



日本証券業協会  
Japan Securities Dealers Association

# Summary of Financial Literacy and Education Support Activities for FY2019 (April 2019 – end of March 2020)





日本証券業協会  
Japan Securities Dealers Association

# Activities for Schools



	Elementary School	Junior High School	High School	University
Developing and Providing Hands-on Teaching Materials	<b>Let's Form a Stock Company!</b> <b>A Challenge from Mr. X *1</b>			FY19: 414 institutions; 43,404 participants FY18: 355 institutions; 35,255 participants
	<b>Three Doors to Understanding the Economy</b> <b>Let's Take a Voyage of Economic Discovery *1</b>			FY19: 342 institutions; 31,847 participants FY18: 317 institutions; 29,722 participants
	<b>Immersion!</b> <b>The Economic World For Everybody</b>			FY19: 244 institutions; 19,803 participants FY18: 187 institutions; 13,837 participants
	<b>Stock Learning Game *2</b>			FY19: 842 institutions; 43,062 participants FY18: 810 institutions; 41,178 participants
	<b>Stock Company System and Securities Market Framework</b>			FY19: 13,022 copies FY18: 10,770 copies
Providing Information for Educators and Schools	<b>Seminar for Teachers</b>			FY19: 608 participants (12 venues in Japan) FY18: 652 participants (13 venues in Japan)
	<b>Subscribers to the E-mail Newsletter for Educators</b>			End of FY19: 4,720 subscribers End of FY18: 3,500 subscribers
	<b>Website "Kinyukeizai Navi" *1</b>			FY19: 199,715 page views FY18: 152,745 page views
	<b>"Rainbow News" Information Magazine for educators *1</b>			20,000 copies per issue (3 p.a.)
	<b>Teaching Certificate Renewal Course Materials</b>			FY19: 1,115 educators FY18: 756 educators
Dispatching Lecturers for Schools	<b>Visiting Lectures (Saturday Educational Activities, etc.)</b>			FY19: 98 institutions (213 classes; 6,193 participants) FY18: 138 institutions (293 classes; 9,192 participants)
				<b>Visiting Lectures *1</b> FY19: 105 universities (177 lectures; 12,219 participants) FY18: 127 universities (235 lectures; 15,472 participants)
Offering Support/ Collaboration	<b>Support for "Study Group on the Promotion of Financial and Economic Education" (Chaired by Naoyuki Yoshino)</b>			
				<b>Support for All-Japan Securities Study</b> FY19: 29 universities, 42 organizations, 551 participants FY18: 32 universities, 50 organizations, 646 participants
Global Activity	<b>Participation in International Investor Education Activities</b>			

\*1 Securities Knowledge Proliferation Project

\*2 Joint project with the Tokyo Stock Exchange

# 1. Developing and Providing Teaching Materials

## (1) Hands-on teaching material

“A Challenge from Mr. X”

### (1) Hands-on teaching material: “Let’s Form a Stock Company! A Challenge from Mr. X” (for junior high and high school students)

- Hands-on teaching material aimed at deepening students’ understanding of the structure, roles and social responsibility, etc. of stock companies as well as how finance works. Provided free of charge to interested institutions.
  - Classes are conducted largely through group work, where students are asked to think about planning and funding for a company, or discuss the impacts of economic news on corporate performance.
- Teaching materials were used by 43,404 students in 414 institutions across Japan in FY19.  
(35,255 students in 355 institutions across Japan in FY18)

\*About 260,000 students in 2,600 institutions in total have used the material since it was first provided in FY12.

[Securities Knowledge Proliferation Project]

#### ◆Teaching Material Kit



The kit is composed of three parts and can be adapted to a single class  
Instruction guidelines and video clips for teachers are attached



◆Video clip for teachers

<http://www.kinyu-navi.jp/textbook/contents8/index.html>

# 1. Developing and Providing Teaching Materials

## (2) Hands-on teaching material

### “Three Doors to Understanding the Economy”

## (2) Hands-on teaching material:

### “Three Doors to Understanding the Economy: Let’s Take a Voyage of Economic Discovery”

#### (for junior high and high school students)

- Hands-on teaching material aimed at deepening students’ understanding about the economy and the basic structure of the financial framework, and to promote thoughts on current affairs based on acquired knowledge. Provided free of charge to interested institutions.
  - Class is conducted by facilitating thoughts by students through group work on three themes, i.e., “stock companies,” “direct and indirect financing,” and “framework for foreign exchange, interest rates, and the economy” (one theme per 50-minute class)
- Teaching materials were used by 31,847 students in 342 institutions across Japan in FY19 (29,722 students in 317 institutions across Japan in FY18)

\*About 210,000 students in 2,300 institutions in total have used the material since it was first provided in FY13.

[Securities Knowledge Proliferation Project]

#### ◆Teaching Material Kit



The kit is composed of three parts and can be adapted to a single class  
Instruction guidelines and video clips for teachers are attached

#### ◆Video clip for teachers

<http://www.kinyu-navi.jp/textbook/contents9/index.html>

# 1. Developing and Providing Teaching Materials

## (3) Quick teaching material

“Immersion! The Economic World For Everybody”

### (3) Quick teaching material: “Immersion! The Economic World For Everybody” (for junior high and high school students)

- Quick teaching material designed to deepen knowledge on finance, economy and society through discussion after viewing a recorded NHK television program. Provided free of charge to interested institutions.
  - Class on seven key phrases appearing in junior high and high school civics and home economics textbooks can be conducted using part of a teaching session (within 20 minutes).
- Teaching materials were used by 19,803 students in 244 institutions across Japan in FY19.  
(13,837 students in 187 institutions across Japan in FY18)

\*About 40,000 students in 500 institutions in total have used the material since it was first provided in FY17.

#### ◆Teaching Material Kit



#### ◆Workbook



#### ◆7 Key Phrases

CONTENTS		
1. 株式会社	【基礎編】	株式会社のなりたち
2. 株式会社	【応用編】	株式会社の仕組み
3. 間接金融	【基礎編】	銀行の役割
4. 間接金融	【応用編】	お金を借りてみよう
5. 直接金融	【基礎編】	直接金融の仕組み
6. 直接金融	【応用編】	株式の特徴
7. 株式市場	【基礎編】	発行市場と流通市場
8. 株式市場	【応用編】	企業の業績と株価の関係
9. 経済的な自立	【基礎編】	どう稼ぐ? どう貯める? (収入と貯蓄)
10. 経済的な自立	【応用編】	家計のマネジメント
11. 金融商品	【基礎編】	金融商品とは?
12. 金融商品	【応用編】	金融商品の選び方
13. 持続可能な社会	1	家計と社会のつながり
14. 持続可能な社会	2	金融を通じた社会参画



# 1. Developing and Providing Teaching Materials

## (4) Simulation-type teaching material

### “Stock Learning Game”

## (4) Simulation-type teaching material: “Stock Learning Game” (for junior high, high school, and university students)

- Teaching material designed to study actual movements in economy and society that cause changes in share prices through simulated stock trading at school classes, etc. Provided free of charge to interested institutions.
- 43,062 students in 842 institutions across Japan participated in FY19.  
(41,178 students in 810 institutions in FY18)

\*About 1,090,000 students in 22,000 institutions in total have used the materials since it was first provided in FY95.

