

# **Financial Literacy and Education Support Activities Report**

**Results, etc., for the Fiscal Year Ended March 2015**

**May 2015**

**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 facilitate the sound development of the Japanese financial instruments business and the protection of investors through the dissemination of financial knowledge and through educational and publicity campaigns. (FIEA, Article 77-4).

## Promotion and Enlightenment Organization

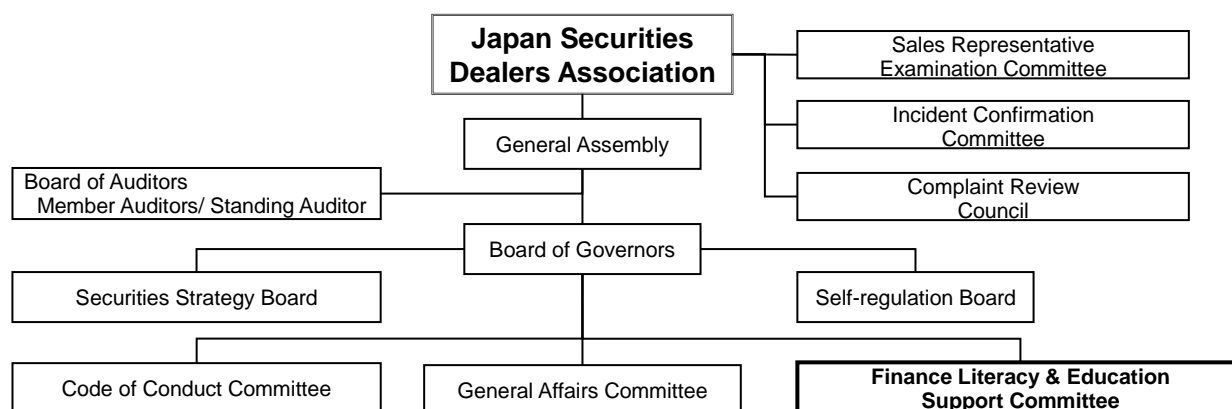
The JSDA's Board of Governors has delegated authority for the association's promotion and enlightenment activities to the Finance Literacy & Education Support Committee\*<sup>1</sup>, which in turn has given responsibility for these activities to its implementation arm, the Finance Literacy & Education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

\*Notes: 1. Based on the JSDA's Article of Association, the Finance 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 securities knowledge 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 “Finance 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 referred to as “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 Securities Knowledge Proliferation 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 perspective. The members of the Project conduct a wide-range of related activities, such as providing teaching materials useful in teaching financial and economic education in various courses to schools and holding seminars and lectures for general consumers. The currently member organizations of the project include the JSDA, the Japan Exchange Group, the Tokyo Stock Exchange, the Osaka Securities 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 Finance 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 Activities in collaboration with other related organizations |
| <b>NEW !</b> (2) Dispatching Lecturers to “Saturday Educational Activities”                        | Independent JSDA activities   |
| (3) Providing Information, etc., to Education-Related People and Students                          | Joint Activities under the Project<br>Independent JSDA Activities                               |
| (4) Support Activities for Teachers  | Independent JSDA activities   |
| <b>NEW !</b> (5) Support Activities for University Students  | //  |
| (6) Participation in International Investor Education Activities                                   | //  |
| (7) Running the “Study Group on the Promotion of Financial and Economic Education”                 | //  |
| 2. Promotion and Enlightenment Activities for the General Public                                   | —   |
| <b>NEW !</b> (1) Hosting Financial Literacy Study Courses  | Independent JSDA activities   |
| (2) Hosting Seminars for Young Women   | Joint activities under the Project  |
| <b>NEW !</b> (3) Hosting Financial Knowledge Seminars for Senior Citizens                          | Independent JSDA activities   |
| <b>NEW !</b> (4) Hosting and Promoting Activities Surrounding “Investment Day” Annual Events, etc. | Joint Activities under the Project  |
| <b>NEW !</b> (5) Producing and Publishing Materials  | Independent JSDA activities   |
| <b>NEW !</b> (6) Providing Information over the Internet   | Joint Activities under the Project<br>Independent JSDA Activities                               |
| 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 Stock Company! – A Challenge from Mr. X”

<http://www.jsda.or.jp/manabu/curriculum/mrx.html/> (Japanese only)

As one of its activities, the Project supplies mainly junior high schools with the hands-on teaching materials “Let's Form a Stock Company! – A Challenge from Mr. X” to help students take an interest in and deepen their understanding of the mechanisms and trends of financial markets and the economy through experience-based class activities. The teaching materials focus on the company as one of the central elements of an economy and are designed to enable students to pick up basic knowledge about financial markets and the economy. In addition, the content is devised to get students to communicate with each other and express their own thinking during the study process.

