

Financial Literacy and Education Support Activities Report

Results, etc., for the Fiscal Year Ended March 2014

May 2014

**Japan Securities Dealers Association
Financial Literacy & Education Support HQ**



Japan Securities Dealers Association's Promotion and Enlightenment Organization

The Role and Function of the Japan Securities Dealers Association and its Promotion and Enlightenment Activities

The Japan Securities Dealers Association (hereinafter, the "JSDA"*) contributes to the sound development of the Japanese financial instruments business and the protection of investors by ensuring fair and smooth trading in securities or other transactions by Association Members. For that purpose, the JSDA also carries out activities to promote and enlighten the public about securities knowledge regarding financial instruments and financial indexes and financial markets.

Note: The legal status of the JSDA is a Financial Instruments Firms Association authorized under the Financial Instruments and Exchange Act (FIEA). Under the FIEA, the JSDA is tasked with endeavoring to secure the sound development of the Japanese financial instruments business and the protection of investors through activities promoting knowledge of financial matters as well as investor education and public relations activities (FIEA, Article 77-4).

Promotion and Enlightenment Organization

The JSDA's Board of Governors has delegated authority for the association's promotion and enlightenment activities to the Financial Literacy & Education Support Committee*¹, which in turn has given responsibility for these activities to its implementation arm, the Financial Literacy & Education Support HQ*². This implementation arm collaborates with organizations participating in the Securities Knowledge Proliferation Project (hereinafter, the "Project" *³) in carrying out its promotion and enlightenment activities.

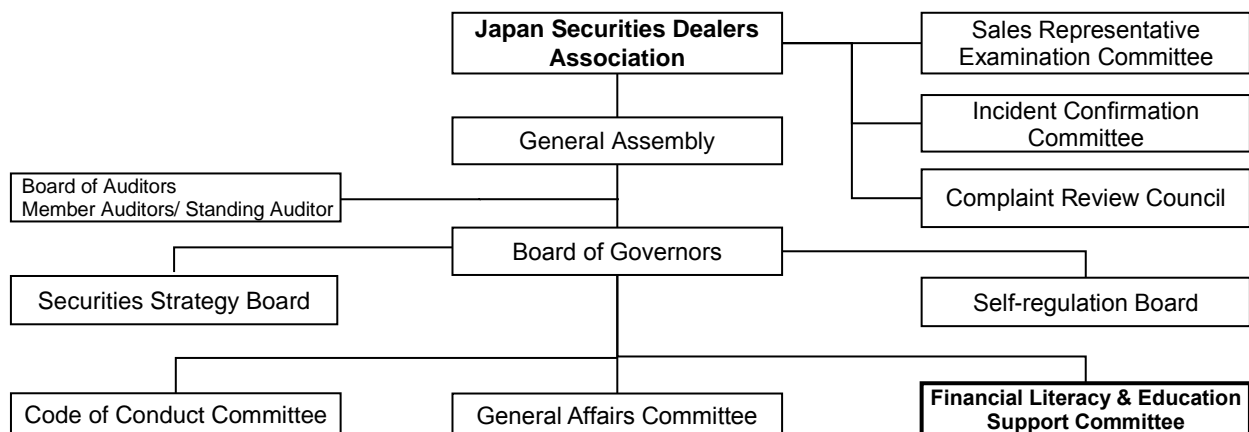
Notes: 1. Based on the JSDA's Articles of Association, the Financial Literacy & Education Support Committee has been given the authority by the Board of Governors to make decisions on matters related to activities to promote and enlighten the public about financial literacy regarding financial instruments and financial indexes and financial markets.

Cautionary Note: in July 2011, the Finance & Securities Education Public Relations Committee, which heretofore has been an affiliated organization of the JSDA was repositioned as a body with delegated authority from the Board of Governors and was renamed as the "Financial Literacy & Education Support Committee," specializing in the promotion and enlightenment of finance and securities education. These changes created an organizational structure and system more conducive to promoting finance and securities education from a neutral and fair perspective.

2. The Financial Literacy & Education Support HQ (hereinafter, the "HQ") has been established as the implementation arm of the Financial Literacy & Education Support Committee to carry out the promotion and enlightenment of the public about securities knowledge regarding financial instruments and financial indexes and financial markets. HQ is able to establish branch offices and has done so in each of the districts in Japan.

3. The Project was formed as a result of changing the original name of the "Project by 5 Associations for Dissemination of Knowledge about Securities" established in February 2001. The Project's goal is to promote and enlighten the public about securities knowledge on a continuous and long-term basis from a fair and neutral point of view. The members of the Project conduct a wide-range of related activities, such as supplying teaching materials useful in teaching financial and economic education in various courses to schools and holding seminars and lectures for general consumers. There are currently member organization of the Project, including the JSDA, the Japan Exchange Group, the Tokyo Stock Exchange, the Osaka Exchange, the Nagoya Stock Exchange, the Fukuoka Stock Exchange, the Sapporo Stock Exchange, the Investment Trusts Association, Japan, and the Association of Nagoya Stock Exchange Trading Participants.

Major Bodies of the JSDA Organization



Categories of Activities of the Financial Literacy & Education Support HQ

The following are the categories of activities carried out by HQ.

