



**Child & Youth  
Finance International**



## Who We Are

CYFI is a **leading collaborative systems change organization** and has built years of expertise as the front-runner providing **Economic Citizenship and Entrepreneurship for young people** through its global movement



150

Countries



24,400,000

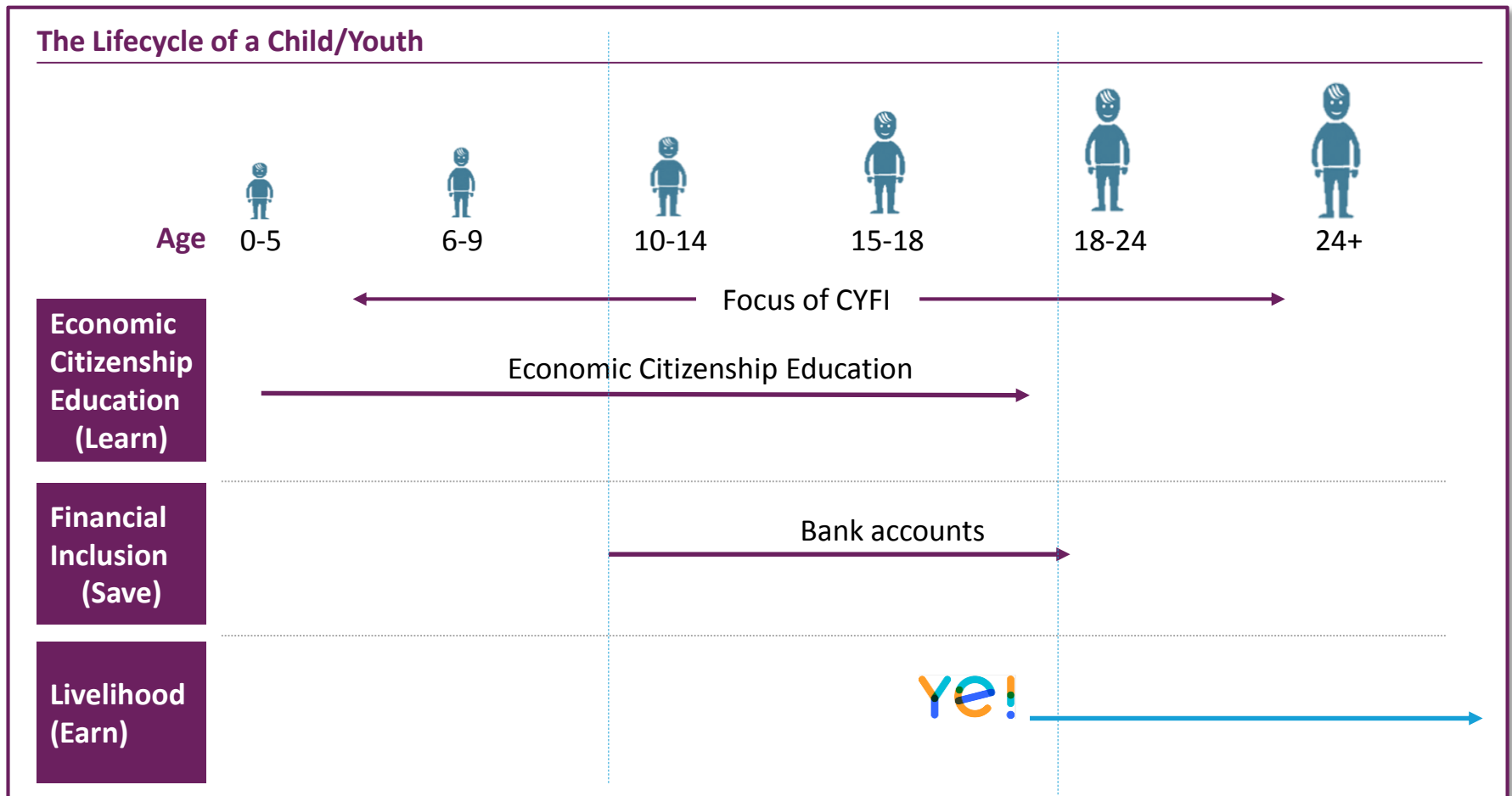
Children & Youth



23,700

Organizations

# Learn Save Earn



## CYFI's initiatives



## Financial Literacy and Inclusion in the MENA Region

# Country Cases: EGYPT

## **Main Partner: Egypt Banking Institute (EBI)**

- “Shaping the Future” initiative
- Two pillars: Financial Education/Awareness & Friendly Financial Products
- First School Bank project in the Middle East and North Africa region in partnership with CYFI and Banque Misr
- Banque Misr pre-paid cards for students