[Joint project with the Tokyo Stock Exchange]

### ◆Teaching Material Kit



### ◆Website

(<http://www.ssg.ne.jp/>)

**株式学習ゲーム**  
～株式で学ぶ経済の動き～

チーム用メニュー  
 > 売買データ入力  
 > 注文確認・変更  
 > 取引結果一覧  
 > チーム順位表

**取引結果一覧**

2013年10月30日  
JTK高校  
チーム名  
チームA協

Aコース 2013年10月29日現在

保有株式の状況を確認する

Aコース/チームA協/0017

a.取引報告書 2013年10月29日現在

銘柄コード	銘柄名	売買	約定日	株数	単価	金額	元金	エラー
4661	OLC	買	10月28日	100	15,280	1,528,000	1,528,000	
8136	サンリオ	買	10月28日	200	5,540	1,108,000	1,108,000	

手降現金残高 7,386,000

b.保有株式の状況

銘柄コード	銘柄名	保有数	現在値	評価額
4661	OLC	100	15,560	1,556,000
8136	サンリオ	200	5,430	1,086,000

時価評価額合計 2,642,000  
資産合計 10,008,000

# 1. Developing and Providing Teaching Materials

## (5) Finance and securities study material

### “Stock Company System and Securities Market Framework”

## (5) Finance and securities study material: “Stock Company System and Securities Market Framework” (for high school and university students)

- Supplementary teaching materials that provide easy-to-understand explanations on the roles of the stock company system and the economic significance of stocks, etc. using illustrations mainly targeting high schools are provided free of charge to interested institutions.
- 13,022 copies were provided in FY19  
(10,770 copies in FY18)

### ◆Teaching Material





## 2. Providing Information for Educators and Schools

### (1) Seminars for Teachers

#### (1) Seminars for Teachers

##### (i) Seminars for teachers (mainly for civics and social studies teachers)

- Mainly targets junior high and high school civics and social studies teachers, aiming to provide information on the economy and the financial and capital markets to supplement the content of school classes, as well as information about the hands-on teaching materials provided by JSDA
  - The program includes lectures by experts on the themes in which teachers are interested, as well as workshops utilizing hands-on teaching materials, run in cooperation/collaboration with the Japan Association of Civics and Social Studies Education and the Central Council for Financial Services Information, etc.
  - Held with the support of the boards of education of 47 prefectures
- 497 participants at 9 venues across Japan in FY19 (April through December)  
(512 participants at 10 venues across Japan in FY18)
- Transcripts of some of the lectures from the seminars are published on the JSDA website (Japanese only)

◆ Lectures/  
Observational tours



##### (ii) Finance and Securities Experiential Learning Program for Teachers

- Program aimed at deepening understanding of the stock company system and securities market by elementary, junior high and high school teachers interested in securities, regardless of their specialized subjects. Held in Tokyo (August), Osaka (December), and Nagoya (December)
  - Lectures on the basics of securities, workshops on teaching materials, observational tour of stock exchange, etc.
- Total of 111 participants (49 in Tokyo, 36 in Nagoya, and 26 in Osaka) in FY19  
(Total of 139 participants in FY18: 48 in Tokyo, 45 in Nagoya, and 47 in Osaka)



## 2. Providing Information for Educators and Schools

### (2) E-mail newsletter for educators: “Finance and Economy in 5 minutes”

### (2) E-mail newsletter for educators: “Finance and Economy in 5 minutes”

- An e-mail newsletter that provides explanations, basic knowledge, and tips on teaching classes on economy/finance/securities related topics with sample blackboard scripts is distributed three times each month
  - Written by experts in finance/economics and finance/economics education (economists, university professors, FPs)
- 4,720 subscribers as of end March 2020  
(3,500 subscribers as of end March 2019)

#### ◆Topics

- ✓ **“Now I Get It! The Economy News”**  
Fun explanation of news topics that may be of interest to students of economics and finance
- ✓ **“My Surefire Topic to Make Classes Interesting”**  
Introducing the infallible class topics by experts in various areas
- ✓ **“Useful Finance FYI”**  
Explanations on subjects that could also be useful for teachers, including financial terms, the latest financial systems and products, etc.



5分で読める  
金 融 経 済  
読者から選んだ最新の話題を  
vol. 119

### 株式会社を作ってみよう

文 徳 誠 義

今回は、株式会社の仕組みについて解説します。株式会社の定義、設立の手続き、株主の権利と義務、そして株式会社のメリットとデメリットについて詳しく説明します。

【授業の流れ】

- 株式会社の定義と種類
- 株式会社の設立手続き
- 株主の権利と義務
- 株式会社のメリットとデメリット

【授業のゴール】

- 株式会社の定義と種類を理解する
- 株式会社の設立手続きを理解する
- 株主の権利と義務を理解する
- 株式会社のメリットとデメリットを理解する

【授業の準備】

- 株式会社の定義と種類に関する資料
- 株式会社の設立手続きに関する資料
- 株主の権利と義務に関する資料
- 株式会社のメリットとデメリットに関する資料

【授業の進め方】

- 導入：株式会社の定義と種類について説明する
- 本題：株式会社の設立手続き、株主の権利と義務、そして株式会社のメリットとデメリットについて詳しく説明する
- まとめ：株式会社の定義と種類、設立手続き、株主の権利と義務、そして株式会社のメリットとデメリットについて要約する

【授業の評価】

- 授業の理解度をチェックする
- 授業の参加度をチェックする
- 授業の満足度をチェックする

5分で読める  
金 融 経 済  
読者から選んだ最新の話題を  
vol. 119

### 銀行から借りた事業を継続する

文 徳 誠 義

今回は、銀行から借りた事業を継続する方法について解説します。銀行からの借入金の返済方法、事業の継続に必要な資金の調達方法、そして事業の継続に必要なスキルについて詳しく説明します。

【授業の流れ】

- 銀行からの借入金の返済方法
- 事業の継続に必要な資金の調達方法
- 事業の継続に必要なスキル

【授業のゴール】

- 銀行からの借入金の返済方法を理解する
- 事業の継続に必要な資金の調達方法を理解する
- 事業の継続に必要なスキルを理解する

【授業の準備】

- 銀行からの借入金の返済方法に関する資料
- 事業の継続に必要な資金の調達方法に関する資料
- 事業の継続に必要なスキルに関する資料

【授業の進め方】

- 導入：銀行からの借入金の返済方法について説明する
- 本題：事業の継続に必要な資金の調達方法、そして事業の継続に必要なスキルについて詳しく説明する
- まとめ：銀行からの借入金の返済方法、事業の継続に必要な資金の調達方法、そして事業の継続に必要なスキルについて要約する

【授業の評価】

- 授業の理解度をチェックする
- 授業の参加度をチェックする
- 授業の満足度をチェックする

## 2. Providing Information for Educators and Schools

### (3) Website

“Kinyukeizai Navi”

### (3) “Kinyukeizai Navi” website (<http://www.kinyu-navi.jp/>)

- Established primarily for teachers and students of junior high and high schools, to allow them a platform on which they can learn the basics of securities and finance through their computers or smartphones
- The website includes information on teaching materials and events (e.g. seminars for educators) provided by the Securities Knowledge Proliferation Project, as well as the following:
  - “Clear-Cut Economy News” (commentary on monthly news in conversational format)
  - “Let’s Learn! Finance and Economics” (comics and quiz-based courses on basic knowledge)
  - “Walking in the Finance District” (illustrated explanation of various financial institutions)
  - “Hot Blooded! The Economist Family!!” video (short video clip on a family resolving the mysteries of financial and economic frameworks)
- 199,715 page views in FY19 (152,745 page views in FY18)

