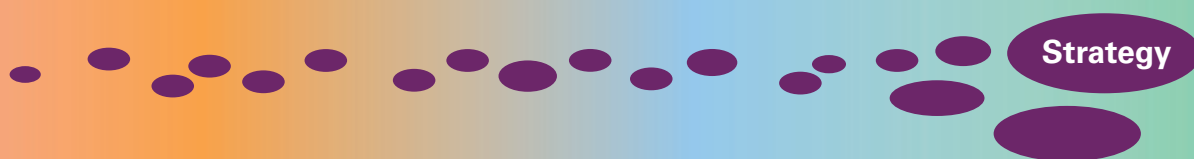


Child and Youth Finance International Building a Child and Youth Finance Movement



Core Principles of the Child and Youth Finance Movement

The Core Principles of the Child and Youth Finance movement are focused firmly on increasing the financial protection and empowerment of all children and youth across the world. The Movement works to ensure that the human rights, and in particular the economic rights, of children and youth are respected at all times. It builds upon the United Nations Convention on the Rights of the Child and The Universal Declaration of Human Rights.

To that end, the Movement encourages the creation of systems in which the interest of children and youth are pushed to the forefront, in which children and youth are recognized as important stakeholders whose financial safety must be secured, and in which their risks of financial exploitation are minimized.

Endorsers and contributors to the Child and Youth Finance Movement subscribe to the principles of the Movement as outlined below:

- 1) All children and youth have basic human rights and economic rights which must be respected by all institutions and individuals
- 2) Institutions must conduct their business in such a way as to protect children and youth, safeguard them from all forms of exploitation, particularly financial exploitation, and always promote the best interests of children and youth
- 3) All children and youth- regardless of their nationality, ethnicity, religion, environment, ability, gender or economic situation- deserve to have access to safe, appropriate financial services and quality financial, social and livelihoods education designed for their benefit. Institutions and policies must ensure their best effort to ensure all children and youth are included in these efforts
- 4) The movement is committed to ensuring that the experience of children and youth in social and financial enterprises remain a positive, safe and ethically responsible way of generating income, developing valuable skills and creating social impact. The Movement aligns its position to that of the UNCRC's position which states that "no child or youth must be exposed to work that is likely to be hazardous or to interfere with the child's education, or to be harmful to the child's health or physical, mental, spiritual, moral or social development"²
- 5) The Movement will remain open and collaborative to all stakeholders, including children and youth. Contributors within the Movement will engage in experience-sharing and collaboration with other contributors within the Movement to share innovations and strengthen activities and knowledge within the Movement

The Child and Youth Finance Movement is committed to creating policies and conducting activities that are in accordance with these principles and which will respect the human rights and economic rights of children and youth at all times. Guided by these principles, endorsers of the Movement will work jointly to achieve the Movement's goal of facilitating financial inclusion and Child and Youth Finance Education for 100 million children and youth in 100 countries by 2015.

1. Child and Youth Finance International Vision and Strategy

In recent years, the global community has seen great strides forward in the reduction of child poverty, improvements in primary and secondary education and the increase in social protection and livelihoods support for young people throughout the world. However, large numbers of vulnerable children and youth are still not able to acquire essential skills provided through Child and Youth financial education, nor access financial services that can build their asset base and financial capability.

Child and Youth Finance International aims to initiate, leverage and coordinate a global multi-stakeholder approach to these challenges, ultimately building a global consensus on a multifaceted, culturally sensitive, approach to the provision of child friendly banking services and Child and Youth financial education for children in all countries of the world.

Through these efforts a Child and Youth Finance Movement will be built. Based on past experience, knowledge of the current needs and reactions to initial efforts, Child and Youth Finance International aims to reach 100 million children and youth in 100 countries with Child and Youth financial education and access to safe and appropriate banking services.

We recognize that meeting this strategic target is dependent upon attaining sufficient resources to carry out the necessary activities, and that these may change based on the needs and the realities of the network partners and the contexts in which they work. The strategic objectives, and indeed this document can evolve based on the emerging needs and learning from network partners.

2. Development of Child and Youth Finance Movement

The Child and Youth Finance Movement was born from the experiences of organizations promoting financial education and financial access to children and youth across the world. This Movement was launched in June 2010 at a meeting of multi-stakeholders active in children and youth finance and education.