Category of Activity	Type of Activity
1. Promotion and Enlightenment Activities for Schools	—
(1) Developing and Providing Teaching Materials	Joint activities under the Project
(2) Activities for School Principals and Teachers	Independent JSDA activities and joint activities under the Project
(3) Providing Information, etc., to Education-Related People and Students	Independent JSDA activities and joint activities under the Project
(4) Support Activities for University Students, etc.	Independent JSDA activities
(5) Participation in International Investor Education Activities	"
(6) Running the "Study Group on the Promotion of Financial and Economic Education"	"
(7) Conducting Surveys of Financial and Economic Education in the Schools	"
2. Promotion and Enlightenment Activities for the General Public	—
(1) Hosting and Promoting Activities Surrounding "Investment Day" Annual Events, etc.	Joint activities under the Project
(2) Producing and Publishing Materials	Independent JSDA activities
(3) Providing Information over the Internet	Independent JSDA activities and joint activities under the Project
3. Other Activities	Activities in collaboration with other related organizations

1-(1) Developing and Providing Teaching Materials

The Hands-On Teaching Materials (Targeting Junior High School Students) "Let's Form a Company! – A Challenge from Mr. X"

Since 2012, the Project has been supplying schools with the hands-on teaching materials “Let's Form a Company! – A Challenge from Mr. X”. The teaching materials focus on the company as one of the central elements of an economy to help students take an interest in and deepen their understanding of the mechanisms and trends of financial markets and the economy. The teaching materials mainly target junior high school students and are structured so they can pick up basic knowledge. The content is also devised to get students to communicate with each other and express their own thinking during the study process.

In the fiscal year ended March 2014, the Project supplied these teaching materials to a total of 322 schools nationwide and 29,830 students. To further popularize and increase the use of these materials, the Project also produced a DVD and a video clip content on the Project’s website for teachers explaining the flow of a class using the materials.



◆ Full set of teaching materials for "Let's Form a Company! – A Challenge from Mr. X"

The Hands-On Teaching Materials (Targeting High School Students) "Three Doors to Understanding the Economy – Let's Take a Voyage of Economic Discovery"

The Project began offering the hands-on teaching materials "Three Doors to Understanding of the Economy – Let's Take a Voyage of Economic Discovery" for the first time in the fiscal year ended March 2014. The teaching materials are divided up in terms of stages of learning, in which students learn about “joint-stock companies”, “finance”, and “exchange rates, interest rates, and the economy”. In addition to teaching the fundamental mechanisms of finance, the materials aim to link the knowledge learned to things going on around the student and the news—enabling students to think about financial matters and form their own opinions. Including civics sector fields in the curriculum, each topic in the materials can be concluded within an hour (50 minutes), making it easy to introduce the course in schools.

In the fiscal year ended March 2014, the Project supplied these teaching materials to a total of 387 schools nationwide and 34,080 students.

In the National Institute on Consumer Education’s “9th Excellent Practice Awards concerning Consumer Education for Schools”, these teaching materials won on an excellence award in the experimental practical study kit category.



◆ Teaching materials for "Three Doors to Understanding of the Economy – Let's Take a Voyage of Economic Discovery"

Stock Market Games Materials

Jointly with the Tokyo Stock Exchange (TSE), JSDA has been offering the “Stock Market Game” for junior high and high school students since 1996. Using a stock trading simulation, students get an idea of how an economy works and learn about economic movements and social mechanisms. In the fiscal year ended March 2014, the JSDA and TSE abolished the markup sheet method used in the past, integrating the game into an internet format. To date, a total of 37,517 students from 803 schools nationwide have used the game.

The JSDA and TSE also invite students and teachers from schools that have used the game to send in their written impressions or write short essays about the game annually. Last year, a total of 1,141 written impressions and 15 short essays were received. Out of these submissions, 15 students (7 junior high school students and 8 high school students) and 7 teachers were given awards. In the current fiscal year, the game has also been corrected for recent changes in the consumption and capital gains tax rates.



◆Teaching materials for the “Stock Market Game”



◆“Stock Market Game”
<http://www.ssg.ne.jp/> (Japanese only)

1-(2) Activities for School Principals and Teachers

Educational Administrators Seminar

Since 2009, the JSDA has annually held an “Educational administrators Seminar.” The purpose of the seminar is to deepen the level of understanding of the necessity of financial and economic education in schools among those responsible for running schools and for educational administrators.

The 2013 seminar was held in August and mainly targeted junior high and high school principals, vice-principals and other educational administrators in Tokyo. A total of 107 people participated in the seminar. The lectures given during the seminar were recorded, edited and posted on the JSDA’s website.



◆Lecture was given during the seminar

Summer Vacation Financial and Economic Education Seminars for Social Studies and Civics Teachers

Every year during summer vacations for schools, the JSDA holds “Summer Vacation Financial and Economic Education Seminars for Social Studies and Civics Teachers.” The seminars target teachers responsible for teaching social studies and civics classes in junior high and high schools with the goal of enhancing the financial and economic education taught in schools. To that end, the seminars provide timely information in tune with the instruction content of school classes covering recent trends and issues in the economy and financial and capital markets. The seminars try to provide information that will be useful in teaching classes.



◆Field trip to a company facility

Typically, lecture themes are set based on the largest number of requests from last year’s seminar participants and include such ingenious ideas as field trips to company facilities and joint hosting with other associations. In the fiscal year ended March 2014, the JSDA held 11 such seminars nationwide, which were attended by 616 teachers. Some of the lectures given in these seminars were also recorded, edited, and posted on the JSDA’s website.

Support for Financial and Economic Education Study Activities by Teachers

JSDA provides support for education study groups. These study groups are gatherings of junior high and high school teachers as well as others and undertake voluntary studies mainly in the financial and economic education field.

As part of its ongoing support, in the fiscal year ended March 2014, the JSDA hosted training sessions and study groups in Osaka and Nagoya seven times in each place, with participation of 417 teachers. In addition to these support activities, the JSDA also provided support by arranging for or dispatching lecturers to 13 groups with a total of 845 members.

