

# Ukraine: Reload. Creating financial culture

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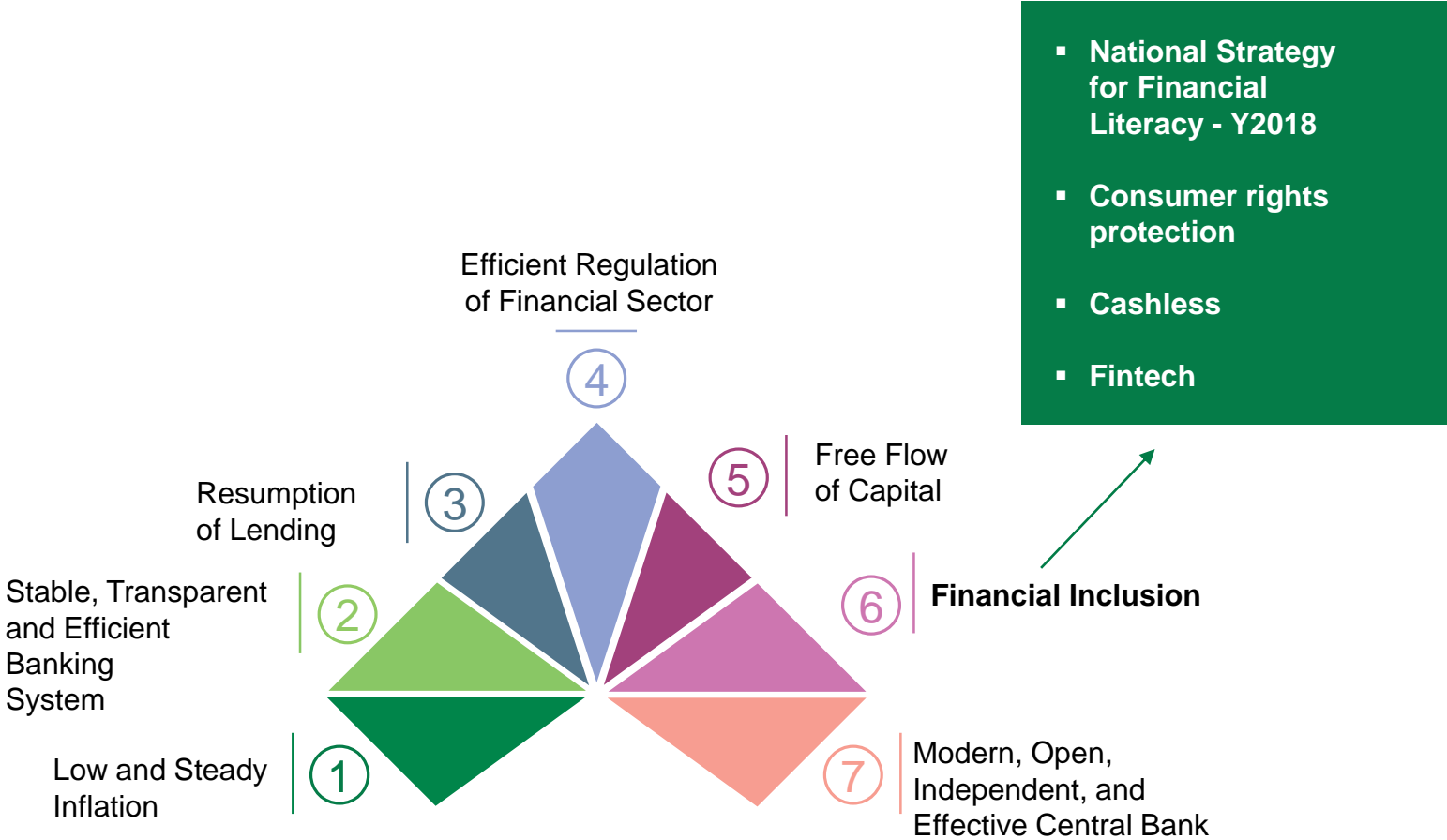
## Financial Literacy is one of the priorities worldwide