In the fiscal year ended March 2015, the Project supplied these teaching materials to a total of 292 schools nationwide and 28,231 students. To further popularize and increase the use of these materials, the Project also provides a DVD of video clip content for teachers explaining the flow of a class using the materials.



◆ Full set of teaching materials for “Let's Form a Stock 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”

<http://www.jsda.or.jp/manabu/curriculum/tobira.html/> (Japanese only)

As another activity, the Project offers mainly to high schools the hands-on teaching materials “Three Doors to Understanding the Economy – Let's Take a Voyage of Economic Discovery.” The teaching materials are divided up in terms of stages of learning, in which students learn about joint-stock companies, loans, and exchange rates, interest rates, and the economy. In addition to teaching the fundamental mechanisms of finance, the materials aim to link finance to things going on around the student and the news—enabling students to think about financial matters and form their own opinions. Including both public and private sector fields in the curriculum, each topic in the materials can be concluded within an hour (50 minutes), making it possible to introduce the course in schools.

In the fiscal year ended March 2015, the Project supplied these teaching materials to a total of 286 schools nationwide and 24,844 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. To further popularize and increase the use of these materials, the Project also provides a DVD of video clip content for teachers explaining the flow of a class using the materials.



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

## Stock Market Educational Materials

### Stock Market Game for Junior High and High Schools

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

Jointly with the Tokyo Stock Exchange (TSE), JSDA provides the Stock Market Game for mainly junior high and high schools. 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 2015, a total of 35,480 students from 830 schools nationwide 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 1,355 written impressions and 13 short essays were received. Out of these submissions, 15 students (7 junior high school students and 8 high school students) and 6 teachers were given awards.



◆ Teaching materials for the “Stock Market Game”



◆ Stock Market Game

## 1-(2) Dispatching Lecturers to “Saturday Educational Activities”

### **NEW!** Dispatching Lecturers to Classes Using Hands-On Teaching Materials Challenge!! Snack Co., Ltd.

<http://www.jsda.or.jp/manabu/jugyousien/> (Japanese only)

As part of its efforts to further financial and economic education in elementary and junior high schools, the JSDA dispatches its officers and employees to teach classes. The lecturers use “Challenge!! Snack Co., Ltd.,” a study program that teaches students about the mechanisms of a company. The teaching materials give students hands-on experience in developing products for a confectionary company and financing its operations. This activity is approved under the “Saturday Education Volunteer Movement” being promoted by Japan’s Ministry of Education, Culture, Sports, Science and Technology. JSDA also joined that ministry’s “Saturday Education Volunteer Support Group.”

In the fiscal year ended March 2015, the JSDA dispatched lecturers to the “Saturday Educational Activities”, etc., to a total of 36 classes at 18 elementary and junior high schools. A record of the dispatches is available on the JSDA website.



◆ Teaching a class using “Challenge!! Snack Co., Ltd.”



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

### Financial and Economic Education Website “Kinyukeizai Navi”

<http://www.kinyu-navi.jp/> (Japanese only)

As one of its activities, 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 teachers on how to include the above materials in their lessons, teaching materials provided by the Project, and an information corner on upcoming events.

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”



◆The “Rainbow News”  
magazine, issue No. 27

### Providing Information to Education-Related People

<http://www.kinyu-navi.jp/textbook/contents4/> (Japanese only)

As one of its activities, 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 useful content for teaching classes in schools.

### Young Students and Guardians Seminars and Field Trips



◆Classroom study during an event held  
in Shikoku Prefecture

As one of its activities, the 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 the mechanism of financial and securities through events that include field trips to companies or exchanges as well as classroom study.

In the fiscal year ended March 2015, the JSDA held these events in Osaka and Shikoku districts. A total of 140 people participated.