Internships for Education-Related People

The JSDA sponsors an “Internships for Education-Related People” program for junior high and high school teachers as well as others interested in securities. The purpose of the program is to deepen the attendees understanding of the securities industry through lectures on the basics of securities, study of teaching materials, observation tours to stock exchanges, and other activities.

In the fiscal year ended March 2014, the JSDA offered these internships once in each place, such as Tokyo (three-day course), Osaka (one-day program), and Nagoya (one-day seminar), with a total of 90 people attending.



◆Observation tour of a stock exchange

1-(3) Providing Information, etc., to Education-Related People and Students

Providing Information to Education-Related People

The Project publishes its information magazine for education-related people, the “Rainbow News,” three times a year. Its goal is to promote the necessity of financial and economic education and the effectiveness of the teaching materials supplied by the Project to people in the education workplace. The magazine features interviews with celebrities, columns on the economy that can be used in classes, reports by teachers on their classes, company interviews, and other information useful for teaching classes in schools.



◆The “Rainbow News” magazine, issue No. 24

Financial and Economic Education Website “Kinyukeizai Navi”

The Project operates “Kinyukeizai Navi,” a financial and economic education website for junior high and high school students and teachers.

The website contains such sections as “Let’s Learn! Finance and Economics,” comics and quiz based courses on basic knowledge for students wanting to learn about securities and finance; “Walking in the Financial District,” offering explanations of various institutions; and the video clip “Hot Blooded! The Economist Family.” In addition, there is a guide for education-related people on how to include the above materials in their lessons, teaching materials provided by the Project, and an information corner on upcoming events.

In the fiscal year ended March 2014, the top page of the website was revamped to make it easier to understand and use.

The teaching materials on the website received an excellence award in the website category of the National Institute on Consumer Education’s “8th Excellent Practice Awards concerning Consumer Education for Schools”.



◆“Kinyukeizai Navi”
<http://www.kinyu-navi.jp/> (Japanese only)

School Student Seminars and Field Trips

JSDA holds these events during the summer and spring breaks of school for elementary and junior high school students and their parents and guardians. Their purpose is to promote understanding of financial and securities schemes, etc., through events that include field trips to companies or exchanges as well as classroom study.

In the fiscal year ended March 2014, the JSDA held these events twice in each of Tokyo, Osaka, and Shikoku, with a total of 350 people participated.



◆Classroom study during an event

1- (4) Support Activities for University Students

Securities and Finance Seminar for University Students

JSDA holds a “Securities and Finance Seminar for University Students” in Tokyo. The seminar aims to provide opportunities to study a wider range of topics, such as basic knowledge about securities investment and defined contribution pension plans, the significance of investment (socially responsible investment), and the role of the stock market.

In the fiscal year ended March 2014, the seminar included an observation tour of a securities company. The tour aimed to get students to understand the business of a securities company and corporate social responsibility (CSR) activities, and become more interested in finance and the economy by experiencing an actual workplace first hand. In addition to the 72 participants in the seminar, a portion of the seminar was streamed live over the Internet. Furthermore, parts of the lectures were recorded, edited and posted on the JSDA’s website.



◆ Seminar lecture

Personal Finance Seminar

JSDA holds a “Personal Finance Seminar” in Tokyo. Targeting university students just about to enter the workforce and new employees that have just started careers, the seminar aims to enhance their financial literacy and enable them to become independent members of society.

In the fiscal year ended March 2014, to respond to the needs of participants, the seminar was designed around small-sized seminars so that people could choose what they were interested in. A total of 153 people attended the various seminars. In addition, the lectures were recorded, edited and posted on the JSDA’s website.



◆ Seminar lecture

Support for the “Securities Seminar Convention”, etc.

The JSDA provides ongoing support for the activities of the national body of university student securities study circles, the “All-Japan Securities Study Student League”. The league’s major event is the “Securities Seminar Convention”, which is held annually in December. In the fiscal year ended March 2014, 758 students attended the convention, representing a total of 31 universities.

The JSDA also supports spring and fall seminars the league holds in each of three regional blocks—Tokyo, Osaka, and Nagoya and other activities.



◆ Scenes from the Securities Seminar Convention

1-(5) Participation in International Investor Education Activities

JSDA is a member of the Advisory Committee of the Asia Forum for Investor Education (AFIE), the Asia-Pacific body for the International Forum for Investor Education (IFIE). During the meetings and conventions held by the AFIE, the JSDA representatives proactively exchange information and opinions and actively have discussions with the representatives of other countries.

In the fiscal year ended March 2014, JSDA participated in the IFIE/IOSCO Investor Education Conference held in Toronto, Canada from June 19 to 21.

1-(6) Running the “Study Group on the Promotion of Financial and Economic Education”

Since the fiscal year ended March 2014, JSDA began supporting the activities of the “Study Group on the Promotion of Financial and Economic Education”. The study group gathers educational and financial experts under one roof to discuss the progress, etc., of financial and economic education in Japan. JSDA also serves as the secretariat of the study group. The discussions of the Study Group are posted on JSDA’s website in the form of the summarized minutes of the meetings.

A Teaching Materials Production Subcommittee has been formed under the Study Group. The subcommittee’s task will be to produce model textbooks and instruction guidebooks that implement the Study Group’s ideas for financial and economic education based on the discussions held in the study group.



