SchoolBank

Increasing access to formal channels of banking for children and young people worldwide

Concept

SchoolBank aims to increase financial inclusion and financial education of children and young people between 6 and 25 years of age. The project uses innovative distribution channels (e.g., schools) and technology with the goal of financially empowering children and youth in a cost efficient way.

Demand

While working with national stakeholders and listening to the voice of children and young people, CYFI has observed an emerging trend in the Child and Youth Finance Movement – a demand for banking solutions and products that:

- **Increase the availability** of quality banking services to facilitate the various financial needs throughout the different stages in young people's lives
- **Reduce the costs** of banking and increase the accessibility of financial services through banking technology and extended product distribution network
- **Cater to the needs** of the emerging technology-savvy generation and their demand for innovation and customization of financial products and services

Child and Youth Finance International (CYFI) is a global multi-stakeholder network promoting economic citizenship for children and youth. CYFI leads the world's largest movement dedicated to enhancing the financial and entrepreneurial capabilities of children and youth. Launched in April 2012, the Child and Youth Finance Movement has already spread to 125 countries with partners and collaborators having reached more than 36 million children and youth.

CYFI works globally with governments, international institutions, NGOs and the private sector to ensure access to high quality financial services, financial education programs and entrepreneurship support for children and youth. The Movement has gained support from various international organizations and regulatory bodies including the United Nations, OECD, G20 and the European Commission.

SchoolBank services

The SchoolBank model delivers **three basic services** to children and youth, with the goal to enable them to **save money** (for school, a trip, bicycle, charity, business project), **receive allowances** (from parents, money earned from part-time jobs, scholarships), and **make payments** (for meals, purchases, tuition fees, transportation, etc.):

- **One-time banking initiation**: provision of account opening which may include collaterals such as passbooks, ATM cards, cheque books and/or magnetic cards
- **Continuous educational inputs** by providing economic citizenship education and generating financial awareness
- **Ongoing transaction support**: withdrawal and deposit facility, transfer of cash between accounts, balance enquiry , etc.

Depending on local circumstances (infrastructure, regulation, mobile penetration, etc.) and target group, the model can be supported by **technology-enabled solutions** such as an online bank account, mobile banking application or mobile wallet.

Implementation

The SchoolBank concept suggests identifying distribution channels that go **beyond the traditional brick-and-mortar** banking network to create cost-efficient product delivery channels while leveraging the **outreach of an existing network** such as schools to increase the availability of financial products and services. In order to achieve this, SchoolBank uses a **multi-stakeholder approach**, requiring at least three types of stakeholders: financial services providers, local financial education partners and school networks.

- **Banking associations and financial services providers**, where each bank branch adopts one school in the branch's vicinity and provides bank accounts and ongoing banking services
- **Aflatoun and local financial education partners,** to develop Economic Citizenship Education content, train teachers and bank staff and conduct marketing and awareness generation activities
- **Education authorities and school networks**, to facilitate banking service delivery within the school premises and impart financial literacy to children

As a network, CYFI coordinates the implementation of SchoolBank globally to ensure **documentation and sharing of best practices** across SchoolBank countries.

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