## 1-(4) Activities for School Principals and Teachers

### Educational Administrators Seminar

[http://www.jsda.or.jp/manabu/seminar/principal\\_seminar.html](http://www.jsda.or.jp/manabu/seminar/principal_seminar.html) (Japanese only)



◆Lecture

The JSDA annually holds an “Educational Administrators Seminar.” The purpose of the seminar is 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 2014 seminar was held in October in Tokyo. A total of 84 people participated in the seminar. Transcripts of the lectures were posted on the JSDA’s website.

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

[http://www.jsda.or.jp/manabu/seminar/teacher\\_seminar.html/](http://www.jsda.or.jp/manabu/seminar/teacher_seminar.html/) (Japanese only)

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. Aiming to provide information that will be useful in teaching classes, the seminars provide timely information in tune with the instruction content of school classes. In addition to covering recent trends and issues in the economy and financial and capital markets, they also include field trips to company facilities. Including seminars jointly hosted with other associations, the JSDA held 9 seminars nationwide, which were attended by 577 teachers, in the fiscal year ended March 2015. Some of the lectures given in these seminars were recorded, edited, and posted on the JSDA’s website.



◆Field trip to a company (Tokyo meeting)

### First Hand Experience Finance and Securities Program for Educators

[http://www.jsda.or.jp/manabu/seminar/teacher\\_internship.html/](http://www.jsda.or.jp/manabu/seminar/teacher_internship.html/) (Japanese only)



◆Observation tour of a stock exchange

The JSDA sponsors a “First Hand Experience Finance and Securities Program for Educators” for junior high and high school teachers interested in securities. The purpose of the program is to deepen the teachers 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 2015, the JSDA offered these programs once in Tokyo (two-day course), Osaka (one-day course), and Nagoya (two-day course), with a total of 143 people attending.

### Support for Financial and Economic Education Study Activities by Teachers

[http://www.jsda.or.jp/manabu/research\\_society/independent\\_society.html/](http://www.jsda.or.jp/manabu/research_society/independent_society.html/) (Japanese only)

The 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.

In the fiscal year ended March 2015, the JSDA hosted training sessions and study groups 8 times in Osaka and 7 times in Nagoya. At total of 452 teachers participated.

## 1- (5) Support Activities for University Students

### **NEW !** Financial Literacy “Home Delivery” Lectures

[http://www.jsda.or.jp/manabu/gakusei/u\\_demae.html/](http://www.jsda.or.jp/manabu/gakusei/u_demae.html/) (Japanese only)

JSDA dispatches officers and employees to universities nationwide as lectures for its Financial Literacy “Home Delivery” Lectures program for university students. The purpose of the program is to teach university students the basics of economics, finance, and asset management to enable them to become economically independent adults.

In the fiscal year ended March 2015, in cooperation with universities, career centers, and other entities, the JSDA dispatched lecturers to a total of 31 universities (40 lectures). A record of the dispatches is available on the JSDA website.



◆“Home Delivery” lecture at Aoyama Gakuin

### Securities and Finance Seminar for University Students

<http://www.jsda.or.jp/manabu/seminar/financeseminar.html/> (Japanese only)



◆Group activity

JSDA hosts 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 2015, the seminar included lectures on such topics as the business operations of securities companies and group activities aimed at deepening the interest of the university students in finance and the economy. A total of 173 university students participated in the seminar. Furthermore, some of the lectures were recorded, edited and posted on the JSDA’s website.

### Personal Finance Seminars

<http://www.jsda.or.jp/manabu/seminar/20120112163435.html/> (Japanese only)

JSDA conducts “Personal Finance Seminars” targeting students just about to enter the workforce and new employees that have just started their careers. The seminar aims to enhance their financial literacy and enable them to become independent members of society.

In the fiscal year ended March 2015, the JSDA expanded the venue of seminars from just Tokyo to the three cities of Tokyo, Osaka, and Nagoya. A total of 232 people attended the seminars. In addition, some of the lectures were recorded, edited and posted on the JSDA’s website.



◆Seminar lecture (Tokyo seminar)

### Supporting the Securities Seminar Convention, etc.

[http://www.jsda.or.jp/manabu/research\\_society/shougakuren.html/](http://www.jsda.or.jp/manabu/research_society/shougakuren.html/) (Japanese only)



◆Securities Seminar Convention

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 2015, 691 people attended the convention, representing a total of 33 universities.