◆ Discussion during study group meeting

1-(7) Conducting Surveys of Financial and Economic Education in the Schools

Comprehensive Survey of Financial and Economic Education in Japan’s Junior High and High Schools

During the period from December 2013 to January 2014, a survey was conducted by sending out postal mails to the teachers of social studies, civics, and other subjects in junior high and high schools throughout Japan. A total of 4,462 responses were received. The purpose of the survey was to grasp the status quo of financial and economic education in schools, the awareness of financial and economic education among teachers, and development of the teaching conditions. The results were to provide the basic materials for deliberations by the “Study Group on the Promotion of Financial and Economic Education”.

The compilation and analysis of the survey results are to be collected into a report in the fiscal year ending March 2015. The JSDA intends to make the report publicly available on its website.

2-(1) Hosting and Promoting Activities Surrounding “Investment Day” Annual Events, etc.

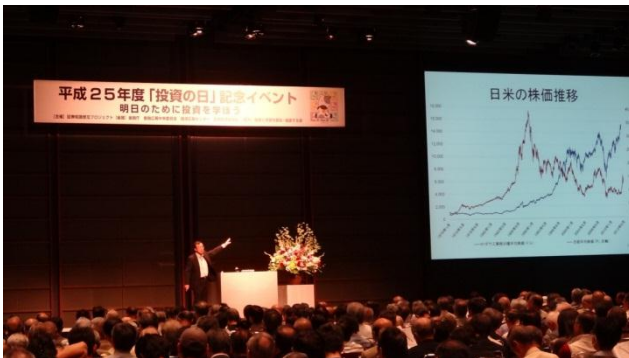
Since deciding on October 4 as “Investment Day” in 1996, JSDA and other securities-related organizations have been holding nationwide annual events surrounding that date as part of the activities of the “Securities Knowledge Proliferation Project”. The events are intended to raise the level of financial literacy among the general public. The Project also holds district events throughout the year taking advantage of local characteristics.

“Investment Day” Annual Events (Regional Lectures, Talk Shows, etc.)

In the fiscal year ended March 2014, from the latter part of September to the start of October, the Project held “Investment Day” (October 4) annual events at 23 venues in 9 districts nationwide. The events chose themes designed to publicize the new Nippon Individual Savings Account (NISA) system in particular and included lectures and talk shows on current economic and financial trends at home and abroad and on creating life plans, savings plans or other financial plans. The events also aimed to alert the public to the dangers of being solicited to buy unlisted stock. In total 5,465 people participated in the events.

In addition, with the exception of certain portions, the October 4th events at Tokyo International Forum were also available for viewing live over the Internet on demand. The lectures and talk shows being held in Osaka and Nagoya were also available for on demand streaming, as the Project aimed to disseminate the information as widely as possible.

◆ October 4, 2013 (Fri) Day Events Tokyo International Forum Hall B7



【Lecture】

“Direction of the Economies of Japan and the World
—NISA and Japan’s Economic Vitality”

Mr. Akio Makabe, Professor, the Faculty of Economics,
Shinshu University



【Lecture】

“Future Direction of the Stock and FX Markets”

Mr. Yoichi Ito, Head of Research, Sumitomo Mitsui
Trust Research Institute Co., Ltd.
[Live Streaming]

◆ October 4, 2013 (Fri) Evening Events Tokyo International Forum Hall B7



【Talk Show】

“Stock Investment and the Appeal of NISA—Mr.
Kiritani vs. an intense FP interviewer”

Ms. Akiko Izumi, Household Economics Journalist
and Financial Planner (FP)

Mr. Hiroto Kiritani, Professional Japanese Chess
Player and Investor

[Live/ On Demand Streaming]



【Lecture】

“The Significance of Investing in Japan’s Future
—A Message for Young People”

Mr. Heizo Takenaka, Professor, Faculty of Policy
Management, Keio University, and Director, Keio
University Global Security Research Institute

Participants in 2013 “Investment Day” Annual Events

District	No. of Venues	No. of Participants
Tokyo	2	1,846
Osaka	2	200
Nagoya	4	967
Hokkaido	2	837
Tohoku	1	82
Hokuriku	3	362
Chugoku	6	646
Shikoku	2	210
Kyushu	1	315
Total	23	5,465

Setting Up NISA Corners

In the lobby of each “Investment Day” annual event held throughout Japan, the Project set up NISA Corners, manned by securities counselors provided by NPO APROSIS. The counselors provided an explanation of the NISA system to 226 people and answered 460 questions and enquiries about eligible financial products from a neutral and fair perspective.

Broadcasting Nationwide Internet Radio Programs and Holding Tie-Up Events

During the three-month period from October to December, the Project has been broadcasting radio shows nationwide on the basics of securities investment. The goal of these activities is to promote a greater understanding of the NISA system and eligible financial products and the proper attitude toward investment, etc., among people unfamiliar with securities investment. The content of the radio shows broadcast over the TOKYO FM network are made available for listening after the show by posting them as podcasts.

In addition, the Project held radio show tie-up events (recorded in front of a live audience) where a celebrity guest knowledgeable about securities investment was invited on the show. Efforts were made to widely disseminate the show content by distributing its live over Nikoniko Doga*¹ and Ustream Japan*² as well as making it available afterward as on demand podcasts.

Notes: 1. A highly popular membership video sharing website in Japan.

2. A HD streaming video platform.

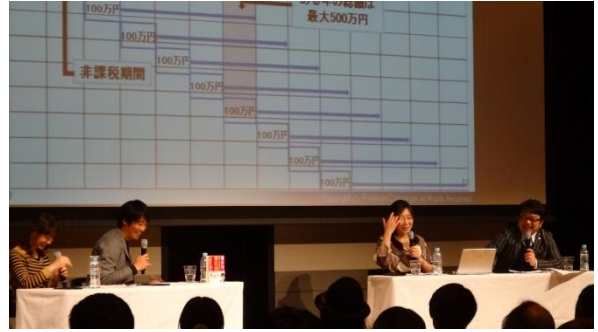
As an experiment, the Project also held a tie-up event with an adult student university (Morning University of Marunouchi), aiming to spread the news about the radio show and the events.