[Securities Knowledge Proliferation Project]



## 2. Providing Information for Educators and Schools

### (4) “Rainbow News” information magazine for educators

#### (4) “Rainbow News” information magazine for educators

- An information magazine aimed at a wide range of educators to promote education on finance and the economy. Sent to junior high and high schools, as well as the boards of education across Japan, three times a year (about 20,000 copies for each issue)
- Topics include:
  - Interviews with celebrities concerning education on finance and the economy
  - Explanation of economic topics and phrases
  - Class reports by teachers (use of hands-on education material, etc.)
  - Articles on company visits
  - Introduction of events by Securities Knowledge Proliferation Project related organizations
- The current issue and back issues are posted on “Kinyukeizai Navi” website (<http://kinyu-navi.jp/textbook/contents4/index.html>)



◆ Rainbow News  
(Vol. 42)



[Securities Knowledge Proliferation Project]





### 3. Dispatching Lecturers for Schools

#### (1) Dispatching lecturers to elementary/junior high/high schools

#### (1) Visiting lectures at elementary/junior high/high schools (Saturday Classes)

- In response to the need for external lecturers at primary and secondary schools, JSDA dispatches lecturers to elementary, junior high, and high schools and gives classes based on group work to teach the significance and roles of stocks (stock companies) and direct finance
  - \* Participation in “Saturday Study Volunteer Support” initiative by Ministry of Education, Culture, Sports, Science and Technology in 2014 led to the start of this program.
- Lectures (2 X 45 minutes) feature the hands-on learning program “Challenge! Snack Co., Ltd.” focusing mainly on the stock company structure, as well as lectures on basic knowledge regarding the securities market and financial literacy
- The lecturers are employees of JSDA and members of JSDA and registered finance/securities instructors.
- Lecturers were dispatched to 98 institutions (213 classes) with 6,193 pupils/students in FY19  
(51 classes at 19 institutions were cancelled due to COVID-19)
- JSDA hosted an event for parents and children in City of Kitakyushu, with the Japan Financial Services Agency, Tokyo Stock Exchange, and Fukuoka Stock Exchange as co-sponsors

##### ◆ Class



##### ◆ Student work projects



	FY19			FY18		
	98 institutions	* 213 classes	(6,193 participants)	138 institutions	* 293 classes	(9,192 participants)
	*60 elementary schools, 11 junior high schools, 15 high schools, 12 others			*109 elementary schools, 4 junior high schools, 11 high schools, 14 others		
Saturday Classes	24 institutions	58 classes	(1,796 participants)	54 institutions	118 classes	(3,545 participants)
Saturday Education Activities	3 institutions	5 classes	(117 participants)	3 institutions	2 classes	(46 participants)
Weekday Classes	60 institutions	132 classes	(3,753 participants)	67 institutions	155 classes	(5,099 participants)
Other	11 institutions	18 classes	(527 participants)	14 institutions	18 classes	(502 participants)

##### <Activity Formats>

Saturday Classes: Classes are held for all pupils/students, mainly sponsored by the schools as part of the regular curriculum.

Saturday Study: Led by parties other than schools (PTA, local community, etc.) for interested pupils/students in the area.

Weekday Classes: Above activities held on weekdays.

Other: Events for children sponsored by MEXT, Finance Bureau, and Civic Halls, etc.



### 3. Dispatching Lecturers for Schools

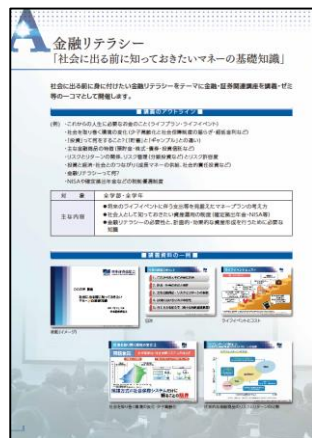
#### (2) Dispatching Lecturers for University Students

Financial Literacy Visiting Lectures, etc.

- Lecturers are dispatched to universities across Japan for the purpose of promoting awareness and understanding of the importance of asset building through securities investment by university students, who are at the stage of establishing their abilities to become independent professionals, through explanations of the importance of money plans based on life & estate planning and of the significance of securities investment and market
  - Single lecture (90 minutes) as part of undergraduate class by the educator and at career centers, etc., working with university educators and administrators
- The lecturers are registered finance/securities instructors and officers and employees of the JSDA
- Lecturers were dispatched to 105 universities for 177 lectures with 12,219 participants in FY19
- In FY19, in cooperation with other institutions, JSDA started a 15-lecture course at the Otaru University of Commerce (the course was offered as part of the Securities Knowledge Proliferation Project)

	FY19	FY18
	105 universities, 177 lectures (12,219 participants)	127 universities, 236 lectures (15,472 participants)
Financial Literacy	80 universities, 134 lectures	111 universities, 156 lectures
Securities Market/ Securities Industry	25 universities, 43 lectures	30 universities, 39 lectures

\*The total number of universities varies as some lectures covered both topics



◆Lectures

## 4. Offering Support/Collaboration

### (1) Support for the activities of the

### “Study Group on the Promotion of Financial and Economic Education”



### (1) Support for the activities of the “Study Group on the Promotion of Financial and Economic Education”

JSDA acts as the secretariat for the “Study Group on the Promotion of Financial and Economic Education,” which gathers educational and financial experts under one roof to discuss the promotion and enhancement of financial and economical education  
(Chair: Naoyuki Yoshino, Professor Emeritus, Keio University)

#### [Activities for FY19]

- In order to support teachers in junior high and high schools, formed a "Sub-group on Production of a Guidebook for Teachers" under the study group to discuss teaching plans for finance and securities based on the contents of the new School Curriculum Guideline and new textbooks.
- Provided e-learning lecture materials for teaching license renewal “Financial Literacy 101 for Kids: Useful Pointers on How to Handle Money” conducted by the Talent Development Education Research Foundation.(participated by 1,115 teachers in FY19 (756 teachers in FY18))

(Titles omitted, as of March 31, 2020)

Chair: Naoyuki Yoshino (Dean, Asian Development Bank Institute and Professor Emeritus, Keio University)

Members: Hiroshi Ishige (Professor, Department of Economics, Teikyo University)  
Tokuo Iwaisako (Professor, Institute of Economic Research, Hitotsubashi University)  
Hidetaka Kawakita (Professor, Graduate School of Management, Kyoto University)  
Hisashi Kurihara (Professor, Faculty of Literature, Department of Education, Toyo University)  
Kenichi Tashiro (Senior Teacher, Shibuya Honmachi Gakuen)  
Kimitaka Nishimura (Vice President, Naruto University of Education)  
Eriko Hanawa (Teacher, Fuchu Higashi High School)  
Hironori Yamaguchi (Professor, School of Economics, Hokusei Gakuen University)

Sadahira Ishimoto (Senior Teacher, Oizumi Junior High School)  
Yuji Kage (Senior Adviser, Blackstone Group Japan K. K.)  
Yuji Kitano (Associate Professor, Faculty of Economics, Momoyama Gakuin University)  
Katsuya Takahashi (Associate Professor, Faculty of Law, Nagoya Keizai University)  
Akito Tsukamoto (former Director, BS Asahi)  
Takao Nishimura (Professor Emeritus, Yokohama National University)  
Keiko Murakami (Professor, Faculty of Management and Information Systems, Prefectural University of Hiroshima)  
Nobuyoshi Yamori (Professor, Research Institute for Economics and Business Administration, Kobe University)