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- **~ 70 countries have National Strategies**
- **The main goal of Ukraine: to develop the National Strategy for financial literacy in 2018**
- **Financial Education is a key element in financial stability of the country**

# Strategy in Strategy: 2018-2022



! Financial Literacy is one of the priorities of the NBU's STRATEGY



## 5 Features of the National Financial Literacy Strategy

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- **Focus on Youth**



- **Financial Literacy Brand**



- **“European Ukrainian”**



- **Shifting the Culture**



- **Money Museum**



## Building the Culture – shifting the mindset





### **Vision**

A financially aware Ukrainian able to make responsible financial decisions in order to ensure personal well-being, decent future for the community and the country



### **Mission**

Creating the preconditions for the financial culture of Ukrainians, which facilitate the personal well-being growth and financial stability of the country



# Transformation of the Ukrainian society

AS IS



TO BE

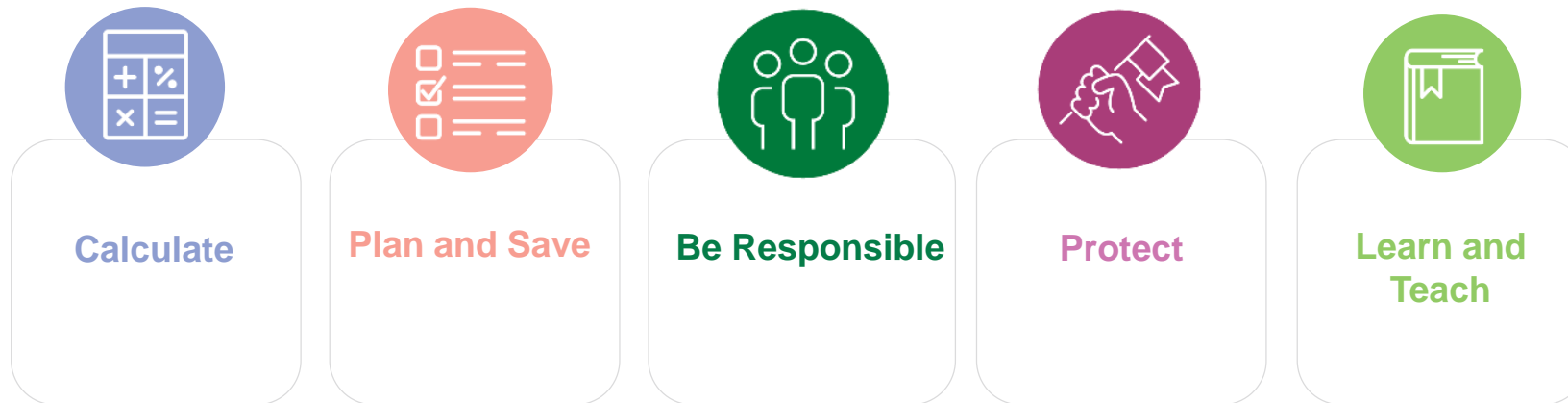


Are they ready to live by European Standards?