◆Radio Show Broadcast

<TOKYO FM>

- Broadcast Times : Weekly on Thursdays from 7:19 to 7:28 AM from October 4 to December 27
(Total of 13 shows)
- Part of the “Chronos” radio show (broadcast by 38 TOKYO FM affiliated stations)
- Show Name : “Follow Up: Securities Knowledge Proliferation Project—Life and Money 2013”
- Cast : Mr. Tetsuo Nakanishi, “Chronos” show personality
Ms. Akiko Izumi, Household Economics Journalist and Financial Planner (FP)
Mr. Shinobu Naito, Representative Director and CEO of Asset Design Laboratory Co., Ltd.

◆Radio Show Collaborative Event



- Venue : Bellesalle Hanzomon (Tokyo)
- Talk show : “NISA (tax exemption program for small amount investments by individual investors), Launched! Let’s Get Started with Your Money Plan”
- No. of Participants : 264
- Cast : Mr. Tetsuo Nakanishi, “Chronos” Show Personality
Ms. Akiko Izumi, Household Economic Journalist and Financial Planner (FP)
- Guest : Mr. Hiroyuki Amano, “Kyaeen” Comedy Duo, Celebrity
[Live/ On Demand Streaming]

Public Relations Activities for “Investment Day” Events

On Tuesday, September 24, JSDA Chairman Kazutoshi Inano and “Toushi-kun”, mascot character of the Project, were on hand in the open plaza at the Tokyo International Forum to participate in PR activities for “Investment Day” annual events. PR activities were also carried out at nearby Tokyo station (Marunouchi) and Yurakucho station.



Special Feature Advertisements and Leaflet

The JSDA placed several special feature advertisements in major newspapers as part of its publicizing of “Investment Day” annual events. One was a discussion between JSDA Chairman Kazutoshi Inano and freelance newscaster Ms. Yumi Karahashi placed in the morning edition of the nationally distributed Asahi Shimbun (Asahi Newspaper), while the other was an interview of JSDA Chairman Kazutoshi Inano on financial literacy and other topics placed in the morning edition of the nationally distributed Nihon Keizai Shimbun. Both advertisements included a section on “Investment Day’ Test,” which mainly covered the NISA program, that lead readers to a special website page on “Investment Day.”

In addition to these advertisements, the JSDA produced a leaflet on “Investment Day” annual events in the shape of a hand-held paper fan. A total of 145,630 paper fans were distributed to 94 JSDA member firms requesting them to be handed out to customers at their counters.



◆Asahi Shimbun advertisement (full-page, placed on October 4)



◆Nihon Keizai Shimbun advertisement (full-page, placed on October 4)



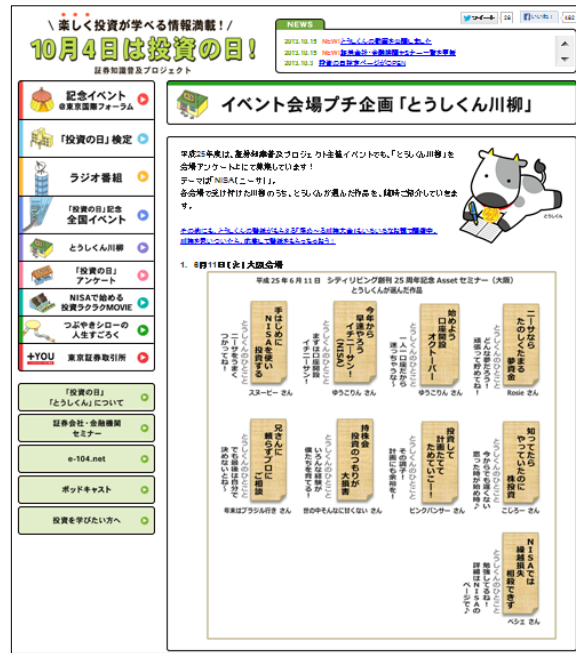
◆“Investment Day’ Test” website



◆“Investment Day” Event “Toshi-kun face shaped fan” leaflet

“Investment Day” Annual Event Special Website

JSDA set up a special website on “Investment Day” annual events on its own website. The website contained advertisements and public relations sections on “Investment Day” annual events and linked visitors to event application sites. At March 31, 2014, the website had been accessed 153,272 times.



< Posted Content >

- Information on radio shows and events
- Information on events in each district
- “Investment Day” Test
- “Toushi-kun Satirical Poetry (Senryu)” Project
- “Investment Day” survey
- Seminars held by securities companies and financial institutions, etc.

Follow-Up Survey

To measure the impact of “Investment Day” annual events, the JSDA continuously conducted a survey of participants in events on their investment behavior, etc., after attending the events in the fiscal year ended March 2014.

The JSDA received responses from 1,989 people. Looking at their answers, the results showed that the younger or the less experienced in investment they are, the less interested they tend to be in the NISA program. In other words, they were confused about how to use NISA, therefore, they wouldn’t use it. As grounds for their lack of interest, the trend was for respondents to give reasons related to asset reserves for investment and financial knowledge, etc. They said they did not have an adequate amount of surplus cash, didn’t know which financial products they should buy, and didn’t want to take any risks. These results confirmed that the priority targets of efforts to promote and enlighten people about financial literacy should be young people and people without investment experience.