### (2) Support for All-Japan Securities Study Student League Activities

- Continued support for the activities of the All-Japan Securities Study Student League (national body of university student securities study circles (academic study circles) and university student securities and finance seminars)
- JSDA supports the “Securities Seminar Convention,” which is held annually in December with universities across Japan (discussion on various topics related to securities and finance over the course of two days); as well as spring seminars held by the regional leagues (Tokyo, Osaka, and Nagoya)
- FY19 Securities Seminar Convention was held on December 20-21 at the National Olympic Memorial Youth Center in Tokyo, with the participation of 551 students from 29 universities across Japan (42 organizations, 108 teams), and discussions held among 17 blocks (646 students from 32 universities across Japan participated in FY18)

#### [FY19 Discussion Themes]

- (1) Financing for domestic unlisted companies
- (2) How institutional investors should behave and the securities markets
- (3) Investment trusts as a means of household asset building in the future
- (4) Sales approaches at securities companies in going forward
  - with the revitalization of the domestic securities market in mind -
- (5) What ideal financial education in Japan would look like
- (6) Increase in retained earnings of companies and the securities markets



◆ Securities Seminar Debates



◆ Securities Seminar Awards Ceremony

### Participation in International Forum for Investor Education (IFIE)

- As the Chair of the International Forum for Investor Education (IFIE) and Chair of the Asia Chapter, JSDA participated in conferences, etc. held by the Forum and actively exchanged information with the representatives
- In September 2019, JSDA participated in the IOSCO Growth and Emerging Markets Committee (sponsored by the Bank of Russia) held in Russia (St. Petersburg) as the Chair of IFIE and Affiliate Member of IOSCO
  - Participated in a panel discussion on investor education and explained IFIE's activities and the efforts made in Japan for World Investor Week.
  - Held a workshop sponsored by IFIE on issues and efforts in investor education in emerging market economies.
- In November 2019, JSDA served as the Chair for the interim meeting of the Asia Chapter held in Turkey (Istanbul) and participating organizations in countries in the region presented outlines of their recent activities.

◆ Panel discussion held in Russia



◆ Asia Chapter held in Turkey





日本証券業協会  
Japan Securities Dealers Association

# Activities for Working Adults and Senior Citizens





# Summary of Financial Literacy and Education Support Activities for FY2019

## (Activities for Working Adults and Senior Citizens)

	Young Working Adults	General Working Adults	Senior Citizens
Providing Website Content	<b>"Time for Investment" website</b> FY19 (April through March): 2,165,604 page views (1,038,941 unique users) FY18 (August through March): 867,326 page views (406,098 unique users)		
Conducting Seminars	<b>First Time Securities Investment Seminar</b> *1 FY19: 2,929 participants (11 seminars) FY18: 2,724 participants (10 seminars)		
	<b>First Time Asset Management Lecture</b>		
	<b>Basics (by Product)</b> FY19: 5,221 participants (110 lectures) FY18: 5,661 participants (120 lectures)		
	<b>Dollar-Cost Averaging NISA/iDeCo</b> FY19: 649 participants (13 lectures) FY18: 525 participants (6 lectures)		
Dispatching Lecturers	<b>Dispatching Lecturers</b> FY19: 155 institutions, 270 lectures (9,047 participants) FY18: 198 institutions, 373 lectures (12,813 participants)		
Producing and Publishing Materials	<b>Beginner's Guide to Asset Management and Securities Investment</b> FY19: 25,500 copies FY18: 40,000 copies		
	<b>Introduction to Defined Contribution Pension Plans</b> FY19: 9,000 copies FY18: 15,000 copies		
	<b>Securities Tax System Q&amp;A for Retail Investors</b> FY19: 39,000 copies FY18: 83,000 copies		

# 1. Providing Website Content

## (1) "Time for Investment" website

- Information is sent out on **"Time for Investment"** website for learning asset management and securities investment



◆"Time for Investment" website

<http://www.jsda.or.jp/jikan/>

投資の時間

検索



# 1. Providing Website Content

## (2) "Time for Investment" website: main content

- Content aimed to help individuals without knowledge on asset management and securities investment, as well as those who do not know where to start, to learn the basics using explanations and illustrations in an easy-to-understand and structured manner

### Lesson 1 Necessity for Money Planning

Need for money and life planning

### Lesson 2 What is Asset Management?

Difference between saving and investment, social significance of investment

### Lesson 3 Risk and Return

Relationship between risk and return, types of risks

### Lesson 4 Types of Financial Products

Features and structures of financial products (stocks, bonds, investment trusts)

### Lesson 5 How to Start Investing

Approach towards long-term/diversified/installment-type investments and portfolios





# 1. Providing Website Content

## (3) "Time for Investment" website: special content

- Content includes materials aimed to bolster learning about the need and significance of securities investment by answering questions from beginners and inexperienced investors; choosing suitable financial products by answering several questions on personal behavior and thought patterns; and real-life experiences of securities investors

### ◆ Do I Need Investment?



### ◆ Financial Product Matching Chart



### ◆ First Time Securities Investment Seminar Report

Sample article (posted on January 2019)



# 1. Providing Website Content

## (4) "Time for Investment" website: special content "Securities Investment Experience Report"

- Securities investment experience report, entitled "An investment beginner couple started investing for the first time," was offered on MyNavi Woman website. In the report, a young couple with no investment experience recounts their experience of opening a securities account and choosing investment products for the first time (a series of four articles published from October through December 2019, made available also on "Time for Investment" in February 2020)



【連載第1回】お金の先生が全力でレクチャー！ 投資初心者カップルがゼロから投資をはじめてみた～積立投資の知られざる秘密編～

「私にも投資が必要？」

「お金の先生が全力でレクチャー！」

「投資初心者カップルがゼロから投資をはじめてみた～積立投資の知られざる秘密編～」

### ～つみたてNISA口座での商品の買い方（ネット注文）～

**STEP 1 商品を選ぶ**  
つみたてNISAで購入できるのは投資信託のみ。購入したい投資信託を選択しましょう。

**STEP 2 積立方法等を指定する**  
積立方法について、毎月（証券会社によっては毎週、毎日）のどの日にくらの投資信託を購入したいのが指定しましょう。購入できる金額は、年間40万円までです。

**STEP 3 目録表を確認**  
取引するにあたっての商品概要や手数料、ルールを確認。

**STEP 4 設定内容を確認して、完了！**  
最後に入力内容に間違いがないか確認して、確認ボタンを押す。

### ～NISA口座・つみたてNISA口座での買い方（電話注文）～

これはとりあえず電話！ 営業担当に相談しながら購入もできるので、分からないことがあればその場で聞いてしまいましょう。

知識ゼロカップル、ついに金融商品を購入！  
前途洋々（？）の投資ライフスタート

いざいざでも、投資で失敗しないようにするには、「分散」することが大事。分散には2つの意味があって、1つはつみたてNISAのように、**ラタイニング（時間）**での分散、もう1つは、**投資する先を分ける**ことです。

**<NISAとつみたてNISAの違い>**

	NISA	つみたてNISA
対象	NISA口座で投資すると、元金部分が課税！	
対象商品	株、投資信託、ETF（上場投資信託）、REIT（不動産投資信託）など	国の債券を主とした長期・積立・分散投資向けの投資信託とETF（上場投資信託）
投資期間	最短5年間	最短10年間
年間投資上限	年間100万円	年間40万円