# Financially aware Ukrainians



**GOAL:** To create a new mentality of a financially aware European Ukrainian who is ready to live by European standards



## Strategic Goals

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1

To increase knowledge and skills in financial literacy

2

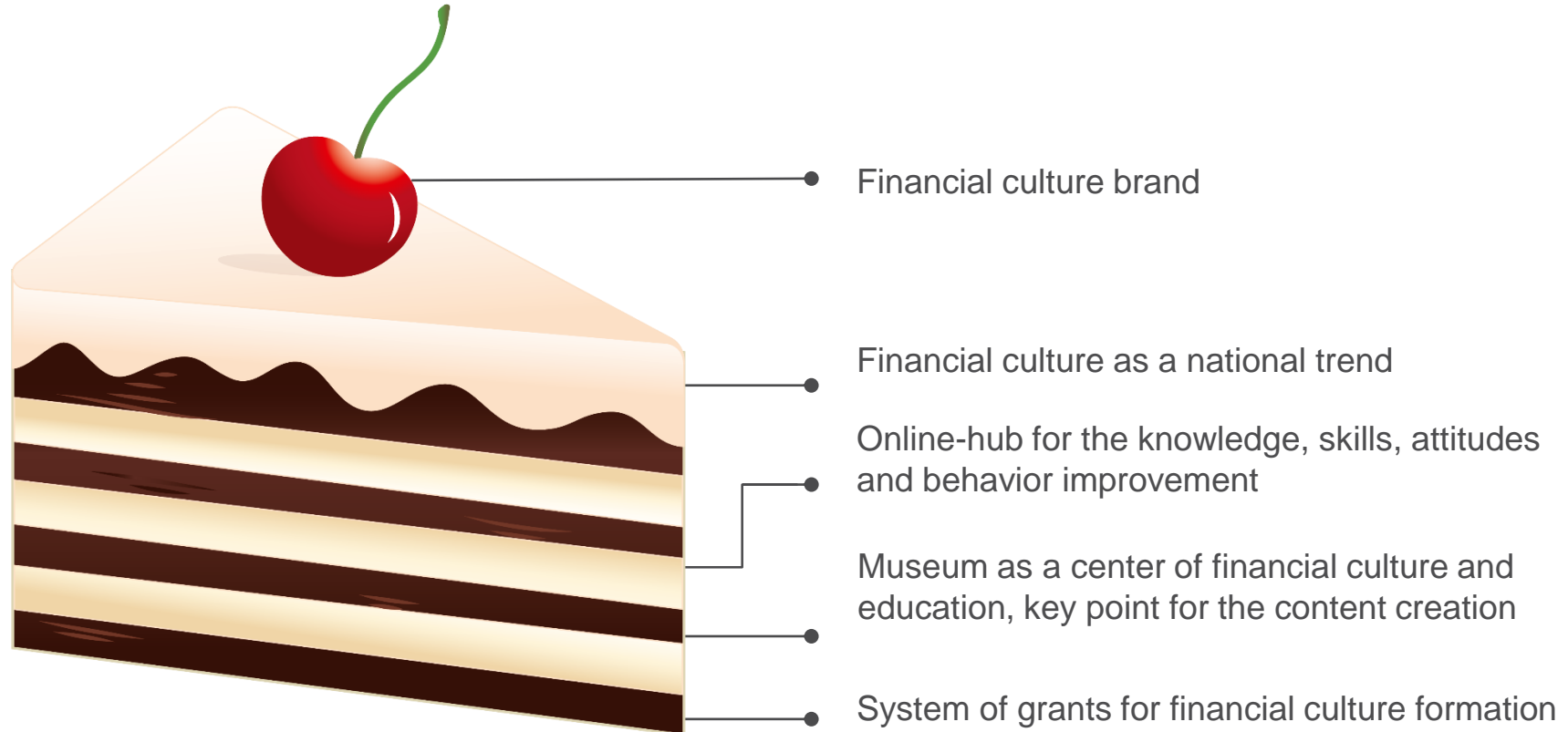
To support financial security of Ukrainians

3

To facilitate growth of trust and stimulate customers' inclusion to the financial system