Securities Knowledge Promotion and Enlightenment Events in Each District

In addition to “Investment Day” annual events, throughout the year, the Projectheld promotion and enlightenment events for women at halls in two districts, with a total of 475 people attending.

<Seminar for Women>

- ◆ February 5 (Wed), 2014:
Otemachi Sankei Plaza (Tokyo)

Jointly hosted seminar by City Living Magazine



【Speech and Q&A】
“Increase your money wisely using NISA Happy Money Lesson 2014”

Ms. Masako Magai, Financial Planner (FP)

[Live/On Demand Streaming]

- ◆ June 11 (Tue), 2013: AP Hall (Osaka)

Asset Seminar Commemorating 25th Anniversary of Inaugural Issue of City Living



【Speech and Talk Show】
“Let’s Learn About Investment”

Mr. Mitsuhiro Mori Certified Tax Accountant, CFP, Senior Manager, Tokyo Corporate Information Div., Meinan Keiei Consulting Firm

Ms. Aya Maeno, Financial Planner (FP), Chief Representative of FP Office will

Participation in Independent District Events in Fiscal Year Ended March 2014

District	No. of Venues	No. of Participants
Tokyo	1	278
Osaka	1	197
Total	2	475

Activities to Alert People about Solicitations to Buy Unlisted Stocks

As an information dissemination action to protect investors, JSDA distributes leaflets to alert people about the dangers of being solicited to buy unlisted stocks at all of its promotional and enlightenment events. Moreover, the JSDA also alerts participants at events by notifying them about the degree of damage done by such unlisted stock solicitations scams and the methods, etc., used.

2-(2) Producing and Publishing Materials

To promote and enlighten people about securities knowledge, the JSDA produces pamphlets, etc. for the general public about stocks, bonds, and investment trusts, offering them for a small fee (publications from 1. to 4. are free of charge for individuals). The JSDA also distributes these pamphlets, etc. free of charge to participants of events held by the Project.

Furthermore, to improve the convenience of acquiring these pamphlets, etc., by users, full PDF versions are available free of charge on the JSDA's website.

Current Publications

Publication Category (Edition/Format)	Price (tax included)	Production Volume (fiscal year ended March 2014)
 <p>1. “First Time! Asset Management”</p> <p>Aimed mainly at young people in their 20s and 30s, particularly those entering the workforce for the first time, this is a primer that explains in a simple and easy-to-understand manner the importance of life plans and money plans and basic knowledge about financial products. (2nd Edition/A4 size, 34 pages)</p>	¥100	13,000 copies
 <p>2. “Investment <i>Dojo</i> Basic Guide for Securities Investment”</p> <p>An introductory guide for beginners. The pamphlet offers basic knowledge on the proper attitude for securities investment, the characteristics of the different types of products, such as stocks, investment trusts, and bonds, and how to collect and analyze specific information. It also explains the small amount investment tax exemption program (NISA) that began in January 2014. (1st Edition/B5 size, 58 pages)</p>	¥130	16,000 copies
 <p>3. “Introduction to Defined Contribution Pension Plans”</p> <p>A primer that explains in an easy-to-understand manner the schemes, characteristics, and cautionary points of defined contribution pension plans. (2nd Edition/A4 size, 20 pages)</p>	¥100	6,000 copies
 <p>4. “Securities Tax System Q&A for Individual Investors”, FY2013 Edition</p> <p>A pamphlet that explains the securities tax system to individual investors in an easy-to-understand and compact manner using a Q&A format with illustrations and charts. (1st Edition/A4 size, 20 pages)</p>	¥50	141,600 copies
 <p>5. “Guide to FY2013 Securities Tax System Tax Reforms”</p> <p>This pamphlet uses charts and a Q&A format to explain in detail the securities tax system in a manner easy to understand even by individual investors. (1st Edition/B5 size, 161 pages)</p>	¥300	10,000 copies

2-(3) Providing Information Over the Internet

Video Clip Content

Recorded seminars and events are posted on JSDA's website as video clips, etc.

i. Distribution of Portions of Seminars and Events

Seminar/Event	Content Name	Details	
Seminars for Education-Related People	"Summer Vacation Financial and Economic Education Seminars"	Theme: "Global Economic Trends Explained by History" Lecturer: Mr. Yukimitsu Sanada, Professor, Faculty of Business, Aichi Shukutoku University	
		Theme: "'Live Joint-Stock Company Management' Not Found in Textbooks—Creating the 21 st Century through Sapporo's Nature and People" Lecturer: Mr. Hisao Hoshino, Representative Director and CEO, Sapporo Development Corporation	
		Theme: "Example of a Lesson Using—Let's Form a Company! – A Challenge from Mr. X" Lecturer: Mr. Katsuya Takahashi, Senior Instructor, Tokyo Metropolitan Ohshukan Secondary Education School	
		Theme: "Will the "Three Arrows" of Prime Minister Abe Stimulate Japan?" Lecturer: Mr. Robert Feldman, Managing Director, Chief Economist and Head of Fixed Income Research at Morgan Stanley MUFG Securities, Morgan Stanley MUFG Securities Co., Ltd.	
		Theme: "Reasons for Fluctuating Exchange Rates and their Impact—Learning from Theory and Actual Movement in the Yen Market" Lecturer: Mr. Nobuyuki Fukui, Professor, Economics Department, Faculty of Economics, Hiroshima University of Economics	
	"Educational Administrators Seminar"	Theme: "Skills a Student Needs to Acquire in the International Society of the Future" Lecturer: Mr. Péter Frankl, Senior Director, Sansu Olympics Committee	
		Theme: "Learning Corporate Organizational Management from Orient Land" Lecturer: Mr. Akira Takeuchi, former director, Oriental Land Co., Ltd.	
		Theme: "Toward Fostering Independent Adults—Why Do We Need Financial and Economic Education?" Lecturer: Mr. Hiroshi Ishige, Professor, Department of Economics, Teikyo University	
	Seminars for University Students	"Securities and Finance Seminar for University Students"	Theme: "For University Students in Charge of the Future—The Necessity of Financial Literacy" Lecturer: Mr. Kazutoshi Inano, Chairman, JSDA
			Theme: "Finance and Securities for Beginners" Lecturer: Mr. Akio Makabe, Professor, the Faculty of Economics, Shinshu University
"Personal Finance Seminar for Graduating Students and First-Year Employees"		Theme: "Things You Should Know Before Getting a Job! Basic Money Skills" Lecturer: Mr. Ryota Ito, Director, Skirr Japan Co., Ltd., CFP Ms. Yuko Muramatsu, Securities Counselor, APROSIS Host: Ms. Yuka Endo, Freelance Announcer	
		Theme: "Explanation of Key Economic and Finance Terms Useful for Job Searches" Lecturer: Mr. Chiaki Wakazono, Senior Researcher, Japan Securities Research Institute	
		Theme: "Personal Finance in Practice—Let's Set Up a Life Plan!" Lecturer: Mr. Ryota Ito, Director, Skirr Japan Co., Ltd., CFP	
		Theme: "Asset Management and Investment in Practice—Toward 401k and NISA" Lecturer: Mr. Shuhei Goto, Securities Counselor, APROSIS	