いつでもOK  
いつでもOK

投資信託やETFは分散投資でOK  
分散投資がよい  
分散投資がよい

投資信託やETFは分散投資でOK  
分散投資がよい  
分散投資がよい

仮にまとまったお金があっても、絶対にちやうど会社の株に全部投資するのはどうですか？

必ずと分散しているのは私も占いの資格はもっていないので言えません。ただひとつ言えるのは、投資で結果を出したのであれば、長期で分散をするってというのがむしろすごく大事でちやうどを覚悟するんです。

それにシンイチくん、まとまったお金あるみたいないない方してるけど

An ordinary couple open Dollar-Cost Averaging NISA and NISA accounts and purchase products

Dialogue between an ordinary couple and a famous FP



# 1. Providing Website Content

## (5) "Time for Investment" website: special content

### "Appeal of Shareholder Incentives and Dividends" page

- "Appeal of Shareholder Incentives and Dividends" page launched as part of the "Time for Investment" website
- Content that provides easy-to-understand explanations of shareholder incentives and dividends and conveys their appeal to inexperienced and beginner investors under the supervision of Ms. Aya Furouchi, a financial planner.



### 株主優待・配当金の魅力

POINT 1 株主優待の魅力を伝えるページ

POINT 2 株主優待について

POINT 3 配当金・配当金回りについて

POINT 4 気を付けたい留意点

「自分の投資」に一度足を踏み出した人なら、いつかお目当ての「株式投資」で、どの会社の株式を買えばいいかわからない、と思うことはあるかもしれません。そんなときに、株主優待や配当金などのメリットを知ることが、投資の第一歩です。お目当ての株式を、株主優待や配当金などのメリットを知ることが、投資の第一歩です。お目当ての株式を、株主優待や配当金などのメリットを知ることが、投資の第一歩です。

今後は、お金のプロであるファイナンシャル・プランナーのアドバイスを受け、株主優待や配当金などのメリットを知ることが、投資の第一歩です。お目当ての株式を、株主優待や配当金などのメリットを知ることが、投資の第一歩です。

POINT 2

### 株主優待は、上場会社約3,800社のうち約1,500社が実施

株主優待を実施している会社は毎年増えています



年	株主優待実施企業数(社)	実施率(%)
2000	1,000	26.3
2001	1,050	27.6
2002	1,100	28.9
2003	1,150	30.3
2004	1,200	31.6
2005	1,250	32.9
2006	1,300	34.2
2007	1,350	35.5
2008	1,400	36.8
2009	1,450	38.2
2010	1,500	39.5
2011	1,550	40.8
2012	1,600	42.1
2013	1,650	43.4
2014	1,700	44.7
2015	1,750	46.1
2016	1,800	47.4
2017	1,850	48.7
2018	1,900	50.0
2019	1,950	51.3
2020	2,000	52.6
2021	2,050	53.9
2022	2,100	55.3

株主優待

- 株式会社が、一定数以上の株式を保有する株主に対し、自社の製品やサービスなどを提供すること（会社が任意で導入する制度）
- 保有期間や保有株式数によって優待内容が異なることも！

会社にとっては、株主優待を提供することで、安定株主（企業業績や株価の動向などに左右されず、長期的にその企業の株式を保有し続ける株主）が育ちます。

投資家にとって「おトク」なだけでなく、会社にとってもメリットがあるのです！

POINT 4

### 気を付けたい、留意点も

これほど株主優待のメリットが大きいだけに、一方で気をつけたい点もいくつかあります。

自分の「リスク許容度」を考える

株主優待や配当金は、会社の業績が好転することで行われるもの。つまり、業績が悪ければ、株主優待の給付や減額、配当金の減額や配当金ゼロになる可能性があります。さらに、それらの影響で株価が下がってしまう可能性もあります。株式の購入時にはその会社や業界の将来性をしっかりと調べることが大切です。また、株主優待の中には、利益配当が限られている、一部期間に限りしか適用されない、サービスが限られているなど、株主優待の種類によって注意が必要です。



元金と金利が保証されている定期預金とは違い、株式投資の場合、元金以上の価格で売れる保証がなく、配当金よりも会社の業績によって変わるリスクがあります。そのため、株式を購入する前には必ず会社調査を行い、まずは生活費の3割〜5割程度は余裕で確保し、それ以外の余剰資金で株式投資をスタートしてはどうでしょうか。



## 2. Seminars for Working Adults and Senior Citizens

### (1) First Time Securities Investment Seminar

- Held seminars targeting beginners who are interested in securities investment to provide basic knowledge on finance/securities (including the features of financial products, risk and return, importance of long-term/installment-type/diversified investment, etc.) and convey the significance and appeal of stock investment from the perspective of shareholder incentives
- 2,929 participants in 11 seminars in 10 cities across Japan in FY19  
2,724 participants in 10 seminars in 10 cities across Japan in FY18

#### Program (Sponsored by Securities Knowledge Proliferation Project)

##### [Part I] (Lecture: 50 minutes)

- Theme: “Importance of Asset Building with Long-term/Installment-type/Diversified Investment”
- Lecturer: registered finance/securities instructors

##### [Part II] (Talk show: 60 minutes)

- Theme: “Significance and Appeal of Stock Investment from the Perspective of Shareholder Incentives”

Talk show with Mr. Hiroto Kiritani (professional shogi player and individual investor) and a registered finance/securities instructor (★)

Talk show with two registered finance/securities instructors

#### Supported by the FSA and the Central Council for Financial Services Information



Seminar



スペシャル企画「2019.12月号  
ゼロからはじめる証券投資セミナー」開催  
スポンサーはJSDA



Featured article  
(The Shizuoka Shimbun asten)

#### ◆ Number of Participants

(A — indicates a venue where the seminar was cancelled due to the impact of COVID-19, and ★ indicates a venue where Mr. Kiritani was present)

Region	Number of Seminars	Venue	Number of Applicants	Number of Participants
Tokyo	3 classes	Nihombashi, Tokyo	219 applicants	164 participants
		★ Nagano	500 applicants	448 participants
		Nihombashi, Tokyo	150 applicants	112 participants
Osaka	2 classes	Osaka	170 applicants	101 participants
		★ Kobe	535 applicants	322 participants
Nagoya	1 seminar	★ Shizuoka Nagoya	396 applicants —	302 participants —
Hokkaido	1 class	★ Asahikawa	337 applicants	220 participants
Tohoku	1 class	★ Aomori	367 applicants	323 participants
Chugoku	1 class	★ Matsue	662 applicants	415 participants
Shikoku	1 class	★ Matsuyama	332 applicants	269 participants
Kyushu	1 class	★ Kurume	328 applicants	253 participants
Total	11 classes		3,996 applicants	2,929 participants

Media coverage: Featured 14 times by 9 media outlets (4 times by 3 media outlets in FY18)

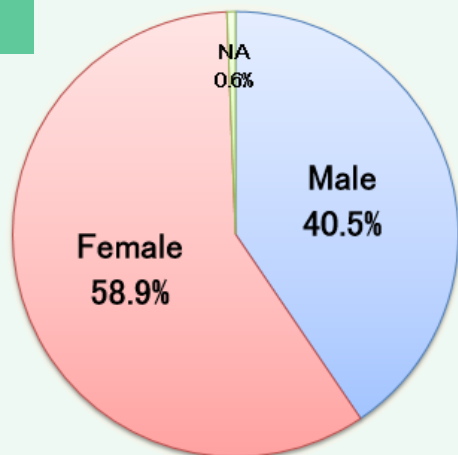
The Hokkaido Shimbun Press, The Shinano Mainichi Shimbun, The Shizuoka Shimbun, The Kobe Shinbun, and The Nishinippon Shimbun