## **Egypt**

- National Committee on financial literacy strategy
- EBI and the Ministry of Education initiated a pilot to integrate financial education in the schools' curriculum
- Pilot included 85 MES students with an age between 12 and 15 years old

# Country Case: LEBANON

## Main Partner: The Higher Council for Childhood

- National Platform on Financial Education since 2015
- In the process of designing National Strategy on Financial Education:

*Ministry of Education, Basil Fuleihan Finance Institute, Association of Banks in Lebanon*

- Curriculum integration: intermediate and secondary education levels in public schools



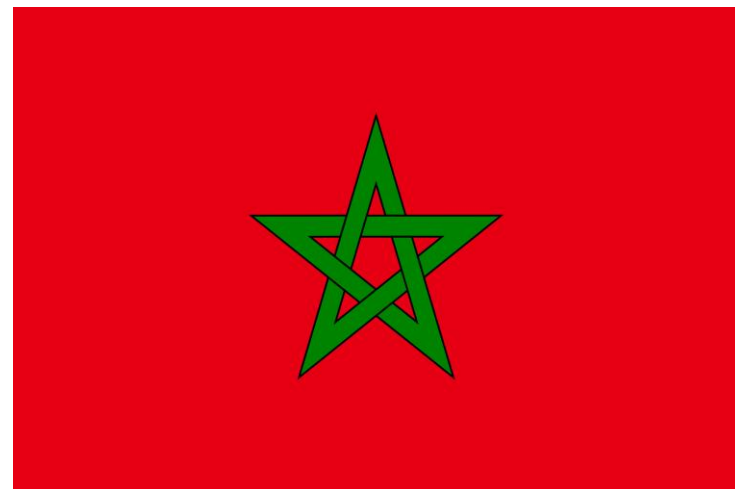
## Lebanon

- National platform on Financial Education since 2015
- National banks discussing financial products for children and youth
- No national strategy on FI/FE

# Country Case: MOROCCO

## **Main Partner: Fondation Marocaine pour l'Education Financière (FMEF)**

- Coordinates all national initiatives on financial education
- Pilot on financial matters at 100 schools reaching 4000 students
- Bank Al-Maghrib and the Ministry of Finance oversees the analysis of the financial educational program created by FMEF
- Evaluation of the pilot by the MoE for scale up



## **Morocco**

- A Findex survey to map the current state of financial inclusion in the country for youths, women and rural populations.
- A new national strategy for financial inclusion to be launched in 2019.



# Country Case: TUNISIA

## **Main Partner: l'Observatoire pour l'Inclusion Financiere**

- In charge of the Financial Education component of the National Strategy.
- The strategy is set to be launched in 2018 with completion of goals by 2022 with 5 principles:

*Digital Microfinance, Micro insurance, Reinvesting in the Microfinance Institutions, Developing the economy in a social and inclusive manner and Financial Education.*



## **Tunisia**

- The presidential decree 2016-35, ensures the necessary funds and an action plan for microfinance in the country.
- National Strategy on FI/FE to be lanched this year.



## **The Foundation of Youth Entrepreneurship**

# Ye! community

- To raise awareness on the work of youth entrepreneurs and the importance of supporting them;
- Gaining deeper insights in the realities/challenges/thoughts of these young entrepreneurs;
- Providing support to young entrepreneurs by linking them to CYFI partners, who can offer them support, financing, training, expertise etc;
- To encourage more female entrepreneurship and to increase awareness on the need to support them.



# Ye! community

The **world's largest platform of young entrepreneurs**, a community by young entrepreneurs for young entrepreneur

- 16,000+ Members
- 160 countries
- 120 coaches

The Ye! community is how we can collect information from young entrepreneurs that allows us to build an ecosystem that is in line with what they want and need.



# Ye! Egypt Awards - April 2018



- To highlight exceptional young entrepreneurs;
- Bring together national stakeholders;
- Connect national stakeholders with young entrepreneurs;
- Provide open dialogue.



# Ye! Global Awards

The Ye! country-level awards lead ultimately to the Ye! Global Awards





**THE BIG VISION:** 50 million employed youth through 5 million successful youth led enterprises in 100 countries

**A VISION IS GOOD. A SHARED VISION IS BETTER!**