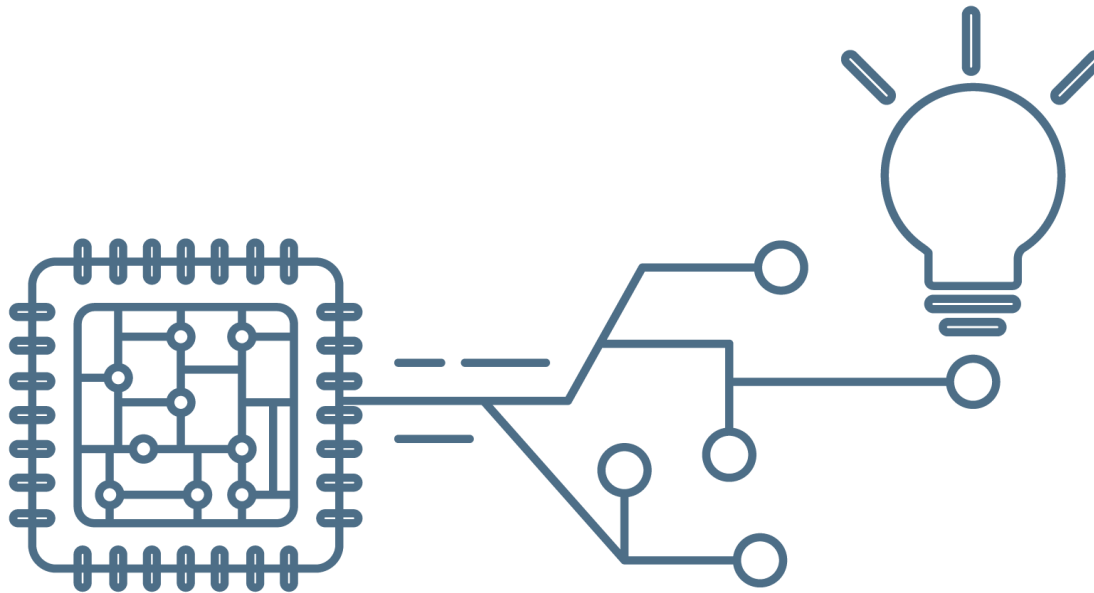


## Strategy Recipe: Key Solutions





## Youth – key element in financial culture promotion



### Youth – agents of change

- Open to new information
- Form the future of the country
- Have impact on adults



## Brand of financial culture creates the trend in society

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- Financial Literacy Brand for Partners and Stakeholders
- Branding of Educational Institutions
- Branding of Events
- Printed Materials for Education, Financial Literacy Promotion
- Online-Hub for Financial Literacy

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# Architecture of Financial Literacy in Ukraine: 2019-2030

**Vision**

A financially aware Ukrainian able to make responsible financial decisions in order to ensure personal well-being, decent future for the community and the country

**Mission**

A financially aware Ukrainian able to make responsible financial decisions in order to ensure personal well-being, decent future for the community and the country

**Strategic Goals**

To increase knowledge and skills in financial literacy

To support financial security of Ukrainians

To facilitate growth of trust and stimulate customers' inclusion to the financial system

**Target indicators**

Strategic priorities for 2023-2030 will be developed according to the results of Key Solutions implementation

**Key Solutions**

Financial culture is a national trend

Online-hub for the knowledge, skills, attitudes and behavior improvement

Financial culture brand

System of grants for financial culture formation

Museum as a center of financial culture and education, key point for the content creation

2019-22

PRE-CONDITION – Official mandate for financial literacy enhancement for the National Bank of Ukraine

**Strategic Principles**

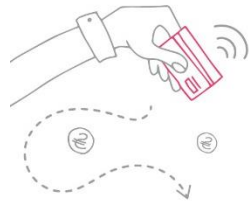
Convenience

Cost

Customer needs and desires

Interactive communication

# Realization - first solutions: Regional road-shows 2017-2018 in figures



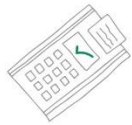
**5** cities



**10 041**  
participants



**519** events



**>30** speakers



**85** lectures



**122**

workshops,  
trainings and  
debates



**5** trainings for  
teachers  
and tutors



**5** meetings with  
business and  
bankers



**262** guided tours through  
Money Museum  
exhibition

# Realization - first solutions: New Money Museum: What? Were? When?

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*Location for the new Money Museum*