## 2. Seminars for Working Adults and Senior Citizens

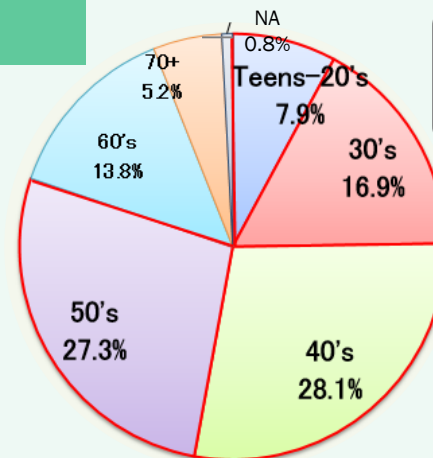
### (1) First Time Securities Investment Seminar

#### [Reference] Participant Profile

#### Gender



#### Age

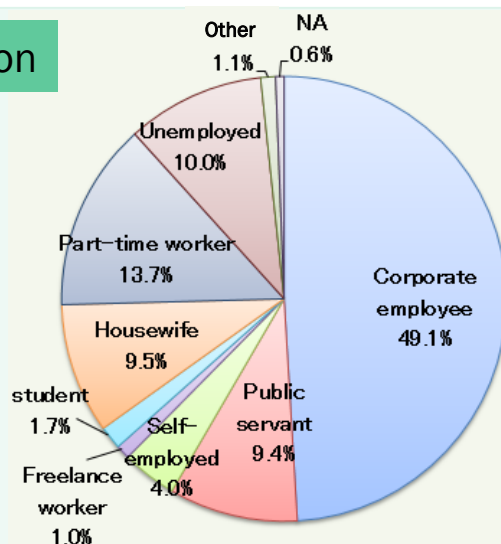


[50s or younger]

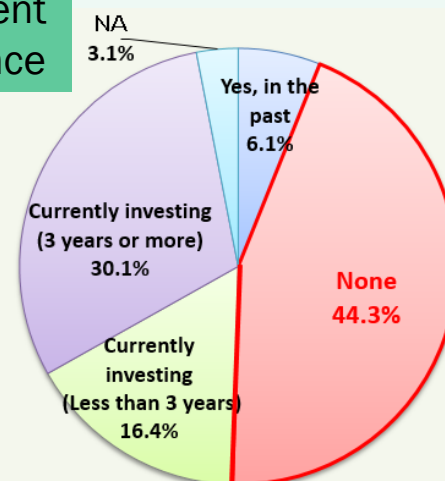
**FY19: 80.2%**

FY18: 82.5%

#### Occupation



#### Investment Experience



[Inexperienced]

**FY19: 44.3%**

FY18: 36.4%

- 44.3% of the participants were under the targeted “inexperienced” bracket (up 7.9 pp from FY18)



## 2. Seminars for Working Adults and Senior Citizens

### (2) First Time Asset Management Seminar

- Lectures for beginners and inexperienced investors were held in all prefectures in collaboration with the FSA and relevant organizations on the basics of finance and securities (including the features of financial products, risk and return, diversified investment, and long-term investment) and to deepen understanding of the Dollar-Cost Averaging NISA and iDeCo, etc.
- 5,870 participants in 123 lectures across all prefectures in FY19  
(6,497 participants in 132 lectures across all prefectures in FY18)

#### Program

##### [Basics]

- ◎ Stocks/Bonds (120 minutes)  
Basic knowledge re: asset management, basic knowledge re: stock and bond investment
- ◎ Investment Trusts/NISA/iDeCo (120 minutes)  
Structure and choice of investment trusts  
Utilization of asset building support systems (NISA/Dollar-Cost Averaging NISA/defined contribution pension plans)

##### [Dollar-Cost Averaging NISA/iDeCo] (120 minutes)

Structure of bonds/stocks/investment trusts, risk and return, long-term/installment-type/diversified investment, basic knowledge on Dollar-Cost Averaging NISA/iDeCo, etc.

Co-sponsored by FSA, Japanese Bankers Association, Japan Exchange Group, Inc., The Investment Trusts Association, The Life Insurance Association of Japan, The General Insurance Association of Japan, Japan Association for Financial Planners, etc.  
Supported by the Central Council for Financial Services Information

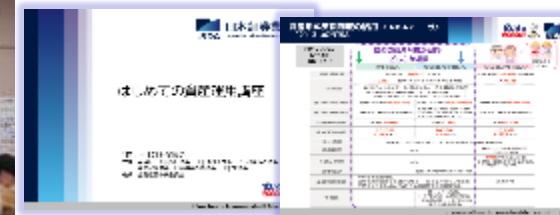
**Media coverage:** Featured 30 times by 23 media outlets  
(7 times by 7 media outlets in FY18)

The Chunichi Shimbun, The Chugoku Shimbun, THE SHIKOKU SHIMBUN, JOMO SHINBUN, NAGASAKISHIMBUNSHA, The Okinawa Times, etc.

#### ◆ Number of Participants

(12 lectures were cancelled due to the impact of COVID-19)

Region	Number of Lectures	Number of Applicants	Number of Participants
Tokyo	33 classes	2,634 applicants	1,951 participants
Osaka	19 classes	1,318 applicants	875 participants
Nagoya	18 classes	1,498 applicants	1,063 participants
Hokkaido	3 classes	217 applicants	167 participants
Tohoku	12 classes	575 applicants	481 participants
Hokuriku	6 classes	364 applicants	288 participants
Chugoku	12 classes	724 applicants	600 participants
Shikoku	8 classes	238 applicants	181 participants
Kyushu	12 classes	299 applicants	264 participants
Total	123 classes	7,867 applicants	5,870 participants



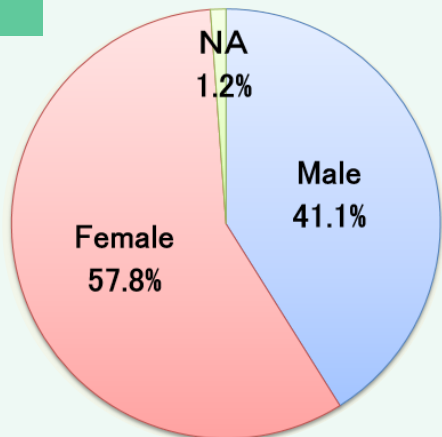


## 2. Seminars for Working Adults and Senior Citizens

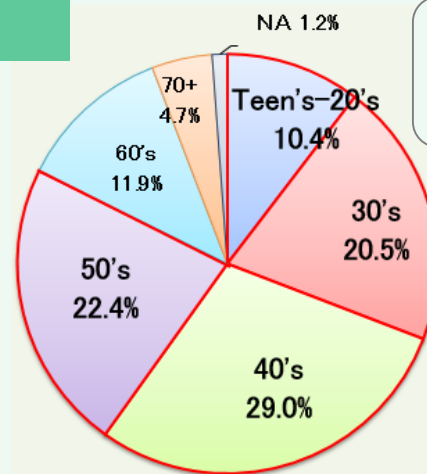
### (2) First Time Asset Management Lecture