JSDA also provides support for spring and fall seminars and other activities held by the league in different regions (Tokyo, Osaka, and Nagoya).



## 1-(6) Participations in International Investor Education Activities

### Strengthened Collaboration with International Forum for Investor Education (IFIE)

JSDA is a member of the IFIE Advisory Board. During the international conferences and other events held by the IFIE, the JSDA representatives proactively exchange information and opinions with the representatives of other countries.

In the fiscal year ended March 2015, JSDA participated in the IFIE/IOSCO 2014 Investor Education Conference held in Washington, DC held in May 2014. At the conference, JSDA Chairman Kazutoshi Inano was elected Chairman of the IFIE Asia Chapter.



◆Chairman's video message

Among other events, a JSDA representative delivered a keynote speech at the 8th International Convention of the Association of National Exchanges Members of India (ANMI) held in Mumbai, India in December 2014. A JSDA representative also participated in a panel discussion on “Financial Literacy—Building Block for a Better Tomorrow,” introducing the financial literacy and securities education activities of IFIE and examples of activities being conducted in Japan.

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

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

<http://www.jsda.or.jp/manabu/kenkyukai/> (Japanese only)

Since the fiscal year ended March 2014, the 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.



◆Discussion during study group meeting

The Study Group is planning to produce a report on the results of its discussions over the past two years. The content of the report will be used as a basis for submitting a petition to the Central Council for Education of Japan's Ministry of Education, Culture, Sports, Science and Technology for revisions to the Ministry's next School Curriculum Guidelines.

A Teaching Materials Production Subcommittee has been formed under the Study Group. The subcommittee has produced a model textbook and an instruction guidebook that implement the Study Group's ideas for financial and economic education based on the discussions held in the Study Group. During the fiscal year, the materials were used in 10 pilot trials at junior high and high schools.

### Comprehensive Survey of Financial and Economic Education In Japan's Junior High and High Schools

<http://www.jsda.or.jp/en/newsroom/researches-studies/html/20140827edu.html/> (English)

During the period from December 2013 to January 2014, a survey was sent out by post 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 of financial and economic education in schools, the awareness of financial and economic education among teachers, and the development of teaching conditions. The results were to provide the basic materials for deliberations by the “Study Group on the Promotion of Financial and Economic Education.”

In the fiscal year ended March 2015, the survey results were compiled and analyzed and collected into a report. The report was published on JSDA's website. The results of the report were widely reported on television, newspapers, and other media.

## 2-(1) Hosting Financial Literacy Study Courses

The Nippon Individual Savings Account (NISA) system, a tax exemption program for small amount investments by individual investors was launched in January 2014. With its launch, there is an urgent need to disseminate financial and securities knowledge and enlighten individual investors with little investment knowledge or experience that are now opening a NISA accounts and participating in the market. As a result the JSDA held Financial Literacy Study Courses nationwide for the purpose of raising the level of financial literacy among the public. The Study Courses cover the importance of financial and money planning, explain the NISA system and financial products for asset formation, and promote an understanding of investment risk.



◆ Scene from a course

In the fiscal year ended March 2015, the inaugural year for these courses, the JSDA held courses at 20 locations throughout Japan (8 courses in June and July 2014 and 12 courses from November 2014 to January 2015). A total of 1,001 people participated in the courses.

To further disseminate the content of the courses, the JSDA set up a special website which provides videos of the lectures at the courses on demand.

## 2-(2) Hosting Seminars for Young Women



◆ Tokyo Event: Marunouchi Hall/  
“Money-Savvy Lesson for Adult  
Women—Can I make the proper  
investments for my future self?”  
Speakers:  
Kyoko Yamaguchi (Financial Planner)  
Moe Fukuda (Celebrity)

During the fiscal year under review, the JSDA held seminars in Tokyo and Osaka for young working women. A total of 733 people participated in the seminars.

The Tokyo seminar was a two-day event, with the first day on “Basics” and focused on the importance of understanding life and money planning and asset management. The second day dealt with “Practical Matters” and concentrated on explanations of financial products that were eligible for NISA. In addition, the second day included a learning session on asset management using NISA. The Osaka seminar covered the importance of asset formation using life and money plans and the advantages of using the NISA system and the appeal of shareholder incentives. After the seminars, videos of parts of the seminars were available online on demand.

