

## Financial Literacy and capacity building

National Target, Strategic Objectives and Activities for Financial Inclusion for the years 2018-2020

- National Targets:  
**1. Increase the level of financial inclusion from 33.1% in 2017 in terms of account ownership in financial institutions by the adults to 41.5% by 2020**  
**2. Reduce the gender gap from 53% to 35%**

Sub-Goals	Targets	Strategic Measures / Activities	Time Frame (Quarterly)		Responsibility	
			Start	End	Responsible bodies	Consortors
Developing financial capabilities for women	Preparing and launching training workshops and programs on financial literacy for women financial consumers					
	Raise awareness for women in Irbid and Karak	First Quarter 2019	Fourth Quarter 2019	The National Program for financial education (NPF)	Al Hussein Foundation for Efficiency	
	Raise awareness for women in 3 different governorates (Madaya, Ma'in, Mualaba)	First Quarter 2020	Fourth Quarter 2020	The National Program for financial education (NPF)	Al Hussein Foundation for Efficiency	
	Raise awareness for women in 3 different governorates (Jarash, Atarq, Tafila)	First Quarter 2021	Fourth Quarter 2021	The National Program for financial education (NPF)	Al Hussein Foundation for Efficiency	
	Raise awareness for women in 3 different governorates (Albaha, Ajlun, Ajlun)	First Quarter 2022	Fourth Quarter 2022	The National Program for financial education (NPF)	Al Hussein Foundation for Efficiency	
developing financial education programs for all students in Jordan especially for : School students, University students, Technical and vocational training students)	Scale up financial education programs for grades 7-12 (It has been in operation since 2014)					
	Implementing of financial education program for grade ten for the first time Developing and printing the new program for grade 11	Third quarter 2018	Second quarter 2019	The National Program for financial education (NPF) INIAZ Ministry of Education		
	Implementing of financial education program for grade 11 for the first time Developing and printing the new program for grade 12	Third quarter 2019	Second quarter 2020	The National Program for financial education (NPF) INIAZ Ministry of Education		
	Review and print the program for 11 & 12 grades for the second time	Third quarter 2020	Second quarter 2021	The National Program for financial education (NPF) INIAZ Ministry of Education		
	Review and print the program for 11 & 12 grades for the last time and submit all the programs to the Ministry of Education	Third quarter 2021	Fourth quarter 2022	The National Program for financial education (NPF) INIAZ Ministry of Education		
	Develop programs include financial concepts and activities for school's students less than 7 grade					
	develop and implement financial education activities program for grade 1 students in five schools	First Quarter 2019	Second Quarter 2020	The National Program for financial education (NPF) Ministry of Education INIAZ	Al Hussein Foundation for Efficiency	
	Conduct a study with the ministry of education for the concepts and the financial skills that may implement through the class's activities in less than 9 grade	Fourth Quarter 2018	First Quarter 2019	The National Program for financial education (NPF) INIAZ Ministry of Education	Al Hussein Foundation for Efficiency	
	Create a corner at the Children's Museum (bank model) which provide simplified financial information for children, with booklets for the visitors	First Quarter 2019	Third Quarter 2019	The Children Museum	Association of Banks Al Hussein Foundation for Efficiency	
	Design and roll out a course on entrepreneurship for students in technical and vocational schools in the Ministry of Education					
	Implement "Sharkatona" project for the financial education and entrepreneurship in 50 vocational schools affiliate to the Ministry of Education	Fourth quarter 2018	Second Quarter 2019	Ministry of Education Al Hussein Foundation Al Jade for scientific care		
	Continue in implementing "Sharkatona" project financial education and entrepreneurship for the previous vocational schools and implement it in another 30 vocational schools	Fourth Quarter 2019	Second Quarter 2020	Ministry of Education Al Hussein Foundation Al Jade for scientific care		
Promoting financial education for schools, financial capabilities for target groups (women, refugees, micro and SME clients), and financial awareness and literacy for the public.	Building the capabilities of the small and medium projects managers by educate them financially and training them, with focusing on improve prospects of sustainability and on the growing of the startup projects during the first two years (weakest phase).					