#### [Reference] Participant Profile

#### Gender



#### Age

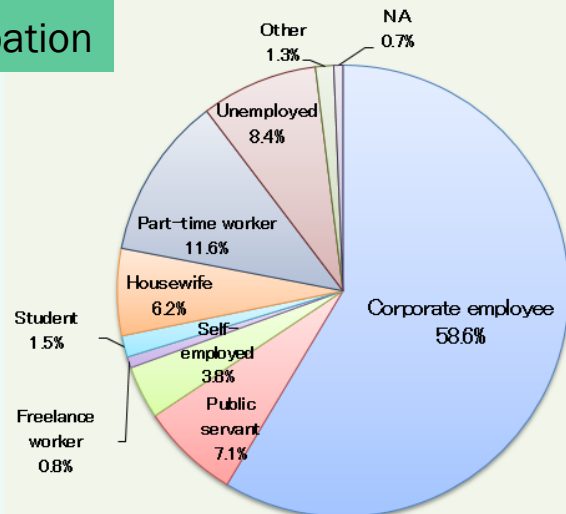


[50s or younger]

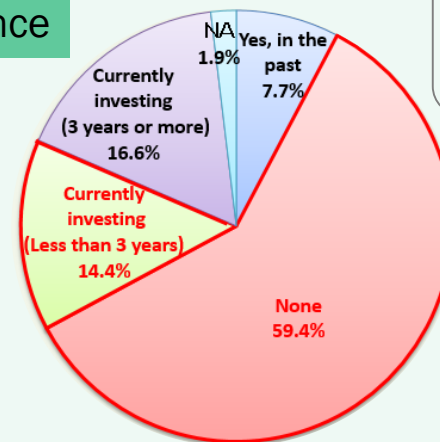
**FY19: 82.3%**

FY18: 82.9%

#### Occupation



#### Investment Experience



[Inexperienced /Beginners]

**FY19: 73.8%**

FY18: 69.6%

- 73.8% of the participants were under the targeted “Inexperienced/Beginners” bracket (up 4.2 pp from FY18)

# 3. Dispatching Lecturers

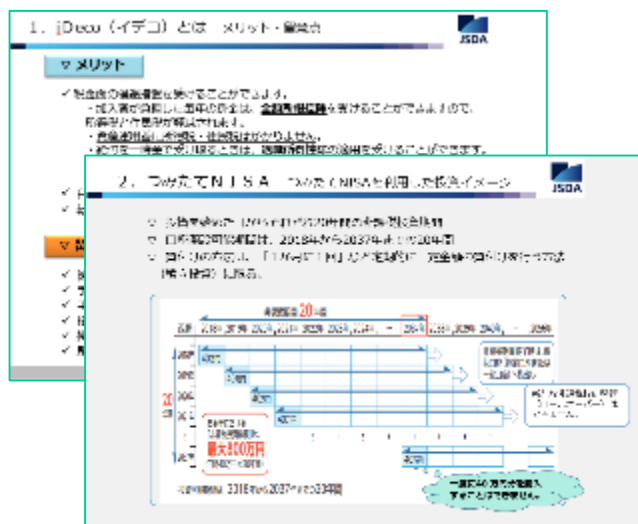
- JSDA, from its neutral and fair position, dispatches registered finance/securities instructors free of charge to aid in employee training for local governments across Japan, for private corporations, and for local resident seminars held at community halls, etc., and provide lectures mainly on life planning, asset management, basic knowledge about financial products, NISA, and iDeCo, etc.
- FY19: Dispatched to 155 institutions for 270 classes, 9,047 participants (11 classes at 11 institutions were cancelled due to COVID-19)  
(FY18: 198 institutions for 373 classes, 12,813 participants)

## <Summary>

- Lecturer: Instructors registered as finance/securities instructors with the JSDA, who are mainly from financial institutions/securities companies
- Participants: 10 or more in attendance, in principle
- Time: 1-2 hours per lecture

• Pamphlet for introduction

## • Sample handout



## <Major Topics>

Life Planning for Future

Need for life planning, etc.

Planning for Life after Retirement

Need for money planning, etc.

Basic Knowledge of Financial Products

Features of Financial Products, etc.

Summary of NISA

What is NISA? etc.

Summary of iDeCo

What is iDeCo? etc.



URL: <http://www.jsda.or.jp/jikan/>

投資の時間 協会

検索

# 4. Producing and Providing Materials (1)

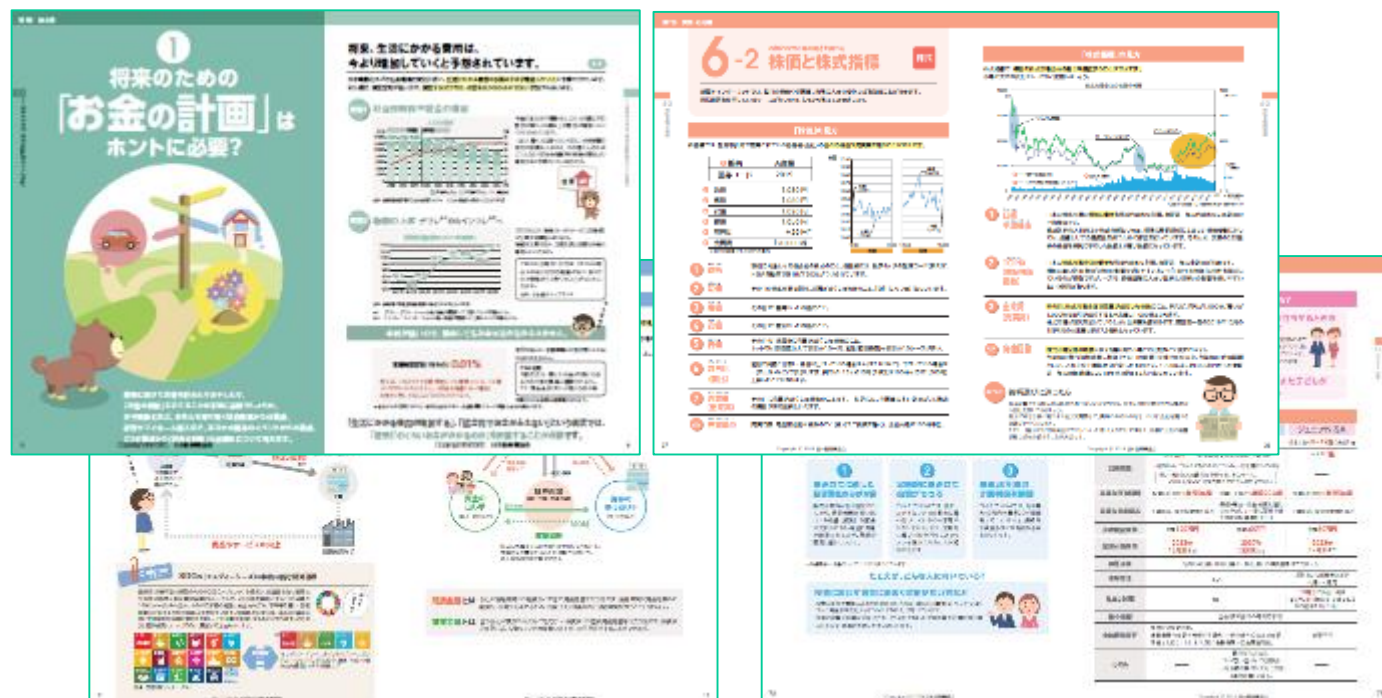
## Beginner's Guide to Asset Management and Securities Investment

- Prepared a beginner's guide that provides basic knowledge about securities investment ("Significance of Securities Investment," "Features of Securities (Stocks, Bonds, Investment Trusts)," "Knowledge of Risks (meaning of risks, risk mitigation)"), and explanations on "Asset Building Support Systems such as the Dollar-Cost Averaging NISA" (A4, 90 pages)
- Distributed at seminars, visiting lectures, websites, etc.