Child and Youth Finance aims to create and strengthen systems, structures and policies that

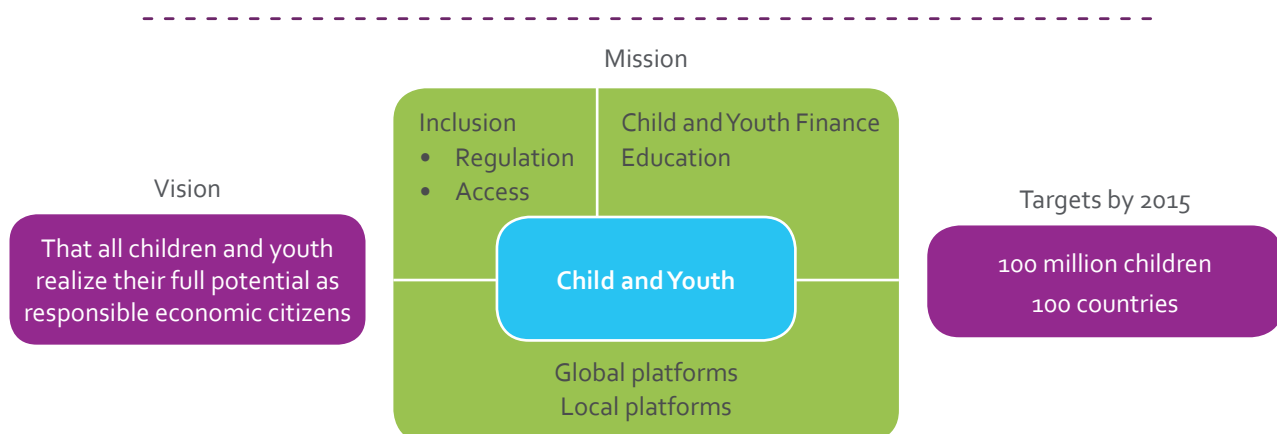
- provide children with choices;
- inform them of their rights;
- instill in them values;
- foster sound financial decision making; and
- empower them to build their assets and invest in their own futures.

Child and Youth Finance stresses the importance of early financial education of a high standard, combined with social and life skills education. This education should be supported by a financial system that promotes access to safe and appropriate financial products and services for children and youth.

The approach is based on a sound Theory of Change developed by our Research Experts Council.

Child and Youth Finance is unique in its focus on financial products and skills development for young people on a global level with strong support from a relevant and growing network including government representatives, financial services providers, multilaterals, NGOs, academics, private foundations and other communities of practice.

Through the development of this multi-stakeholder Movement and leveraging and coordinating across



existing activities, Child and Youth Finance International hopes to increase the exposure of, and impact on, children and youth throughout the world to quality Child and Youth financial education and financial products and deliver the results targeted by the Child and Youth Finance Movement.

3. Child and Youth Finance International Mission

The goals and activities outlined below are a result of a collaborative processes of consultation with experts and network members from across various sectors and countries. The goals set down below are constantly evolving based on the needs and the realities of the network partners and their contexts, as well as the availability of resources to carry out these activities.

3.1 Financial Inclusion

Goal: To ensure that 100 million children and youth have access to appropriate financial products by 2015.

Providing access to banking services to children and youth under the age of 18 is a critical component in the overall process of equipping them for financial and social security as adults. Research has shown that only providing children and youth education in financial and social skills without also providing appropriate

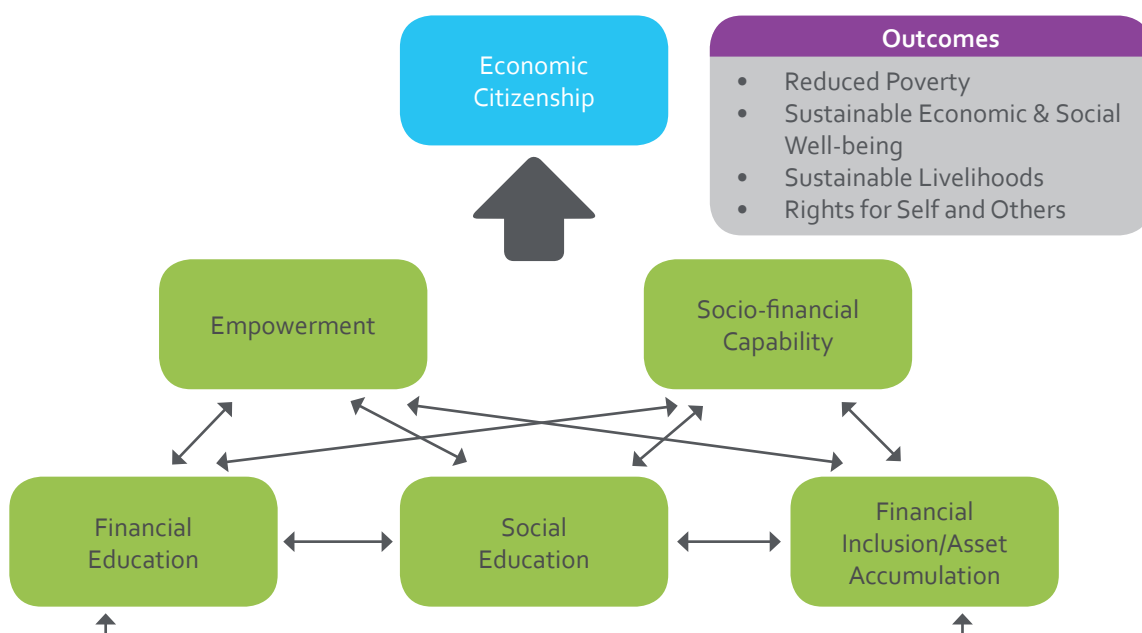
financial services and inclusion in the financial system is not sufficient. Therefore Child and Youth Finance International has set up Inclusion as a critical part of its program. Inclusion involves the creation of the legal and regulatory environment as well as the development and delivery of banking services appropriate for children and youth from birth to adulthood. Child and Youth Finance International plans to support use of existing and new technologies such as biometrics and mobile banking by banks. Child Friendly banking certification will also be implemented.