Seminar/Event	Content Name	Details
Seminars/Events for the General Public	“Investment Day” Events	Theme: “Direction of the Economies of Japan and the World—NISA and Japan’s Economic Vitality” Lecturer: Mr. Akio Makabe, Professor, the Faculty of Economics, Shinshu University
		Theme: “Stock Investment and the Appeal of NISA—Mr. Kiritani vs. an Intense FP Interviewer” Cast: Ms. Akiko Izumi, Household Economic Journalist and Financial Planner (FP) Mr. Hiroto Kiritani, Professional Japanese chess player and investor
	“Investment Day” Event	Theme: “You Must Know at Least This! Pointers on Stocks and Investment Trusts and NISA” Lecturer: Ms. Yoshiko Kimura, Economic Critic
	TACTY IN THE MORNING Securities Knowledge Proliferation Project MY LIFE	Theme: “How to Get Match Money Habits with Your Type of Life” “The ABCs of Starting to Learn about Investment and NISA” “What is Investment to You?” Cast: Ms. Amiru Kawashima, Celebrity Ms. Tomoko Kubo, Securities Counselor, APROSIS Mr. Takuto Onuki, FM 802 Radio Personality and MC
“Increase your money wisely using NISA Happy ☆ Money Lesson 2014”	Theme: “Complete Understanding of NISA! Asset Management Lecture for Women” Lecturer: Ms. Masako Magai, Financial Planner (FP)	

ii . Study Video Clip Content

Website Posted On	Content	Details
<i>Kinyukeizai Navi</i>	About 3 Minutes Theater “Hot Blooded! The Economist Family.”	Skit 1: “Choosing Financial Assets is the Same as Choosing Fashions?” Skit 2: “Let’s Diversify Risk!” Skit 3: “I’m a Stockholder!” Skit 4: “Why Do Stock Prices Move?” Skit 5: “Information is the Key!” Skit 6: “Financial Statements are Companies Report Cards?” Skit 7: “What do Strong Yen/Weak Yen Mean?” Skit 8: “Reasons Stock Prices Move! FX and Stock Prices” Skit 9: “Why Do Interest Rates Change?” Skit 10: Reasons Stock Prices Move! Interest Rates and Stock Prices” Skit 11: “What is GDP?” Skit 12: “Why Does the Economy Change?” Skit 13: “What is a Stock Index?” Skit 14: “Lucky Grab Bags and ETFs Are the Same?” Skit 15: “What Does Our Society Need?”
JSDA Website	Understandable Securities Investment Basic Knowledge	Lesson 1: Introductory Securities Investment Lesson 2: Introductory Investment Trusts Lesson 3: Introductory Stock Investment Lesson 4: Introductory Bond Investment

iii. Game Content

	Content	Details
Games	Shiro Tsubuyaki ‘s Snakes and Ladders of Life	A game that makes you think about what happens when various events occur in your life. How much money do you need? What’s the best way to set up a money plan to prepare for those events?
	Quiz Finance and Economics de BINGO	A bingo game where players try and line up markers by correctly answering questions about financial and economic knowledge divided into beginner, intermediate, and expert levels.

iv. Others

	Content	Details
Others	Mascot Character Toushi-kun PR CM	PR video of Toushi-kun, the mascot character of the Project

(At March 31, 2014, 41 items posted)

3 Other Activities

From the perspective of mutually increasing efficiency and other aspects, JSDA collaborates with other related organizations promoting financial and economic education the follow types of activities.

Cooperation with the “Financial and Economic Education Committee”

The “Financial and Economic Education Committee” (Secretariat: Central Council for Financial Services Information) is discussing the “minimum requirement standards for financial literacy by subject and age level”. Among the items being discussed by the council, the JSDA is providing information and opinions on such subjects as “asset formation products”.

“Money Plan Guide for First-Time Employees” Kit

Aimed at university students, new employees who have just started careers, and young people, this “Money Plan Guide for First-Time Employees” kit is a collection of DVDs and publications produced by various related organizations. Its purpose is to emphasize the importance of life plans and money plans to enable them to obtain the basic knowledge about financial products and defined contribution pension plans.

