/pressrelease/2021/01/21/1854/hasil-sensus-penduduk-2020.html>

<sup>2</sup> Literasi keuangan usia 15-17 tahun: <https://www.bareksa.com/berita/belajar-investasi/2021-03-29/ojk-generasi-milenial-paling-terdampak-pandemi-literasi-keuangan-makin-krusial>

<sup>3</sup> OJK, Survei Nasional Literasi dan Inklusi Keuangan 2019: <https://www.ojk.go.id/id/berita-dan-kegiatan/publikasi/Pages/Survei-Nasional-Literasi-dan-Inklusi-Keuangan-2019.aspx>

<sup>4</sup> Kajian Ekonomi dan Keuangan bertajuk "Apakah Literasi Keuangan Memengaruhi Kesejahteraan Rumah Tangga Indonesia?" 2020; <https://fiskal.kemenkeu.go.id/ejournal/index.php/kek/issue/view/48>

Nuni added that this initiative does not stop at the point of literacy. The younger generation must be proficient in practicing the insights that have been obtained and empowered to use financial products and services in line with their financial goals. This global initiative is in line with the government's efforts to encourage economic growth through increasing financial education for Indonesia's young generation.

As the final of BaFCG program implementation which has entered its second year, as many as 100 selected students from SMAN 35 Jakarta and SMKN 27 Jakarta will compete in the **National Innovation Challenge**. They were challenged to create a comprehensive plan that could increase the knowledge, skills, and experience of the young generation about money. This idea should be able to help anyone achieve financial stability. The team with the best ideas will be the winner representing Indonesia in the **Virtual Global Innovation Challenge**, facing representatives from 12 countries at the end of May.

"Through National Innovation Challenge which was held for the first time, HSBC intends to encourage Indonesia's young generation to be part of the solution for the low level of financial literacy in the country. Ideas that are born from a young perspective certainly provide new approaches that are more creative and relevant so that they have a more effective impact; not only in growing the financial literacy index, but also increasing financial capability among themselves," continued **Nuni**.

**Co-Founder and Academic Advisor of Prestasi Junior Indonesia, Robert Gardiner** said, "The urgency for the mastery of Indonesia's young generation of financial stability has encouraged Prestasi Junior Indonesia along with Bank HSBC Indonesia to continue being creative in initiating initiatives that can inspire their involvement. We are optimistic that BaFCG and National Innovation Challenge initiatives will be able to contribute to generating bright ideas that can be further developed to address the literacy gap and people's financial stability. If this condition is resolved more quickly, on an ongoing basis, then people's welfare will also be realized."

Building a Financially Capable Generation (BaFCG) is part of the ongoing commitment of Bank HSBC Indonesia and Prestasi Junior Indonesia in promoting financial literacy education for all levels of education in Indonesia which has been initiated 13 years ago. More than 45 thousand students in 202 elementary and junior high schools in 16 cities have a better financial understanding to achieve financial stability through their involvement in Smart Kids ed-tech, attractive learning of JA More than Money, and visiting activities to branch offices of Bank HSBC Indonesia. All of these initiatives are in line with the National Literacy Movement of the Ministry of Education, Culture, Research and Technology which includes financial literacy as one of the six basic literacies that the Indonesian people need to master.

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### **About Sustainability in PT Bank HSBC Indonesia**

At HSBC, sustainability is defined as an effort to build a long-term business by considering social, environmental, and economic aspects in running a business. It also boosts business activities while contributing to the growth and sustainability of the community. HSBC takes part in various community programs worldwide and involves thousands of employees to contribute their time and skill in volunteer programs. The focus of PT Bank HSBC Indonesia's community investment is work skills, environmental sustainability and sustainable finance programs. For further details click [here](#).

 HSBC Indonesia  @HSBC\_ID

### **About Prestasi Junior Indonesia**

Prestasi Junior Indonesia (PJI) is part of one of the world's largest youth-serving NGOs, JA Worldwide, that focuses on preparing young people for employment and entrepreneurship. We create pathways for employability, job creation, and financial success by delivering hands on experiential learning in work readiness, financial literacy, and entrepreneurship education. Reaching more than 310,000 young people since 2014, Prestasi Junior Indonesia is one of the few organizations possessing the scale, experience, and network to forge a brighter future for the next generation of innovators, entrepreneurs, decision-makers, and managers in the country. Over the last three years Prestasi Junior Indonesia, and the JA network, have been recognized as the 7th most impactful NGO in the world by the Geneva-based NGO Advisor.

For further information, please access:

Website: [www.prestasijunior.org](http://www.prestasijunior.org) | Instagram: [@prestasijunior](https://www.instagram.com/prestasijunior) | Facebook: [www.facebook.com/prestasijuniorID](https://www.facebook.com/prestasijuniorID)