3.2 Child and Youth Finance Education

Goal: To ensure that 100 million children and youth have access to appropriate Child and Youth education by 2015.

Through the Education workstream, Child and Youth Finance International will coordinate a diverse, multidisciplinary network of stakeholders to create a common framework for core curriculum content in Child and Youth financial education for children and youth throughout the world. Through such collaborative efforts, Child and Youth Finance International seeks to promote high quality, globally recognized standards for Child and Youth financial education that will reach a large number of children and youth building on existing efforts by effective NGOs in this area.

The Child and Youth Finance Movement's Theory of Change



The overall goal for Education will be to provide a standardized but culturally flexible approach for curriculum linking financial, social and livelihoods education to help children and youth learn the skills to become competent economic citizens.

3.3 Country Platforms



Goal: To ensure that 100 countries have an action plan for Child and Youth Finance and celebrate the Child and Youth Finance day/week.

The country level is important: policies on education and on financial regulation are made at country level, many financial institutions are organized on a national level and have country specific products, and most of the execution partners have national set-ups. Child and Youth Finance International will develop a framework and set up appropriate Child and Youth Finance country platforms for the delivery of Child and Youth financial education and access to safe and appropriate banking services. The execution of this framework in country will involve a coordinated effort to engage representatives from relevant government ministries (E.g. Finance, Education, etc.), financial service providers/regulators/associations, private sector corporations, civil society organizations, teachers associations and academic institutions. These Country Platforms will develop and execute country specific programs to achieve overall goals. Through linkages with the Global Platform and the central Child and Youth Finance International organization, the County Platforms will also share knowledge on best practice to ensure learnings are leveraged across the global Child and Youth Finance Movement.

Child and Youth Finance Day is held March 16th and Child and Youth Finance Week on March 15th - 21st. It brings attention to Child and Youth Finance topics and engages children and youth. National stakeholders are encouraged to work collaboratively to plan and implement Child and Youth Finance Day activities and link these with the international community through tools provided by the CYFI Secretariat.

3.4 Global Platform



Goal: To ensure that children and youth's economic rights and economic citizenship are placed on global agendas.

On an international level, Child and Youth Finance International will continue to create alliances among policymakers and financial regulators to further increase financial education and access for children at national levels. This Global Platform will provide the basis for knowledge sharing to accelerate implementation and innovation. The aim is to have Child and Youth Finance become a regular topic of discussion amongst such global bodies as the G20 and the Basel Committee. The Global Platform will deliver through three sub-groups, Research, Communications and Advocacy, and Technology.

Overall the goal of the Global Platform will be to support increased awareness of the Child and Youth Finance Movement. The overall goal of the Research effort is to build the theoretical support for the goals, plans and execution of the Child and Youth Finance Movement. The overall goal of Communication and Advocacy is to create public awareness of and support for the importance of the Child and Youth Finance Movement. The overall goal for Technology is to develop technology that would provide support to meeting the objectives of the Child and Youth Finance Movement.

4. Child and Youth Finance International Governance

Child and Youth Finance is a growing Movement that seeks to build momentum across the world through a coordinated effort to link stakeholders to collaborate on improving social responsibility, financial literacy, and financial access for children and youth of all backgrounds. The Movement seeks to build on the collective strength and experience of various network partners to achieve our stated goals in a practical and sustainable manner. Child and Youth Finance International seeks inclusion for all stakeholders that share these common goals to support this Movement through advocacy, technical and/or financial means, thereby transforming this vision into reality.