In the fiscal year ended March 2014, a total of 4,000 kits were made and distributed.



◆Kit Content (At March 31, 2014)

- DVDs: 1. Bright Future My Life Plan! (JSDA, Japan Association for Financial Planners)
2. Teach Me! Shinozaki-Senpai—Understandable Securities Investment Basic Knowledge (JSDA)

CD-R: 3. Shiro Tsubuyaki 's Snakes and Ladders of Life (JSDA)

Publications:

4. “Helpful Handbook for the Money Plans of Young Company Employees!” (Japan Association for Financial Planners)
5. “First Time! Asset Management” (JSDA)
6. “Investment *Dojo* Basic Guide for Securities Investment” (JSDA)
7. “The Joint-Stock Company and the Stock Market Scheme” (JSDA)
8. “Easy-to-Understand Investment Trust Guide” (Investment Trusts Association, Japan)
9. “Do You Know about Us? Tokyo Stock Exchange” (T S E)
10. “Introduction to Defined Contribution Pension Plans” (JSDA, The Japan Chamber of Commerce and Industry Pension Education Center)

Links to Web Content Related to Learning about Finance and the Economy

Web contents related to learning about finance and the economy of each related organization have been assembled and used to produce a links page categorized by user and purpose and posted on the JSDA website.

◆Participating Organizations

JSDA; Financial Services Agency; Central Council for Financial Services Information; Shiruporuto; The Project; Tokyo Stock Exchange; Osaka Exchange; The Investment Trusts Association, Japan; APROSIS

日本証券業協会
Japan Securities Dealers Association

[English](#) > [サイトマップ](#) > [お問い合わせ](#)

日証協とは 検索

学ぶ
金融・証券に関する学習情報

調べる
各市場関連の情報

知る
証券会社などの情報

備える
安心して投資をするための情報

資料室
統計情報などの各種資料

日証協の活動
会員会見や政策提言など

現在位置 [ホーム](#) > [学ぶ](#) > 金融経済*学習お役立ちナビ

金融経済*学習お役立ちナビ

関連団体による金融・経済に関する学習リンク集です。
2014.4.16更新

参加団体
金融庁、知事らと(金融広報中央委員会)、証券知識普及プロジェクト、東京証券取引所、大塚取引所、投資信託協会、エイプロシス、日本証券業協会

[セミナー・イベントに参加したい](#) / [語彙で学習したい\(Webテキスト\)](#) / [動画・アニメで学習したい](#) / [刊行物を取りたい](#) / [資料がほしい](#) / [講師派遣を依頼したい](#) / [教材\(ツール\)を利用したい](#) / [メールマガジンを購読したい](#)

セミナー・イベントに参加したい

一般の方向け	教育関係者向け	学生向け
<ul style="list-style-type: none"> ▶ セミナーで学ぶ (金融広報中央委員会) ▶ イントロネット (証券知識普及プロジェクト) ▶ 東証アカデミー (東京証券取引所) ▶ Q&Aセミナー (大塚取引所) ▶ 投資セミナー (投資信託協会) ▶ +YOU(プラスユー) (東京証券取引所) 	<ul style="list-style-type: none"> ▶ 金融教育ステーション (金融広報中央委員会) ▶ 教員向けプログラム (東京証券取引所) ▶ 小・中・高校生向けプログラム (東京証券取引所) ▶ セミナー情報(教育関係者向け) (日本証券業協会) 	<ul style="list-style-type: none"> ▶ 大学生向けプログラム (東京証券取引所) ▶ セミナー情報(学生向け) (日本証券業協会)

▶ [ページトップへ](#)

読んで学習したい(Webテキスト)

一般の方向け	教育関係者向け	学生向け
	<ul style="list-style-type: none"> ▶ まなぼう!金融経済 (金融経済、株式、債券、ライフプラン) (証券知識普及プロジェクト) ▶ シェア先生の経済教室 (東京証券取引所) 	
<ul style="list-style-type: none"> ▶ ファミリー (暮らしに身近なお金の情報) (金融広報中央委員会) ▶ シニア (年金、相続、保険などについて) (金融広報中央委員会) ▶ 暮らしとおかかわるアカウンタ (契約・遺言・ライフプラン) (金融広報中央委員会) ▶ 金融商品なんでも百科 (金融広報中央委員会) ▶ 株主総会の基礎知識 (東京証券取引所) ▶ 資産運用をはじめよう (投資信託協会) ▶ 投資信託ってなんだろう (投資信託協会) ▶ ETFってなんだろう (投資信託協会) ▶ マンガで学べる投資信託 (投資信託協会) 		<ul style="list-style-type: none"> ▶ まっす (幼稚園、小学生向け) (金融広報中央委員会) ▶ ヤング (中・高校生から若手の社会人向け) (金融広報中央委員会)

■ 学ぶ

投資を学びたい方へ

- > [ゲームで学ぶ](#)
- > [ついでにシニアの人生まで](#)
- > [動画で学ぶ](#)
- > [よくわかる証券投資の基礎知識](#)
- > [証券投資の基礎](#)
- > [株式投資の基礎](#)
- > [投資信託の基礎](#)
- > [債券投資の基礎](#)
- > [もっと知りたい!Q&A](#)
- > [各種刊行物](#)
- > [セミナー・イベント](#)
- > [各種動画](#)
- > [金融・証券用語集](#)
- > [相場格言集](#)

投資者の方へ
Investors

学生・教育関係者の方へ
Students and Educators

市場関係者の方へ
Market participants

報道関係者の方へ
Press

じしゅきせい
【自主規制】について