

PLANO NACIONAL DE FORMAÇÃO FINANCEIRA

**TODOS CONTAM**

**FSCA–OECD INTERNATIONAL CONFERENCE  
FINANCIAL EDUCATION ON THE FUTURE**

## **‘Trial and error’: lessons learnt in Portugal**

**MARIA LÚCIA LEITÃO**

**Head of the Coordination Committee of the Portuguese National Plan for Financial Education  
Head of the Banking Conduct Supervision Department of Banco de Portugal**

**MAY 2019 – CAPE TOWN, SOUTH AFRICA**



# THE PORTUGUESE NATIONAL PLAN FOR FINANCIAL EDUCATION



Ambitious strategy targeting the overall population

The overall population is not homogeneous  
We need to identify target groups

# HOW TO APPROACH THE DIFFERENT TARGET GROUPS?



Important to follow a comprehensive approach:

*Strategic partner*

*Core competencies*

*Train the trainers*

*Support materials*

*Evaluate and review*



# WHEN DID THIS APPROACH WORK WELL?



Schools

A **STRATEGIC PARTNER** - Ministry of Education



Define core competencies



Train teachers



Develop workbooks for each stage of education



Evaluate teachers and materials



# WHEN DID THIS APPROACH WORK WELL?



*Vocational  
training*

A **STRATEGIC PARTNER** - Ministry of Labour,  
Solidarity and Social Security



Define core competencies



Train trainers



Develop materials and online courses



Evaluate trainers



# WHEN THIS APPROACH DOESN'T WORK SO WELL?



Universities

A strategic partner

Not easy – **universities autonomy**

How to **OVERCOME** this challenge?

- Reinforcing **attitudes** and **behaviours** in secondary education
- Strengthening **digital financial literacy**
- Participating in **ad-hoc initiatives** organised by universities



# WHEN THIS APPROACH DOESN'T WORK SO WELL?



Overall  
population

A strategic partner

Not easy – **non-homogeneous and distant group**



How to **OVERCOME** this challenge?

- Setting **awareness campaigns** and events for the population
- Relying on the use of **digital channels**
- Working closely with **local authorities**
- Seeking support from the **media**

# THE PORTUGUESE NATIONAL PLAN FOR FINANCIAL EDUCATION



To reach target groups without a strategic partner

A more active role by financial consumer protection authorities (in PT the financial supervisors are taking it)



PLANO NACIONAL DE FORMAÇÃO FINANCEIRA

**TODOS CONTAM**

FSCA–OECD INTERNATIONAL CONFERENCE  
FINANCIAL EDUCATION ON THE FUTURE

**‘Trial and error’: lessons learnt in Portugal**

Thank you!

[mleitao@bportugal.pt](mailto:mleitao@bportugal.pt)

[pnff@todoscontam.pt](mailto:pnff@todoscontam.pt)