Child and Youth Finance International has been established as a not-for-profit Dutch foundation with a two-tier board governance structure and a Partners Assembly. The Partners Assembly will provide an inclusive forum for gathering multiple stakeholders to provide input and advice on the development of the Child and Youth Finance Movement. The Supervisory Board will be comprised of representatives from banking networks, NGOs, development foundations,



multilaterals, academic institutions and governments. This Supervisory Board will be affirmed by and be responsible to Partners Assembly with participation from throughout the world that will convene once a year to coordinate the Child and Youth Finance Movement. The Supervisory Board will be primarily responsible for strategy and selection and oversight of the Executive Director and Managing Board members who will be responsible for the daily operation of activities coordinated through the Child and Youth Finance International Secretariat.

5. The Expected Results of the Child and Youth Finance International Movement through 2015

These are the expected deliverables which will change based upon the growth of the Movement and feedback from the various stakeholders of the Child and Youth Finance Movement. They are also subject to availability of resources. As the Movement is still in the initial phase and much work is being dedicated towards establishing systems, we expect to see slow growth in the initial two years followed by a period of steep growth.

2011

- Establish Child and Youth Finance International organization
- Host an international meeting of Financial Regulators for country-level strategies on implementing Child and Youth Finance nationally

2012

- First annual Child and Youth Finance Day celebrated (recurring event)
- First annual Child and Youth Finance Partners Assembly meeting and awards ceremony (recurring events)
- Annual publication on the state of the Movement (recurring publication)
- Certification processes for child-friendly banking and education established

2013

- Certification of child-friendly education in place in 10 countries/organizations
- Certification of child-friendly banking services in place for 25 banks in 25 countries

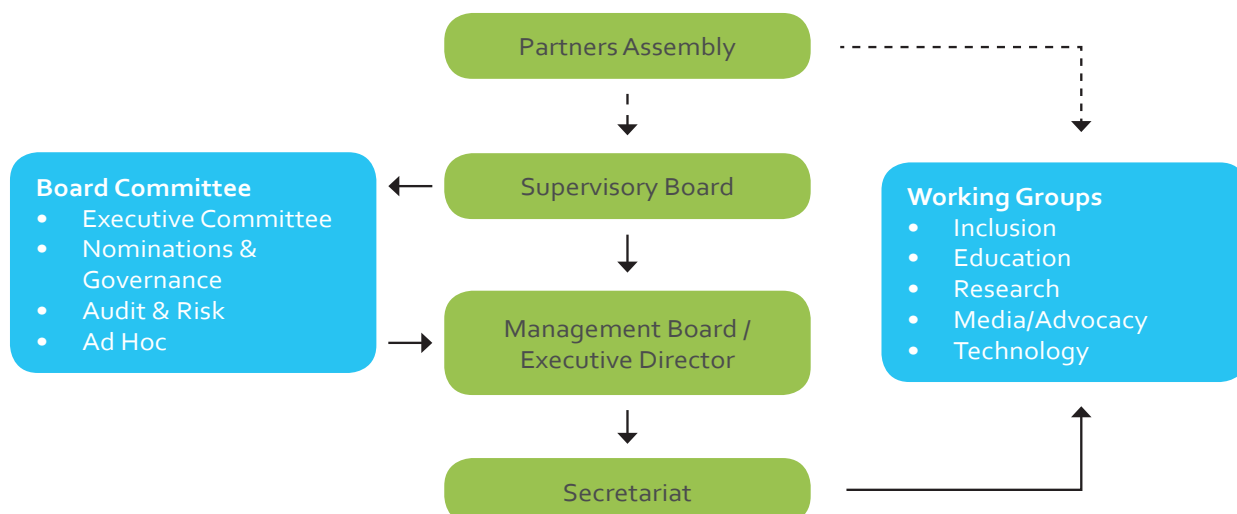
2014

- 50 local platforms in place touching 50 million children
- Certification of child-friendly education in place in 25 countries/organizations
- Certification of child-friendly banking services in place for 35 banks in 30 countries

2015

- 100 local platforms in place touching 100 million children
- Certification of Child Friendly education in place in 100 countries/organizations
- Certification of Child Friendly banking services in place in 100 unique instances

Child and Youth Finance International Governance & Organization



6. Sustainability

The central budget for Child and Youth Finance International is approximately €1 million per year. The organization will be grant dependent in the first few years with the intention of utilizing a revenue model which will shift the costs of the network from the donor to fee paying members so that by 2015 the organization will be running almost entirely on membership and certification fees. Most activities will occur in countries and through partners that will provide separate funding for these activities.

