

# Overview of the J-FLEC

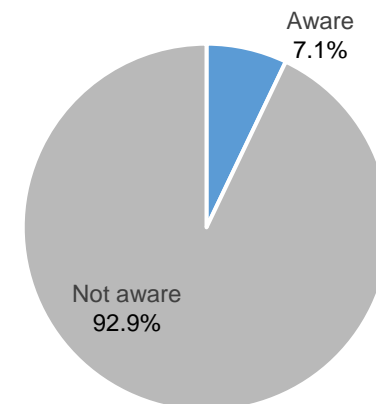


# Issues surrounding financial education

Previously, the government, the Central Council for Financial Services Information (CCFSI), and financial industry associations have been carrying out initiatives on financial education, such as raising awareness about asset formation and developing teaching materials, at schools and workplaces. However, the following issues remain.

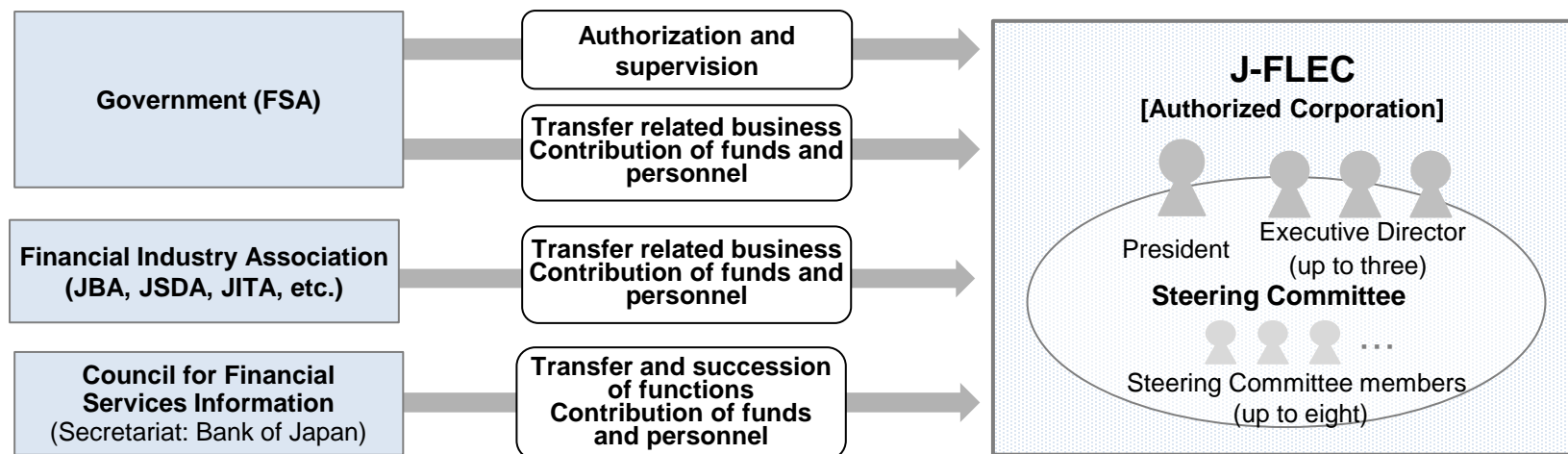
- Only around 7% of people perceive that they have received financial education.
- Continuous education on investment for defined contribution pension plan participants is deemed insufficient in the workplace.
- Cases of investment fraud and other forms of damage continue to be seen, and trouble caused by solicit investment via social networking sites has recently arisen.
- When the providers of education are financial institutions and industry associations, the recipients (especially individual companies) tend to avoid them.
- It was pointed out that efforts and cooperation by the government, CCFSI, financial industry associations, etc. should be strengthened.

## Perception of receiving financial education



Source: CCFSI, Financial Literacy Survey (2022)

## Establishment of the Organization for Promotion of Financial Education (April 5, 2024)



# Organization Overview

## Name

Japan Financial Literacy and Education Corporation (J-FLEC)

## Date of Incorporation

April 5, 2024 (Full operation from August)

## Capital

JPY 1,057.296 million

Government: JPY1,007.296 million \*

Bank of Japan: JPY 25 million

Japanese Bankers Association: JPY12.5 million

Japan Securities Dealers Association: JPY12.5 million

\* Of this amount, JPY 957.296 million (excluding JPY 50 million) will be allocated to initial costs for establishment.

## Number of employees

Approx. 70

## Website

<https://www.j-flec.go.jp/>



## J-FLEC Official X Account

[https://x.com/J\\_FLEC?s=09](https://x.com/J_FLEC?s=09)



## Legal basis

Act on Provision of Financial Services and Improvement of User Environment  
(Effective February 1, 2024)

## Purpose

Promote teaching and guidance (financial education) in order to acquire financial and/or economic knowledge that contributes to the appropriate use of financial services, and to develop abilities to utilize such knowledge.

## Location

9F, Muromachi Furukawa-Mitsui Building (COREDO Muromachi2)

Address: 2-3-1 Nihonbashi Muromachi, Chuo-ku, Tokyo



# Mission / Vision and Logo

## Mission

We will contribute to the creation of a society in which individuals can lead independent and sustainable lives by achieving financial well-being (\*) as envisioned by each individual.

(\*) A state in which each individual achieves his/her own happiness and feels secure from an economic perspective, now and in the future, by managing his/her own financial situation and making necessary choices.