	Conduct two training courses to build the financial capabilities of the small and medium projects managers	First quarter 2019	Fourth Quarter 2019	BECCO CBI		
	Conduct two training courses to build the financial capabilities of the small and medium projects managers	First quarter 2020	Fourth Quarter 2020	BECCO CBI		
	Conducts workshops to build financial capabilities for whom are working in Microfinance institutions					
	Conduct two training courses to build the financial capabilities of whom are working in Microfinance sector	First quarter 2019	Fourth Quarter 2019			
	Conduct two training courses to build the financial capabilities of whom are working in Microfinance sector	First quarter 2020	Fourth Quarter 2020			
	Review and reprint "Small and Medium projects guide - practical guide for small and medium projects' book	Fourth Quarter 2018	First quarter 2019	CBI Al Hussein Fund		
	Develop online course for business entrepreneurs and small and medium projects basic concepts, and upload it on Edrak platform - Queen Rania Initiative for education and development.			CBI Al Hussein Fund Edrak		
	Prepare the educational material and convert it to online form	Fourth Quarter 2018	First quarter 2019			
	Upload the course on Edrak platform for online education, and advertise and marketing it for through social media	First Quarter 2019	second Quarter 2019			
	Launch the course on the platform for the first session (for 3 months) and manage it (students enrollment, follow up, and statistics in no. of visitors and register )	Third Quarter 2019	Fourth Quarter 2019			
	Upload the course on the platform permanently within the online courses that already exist on it with periodically statistics in no. of visitors and registers	Fourth Quarter 2019	Fourth Quarter 2020			
Develop and roll out financial capacity programs for business entrepreneurs	Preparing and implementing trainings and programs to build youth entrepreneurs financial capabilities in developing business plans , feasibility studies and to access to finance in collaboration with NGOs, and business incubators.					
	Develop an electronic course about entrepreneurship and the establishment of the projects and companies, and upload it on Edrak platform - Queen Rania initiative for education and development.	First quarter 2019	Fourth Quarter 2020	Al Hussein Foundation Edrak initiative		
	Conduct two workshops on business entrepreneur in two universities	First quarter 2019	Second quarter 2019	Al Hussein Foundation Entrepreneurship and business incubators		
	Conduct two workshops on business entrepreneur in another two universities	Third Quarter 2020	Fourth Quarter 2020	Al Hussein Foundation Entrepreneurship and business incubators		
Strengthen the financial education and awareness for all segments in Jordanian society using electronic education, and through audio/visual media	Preparing and producing general awareness programs on financial education using electronic channels (internet, social media) and audio/visual media. It will include developing short videos (motion graphics/ 30 second) about financial concepts (such as saving, credit, organize household expenses) and broadcast it on social media and Jordanian TV channels					
	Develop two motion graphics videos about one of the financial concepts in cooperation with CBI divisions (financial consumer protection department, Digital Payments division, ...) and broadcast it on social media	First Quarter 2019	Second Quarter 2019			
	Develop two videos about one of the financial concepts in cooperation with the CBI divisions (CPD, Digital Payments division, ...) and broadcast it on social media	Third Quarter 2019	Fourth Quarter 2019			
	Preparing and launching an electronic portal that includes educational and training materials, articles, videos, ... , and guidance forms for the financial operations, feasibility studies, budget development, and the procedures to facilitate obtaining credit and access financial services, and connect the portal with social media.	First Quarter 2019	Second Quarter 2019	CBI (Strategic Unit) Al - Hussein Foundation		
Analyze and design the portal structure and develop electronic content, in cooperation with national financial inclusion strategy technical committee	First Quarter 2019	Second Quarter 2019				
Develop the website and add the content, launch and manage it (to be updated continuously)	Third Quarter 2019	Fourth Quarter 2019				