

Financial Literacy Charter

People can benefit from improved financial literacy. By increasing their capability to manage money and deal with different socio-economic challenges, it will ultimately assist them to achieve better overall financial well-being. This benefits not only individuals, but also many organisations and society at large.

The work to raise the financial literacy of the Hong Kong population needs to be ongoing and requires sustained efforts of many stakeholders. In becoming a Financial Literacy Strategy Supporting Organisation[#], an organisation agrees with the [Financial Literacy Strategy 2019](#) and implements the following principles of the Financial Literacy Charter:

1. Encourages informed and responsible money management practices, as outlined in the [Hong Kong Financial Competency Framework](#), that will help improve a person's financial well-being;
2. Raises the awareness of the benefits of financial education among the organisation's service targets / customers, wherever possible;
3. Supports the financial literacy advocacy work towards policy makers and the organisation's respective networks, whenever possible;
4. Provides access to financial education for the organisation's staff;
5. Provides financial education or embeds financial education elements, as an integral part of the organisation's services, wherever applicable; and
6. Refrains from any sales or marketing activities when providing financial education.

[#] The Investor and Financial Education Council reserves the right, at its sole discretion, to reject, suspend or terminate any organisation from being a Financial Literacy Strategy Supporting Organisation.