(Basic Policy on Comprehensive Promotion of Measures to Support Stable Asset Formation by Citizens [Cabinet decision on March 15, 2024])

## Vision

As a platformer for improving financial literacy, we provide financial education tailored to the changing times and the diversity of individuals, and support the use of financial services and the formation and use of assets to improve lives for now and future.

- ◆ Taking into account that finance does not necessarily have a friendly image to the public, a logo with character was adopted.
- ◆ The logo is a simple shape, but portrays the engraved image with a smile as a communication design that gives a gentle and positive impression to everyone, from children to adults.
- ◆ In addition, its highly versatile design creates a consistent, gentle and friendly image, which can be produced in a wide range of variations, such as numbers and symbols.



# Business Overview

1

## Dispatch of lecturers

- ◆ J-FLEC certified advisors (J-FLEC instructors) will be dispatched to companies and schools nationwide to provide classes or lectures (free of charge) on finance and economics. [From August, 2024]

2

## Event and seminar

- ◆ Free events and seminars on money for working people, companies (business owners) , teachers etc. are held throughout the country. [From August, 2024]

3

## "J-FLEC First Money Plan" free trial run

- ◆ Free trial run for face-to-face and online individual consultation experiences with J-FLEC certified advisors. [From August, 2024]

4

## Distribution of discount coupons for "J-FLEC First Money Plan"

- ◆ For those who use paid individual consultations for the first time, an electronic coupon ( for 3 hours) that offers an 80% discount on the consultation fee (up to 8,000 yen per hour) will be distributed. [Distribution to begin this fall]

5

## Support for schools

- ◆ Designates schools that engage in research activities related to financial education, and provides subsidies for educational and research expenses and advice. [From August, 2024]

# Overview of J-FLEC Certified Advisor program

## ❑ What is a J-FLEC Certified Advisor?

J-FLEC certifies and announces individuals who meet the certification requirements set forth by J-FLEC and passed screening as an adviser with a certain degree of neutrality from the customers perspectives ("J-FLEC Certified Advisor").

- ◆ J-FLEC certified advisors are assumed to provide advice on household management, life planning, asset formation support programs such as NISA and iDeCo, financial products and services, consumer affairs consultation, etc.
- ◆ J-FLEC publishes the names of J-FLEC Certified Advisors, as well as information, such as qualifications, background, areas of expertise, estimated remuneration, self-promotion and evaluations from individuals who have actually received advice, that individuals can refer to when seeking advice.

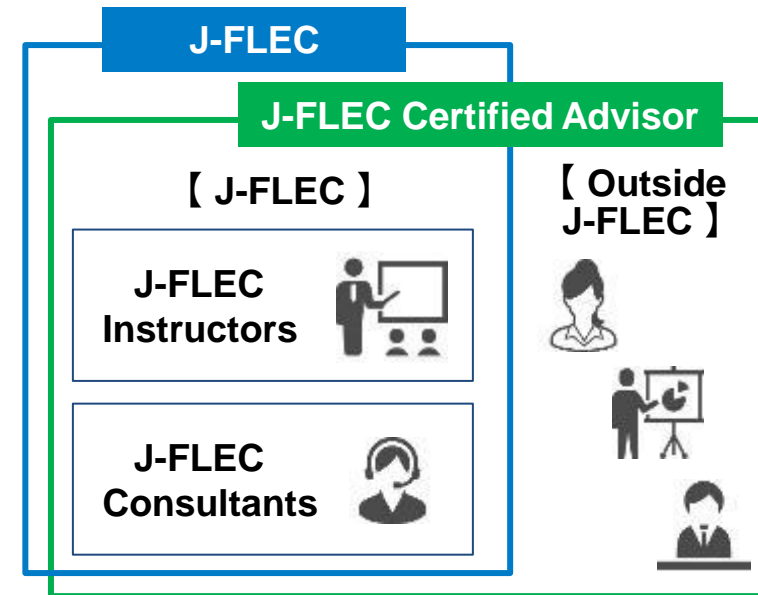
## ❑ J-FLEC Instructor / Consultant

A J-FLEC Certified Advisor who has passed the screening process can serve as an instructor for J-FLEC's dispatch of classes or lecturers and as an adviser for free consultation.

## ❑ Distribution of discount coupons for "J-FLEC First Money Plan"

Establish a system (electronic distribution of discount coupons) to subsidize part of the consultation fees for individuals who use services operated by J-FLEC certified advisors outside of J-FLEC.

- ◆ In order to provide opportunities for individuals to learn the value and significance of advice, an environment in which individuals have easy access to trustworthy advisers is developed.
- ◆ A J-FLEC Certified Advisors may use his/her title for individual consultations outside of J-FLEC.



# Three Steps Towards Realizing Our Mission

step

1

**Dispatch of classes or lecturers, events and seminars**

J-FLEC

Provide financial education opportunities to understand the importance of life planning, household management, asset formation, etc.

step

2

**Free experience of "J-FLEC First Money Plan"**

J-FLEC

Through the one-hour free consultation experience, he/she will know the specific actions to take for himself/herself, and to recognize the value and significance of the advice on money matters.

step

3

**Discount coupon for "J-FLEC First Money Plan"**

J-FLEC  
Certified Advisor

By distributing discount coupons for consultation fees, he/she will have an opportunity to actually receive advice on money matters, and to deepen understanding of the practical actions that he/she should take.

**Changes in Financial Attitudes  
and Behaviors of Individuals**

**Realization of financial  
wellbeing as envisioned by  
each individual**

# KPIs and Targets in J-FLEC

- The following three are set as KPIs and targets for J-FLEC based on outcome measurements and surveys.