(25,500 copies prepared in FY19)



◆ Cover



◆ Basic chapter

◆ Advanced chapter

# 4. Producing and Providing Materials (2)

## Introduction to Defined Contribution Pension Plans

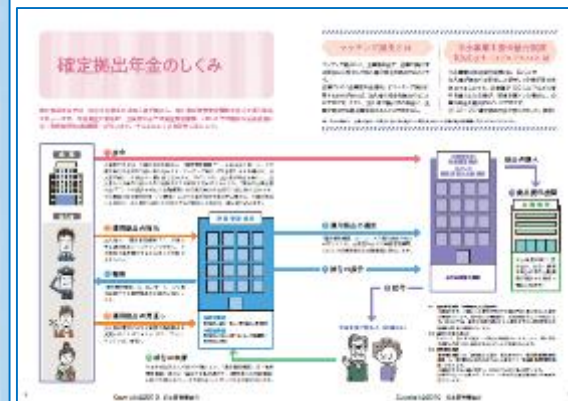
- A beginner's guide providing simple explanations on the mechanism, features, and points of note
- Distributed at seminars, visiting lectures, websites, etc.



(9,000 copies distributed in FY19)



◆ Cover



◆ Main Text

## Securities Tax System Q&A for Retail Investors

- A booklet providing concise explanations on the securities taxation system for retail investors, with illustrations and diagrams, presented in a Q&A format
- Distributed at seminars and on websites



(39,000 copies distributed in FY19)



◆ Cover



◆ Main Text



# 4. Producing and Providing Materials (3)

## Free downloads offered at e-bookstores and on e-book apps

- “Beginner’s Guide to Asset Management and Securities Investment,” “Introduction to Defined Contribution Pension Plans,” and “Securities Tax System Q&A for Retail Investors” offered free of charge to download from e-bookstores (17 stores)  
(FY19: total of 10,781 downloads for the three publications)



◆ Sample screen of e-bookstore (Amazon Kindle)

Amazon Kindle	Rakuten Kobo	ibooks
GooglePlay Books	ebookjapan	Sony Reader Store
dbook	Hikari TV Book	music.jp
COCORO BOOKS	Seven Net Shopping	DMM Electronic Books
Neowing	honto	BookLive!
Books Kinokuniya Web Store	Bookpass	

◆ List of e-bookstores

- Publications provided through e-book apps  
(FY19: 3,354 downloads)



## 5. Activities to raise awareness of and prevent damage from "investment fraud using fake sales of stocks and corporate bonds" (1)

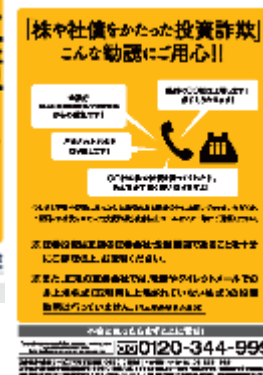
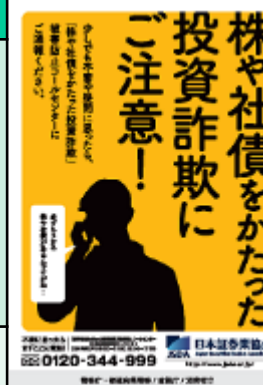
Engaged in activities to educate and enlighten consumers including campaigns conducted in all prefectures in order to prevent people from falling victim to investment fraud involving fraudulent sales of stocks and corporate bonds

\* "To be careful not to become a victim of fraud using fake financial transactions" is listed as one of the "Basic skills and knowledge for financial transactions" in the "Financial Literacy Map"

### 1. Rolled out the "Be Alert" Campaign on streets in major cities nationwide

- Distributed tools to alert passersby, etc. on the streets of major cities in all 47 prefectures with the cooperation of the government and relevant organizations
- In FY19, more people from local crime prevention associations and student volunteers participated than in FY18.
- JSDA ran this campaign in collaboration with local bankers associations at venues in 31 prefectures
- The campaign (how it went, etc.) was covered extensively by mass media (TV, newspapers), and educational information was sent out not only to the passersby who received the tools at the sites of the campaign but also to numerous other people

	FY19	(Reference) FY18
Number of Participants and Cooperators	Members: 860 people from 335 companies The police: 312 people Local Finance Bureaus: 137 people Consumer Administrations: 86 people Bankers Associations: 153 people Others: 483 people Total: 2,031 people	Members: 893 people from 335 companies The police: 335 people Local Finance Bureaus: 135 people Consumer Administrations: 88 people Bankers Associations: 133 people Others: 302 people Total: 1,886 people
Broadcast /Media Coverage	23 TV news stations Articles, etc. of 36 newspapers	21 TV news stations Articles, etc. of 36 newspapers



## 5. Activities to raise awareness of and prevent damage from "investment fraud using fake sales of stocks and corporate bonds" (2)

### 2. Activities targeting facilities that are frequently used by the elderly

- Provided tools to alert people to seniors clubs all over the country (39 clubs, about 16,000 copies), Silver Human Resource Centers with members aged 60 or older (58 Centers, 1,200 copies), and community halls and libraries located in areas that have recorded many fraud victims (66 halls and libraries, about 5,000 copies).  
⇒ As there was some demand for opportunities to learn more about securities investment at seniors clubs, we provided seniors with information on our dispatched lecturers program
- Provided 26 member railway companies of JAPAN PRIVATE RAILWAY ASSOCIATION with leaflets (about 2,200 copies) and posters (about 300 copies)
- Asked Nihombashi Takashimaya, which is located next to the JSDA Head Office, for permission and left leaflets on the 7th floor of their Main Building [for the first time]

### 3. Activities to alert people through strengthened collaboration with the police and other administrative organizations

- Provided leaflets (23,000 copies) to events sponsored by the police and other administrative organizations such as "Music Band Concerts," "Prefectural Citizens' Conferences for Development of Safe and Secure Towns," "Campaigns to Eradicate Fraud in Collaboration with Theater Companies," etc.
- Cooperated with Tottori Prefectural Police in their large-scale PR activities (provided leaflets)

### 4. Activities to alert people at JSDA and its members

- Distributed leaflets and put up posters at branches, etc. of JSDA members
- Placed a link to the page related to investment fraud on the website of JSDA on the websites of the members of JSDA
- Alerted people on JSDA's website, e-mail newsletters, social media and seminars

### 5. Establishment of a call center to prevent people falling victim to "investment fraud using fake stocks and corporate bonds," analysis and provision of information, etc.

- JSDA took the calls and offered advice at this call center. Regarding the details of the calls, JSDA announced the number of cases, etc. on its website (once a month) and provided information to administrative organizations, etc. (once a week)
- In FY19, the number of cases reported to this call center was 162 (FY18: 281) and the total amount of damages reported was about ¥210 million (FY18: about ¥180 million). Though the number of cases reported has trended downward, the total amount of damages has slightly increased.