## Realization - first solutions: New Money Museum: What? Where? When?

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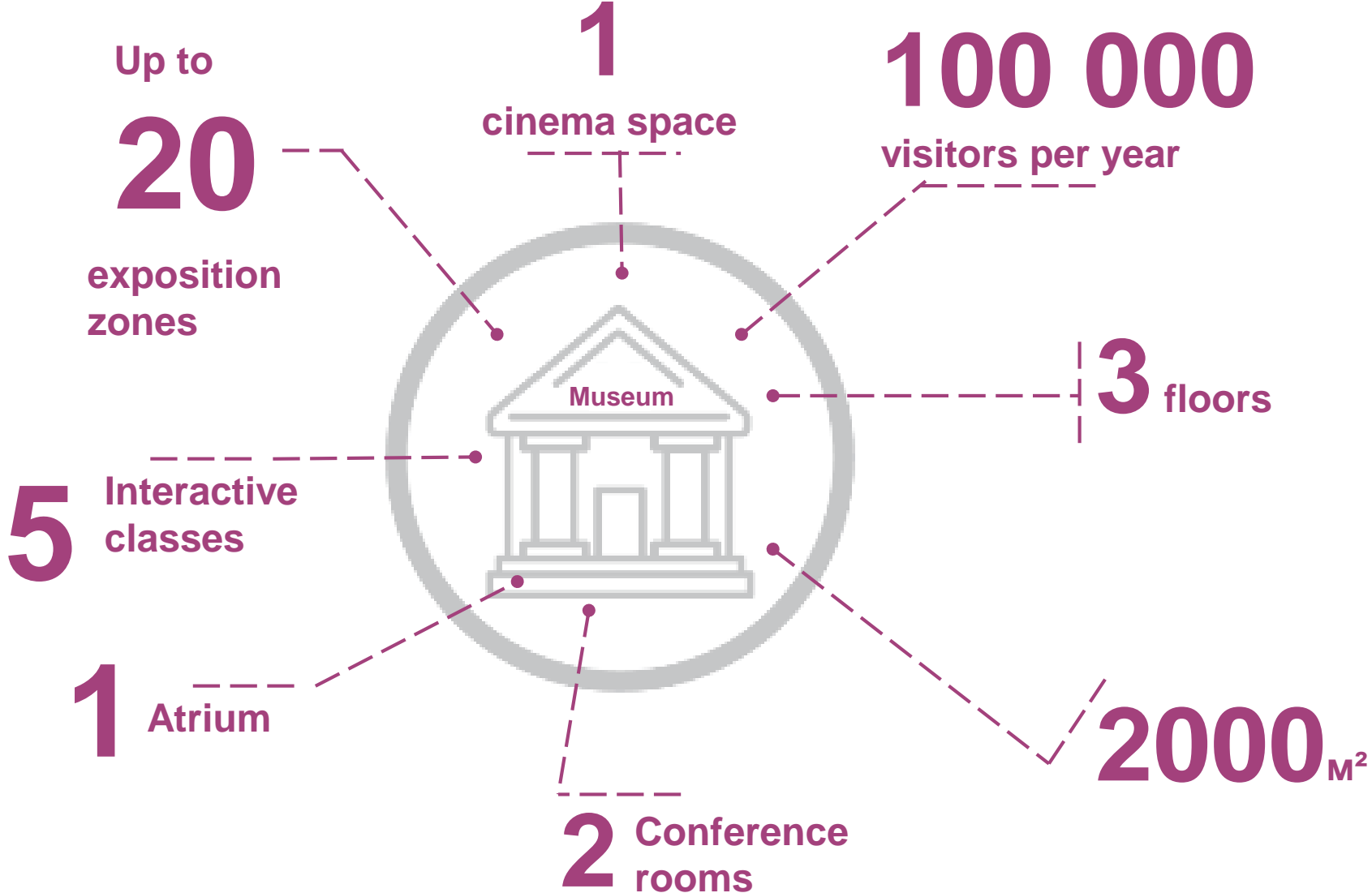
**Modern and Innovative Money Museum** - the center of financial education of the country. There are no alike in Ukraine

Combination of the **Museum** and **educational interactive hub**

Grand opening is scheduled for **2022**

**Location** - the new main square of Kyiv - the cultural, educational and touristic center of the capital city

# Realization - first solutions: New Money Museum in figures







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