## 2-(3) Hosting Financial Knowledge Seminars for Senior Citizens

Jointly with the Tokyo Metropolitan Comprehensive Consumer Centers and Tokyo Metropolitan Central Council for Financial Services Information, the Project hosted Financial Knowledge Seminars for Senior Citizens. Targeting the general public, especially elderly people and their family members, etc., the seminars aimed to prevent investment fraud and financial trouble by raising the level of financial literacy. The joint hosts held two seminars in Tokyo during the fiscal year and attended by 338 people.



◆ Tokyo Metropolitan Tama  
Comprehensive Consumer Center



◆ Tokyo Shokenkaikan Hall

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

Since deciding on October 10 as “Investment Day” in 1996, the JSDA has been holding 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.

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

From September 15 to November 15, 2014, the Project held “Investment Day” (October 4) events at 19 venues in 9 districts nationwide. The events chose themes designed to publicize NISA 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, 5,770 people participated in the events.

#### ◆October 4, 2014 (Fri) Day Events Tokyo International Forum Hall C



[Lecture]

“Prospects for the Japanese Economy  
~ to the Young People of the Future”

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



[Talk Show]

NISA Inaugural Year Commemoration Event:  
“Are living skills and financial literacy really  
necessary?—differences between investor education  
and the rest of the world.”

Host: Mr. Shinobu Naito, President, Representative  
Director and CEO of Asset Design Laboratory Co., Ltd.

Guests: Mr. Ian Moore (Actor), Ms. Bungyo Dan  
(Actress), Mr. Ike B. Nwara (Entertainer)

#### ◆October 4, 2014 (Fri) Evening Events Tokyo International Forum Hall C



[Lecture]

“Current Investment Climate and Asset Management  
Strategies”

Mr. Norihiro Fujito, Advisor and General Manager of  
Investment Research and Information Division,  
Mitsubishi UFJ Morgan Stanley Securities Co., Ltd.



[Talk Show]

NISA Inaugural Year Commemoration Event: “Key  
Points about Money Plans and Investments for the  
Future—The Importance of Selecting Financial Products  
based on the State of Financial Markets and the  
Economy.”

Moderator: Ms. Sumie Sone, Freelance Announcer  
Guests: Mr. Norihiro Fujito, Ms. Yoshiko Kimura (Asset  
Management Advisor), Mr. Toshiya Imura (Entertainer)



## Setting Up NISA Corners

In the lobby of each of the “Investment Day” annual events (13 different halls) held throughout Japan, the Project set up NISA Corners, manned by securities counselors provided by NPO APROSIS. The counselors answered 235 questions and enquiries about NISA and its eligible financial products from a neutral and fair perspective.



◆NISA corner

## Participants in 2014 “Investment Day” Annual Events

| District | No. of Venues | No. of Participants |
|----------|---------------|---------------------|
| Tokyo    | 2             | 1,937               |
| Osaka    | 1             | 960                 |
| Nagoya   | 4             | 739                 |
| Hokkaido | 2             | 614                 |
| Tohoku   | 1             | 222                 |
| Hokuriku | 3             | 346                 |
| Chugoku  | 2             | 399                 |
| Shikoku  | 3             | 304                 |
| Kyushu   | 1             | 249                 |
| Total    | 19            | 5,770               |

## Activities to Alert People about Solicitations to Buy Unlisted Stocks

As an information dissemination action to protect investors, the 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.

In particular, during the evening events of the “Investment Day” in Tokyo, as a measure to prevent investment scams, the Project had a popular celebrity that can do “Rakugo” (comic) storytelling tell a comic story using that style about preventing investment scams as a fun way to learn about the facts.



◆ “Rakugo” (comic) storytelling

## Public Relations Activities for “Investment Day” Events

The Project carried out PR activities prior to the “Investment Day” events at six locations in Tokyo (Yurakucho and Shimbashi) and Osaka, Nagoya, Hokuriku, and Chugoku. The PR activities in the Osaka and Nagoya areas in particular were conducted with the help of members of the district associations of the JSDA.



◆PR activities



## “Investment Day” Special Feature Advertisements and Leaflet

The JSDA placed an article featuring an interview with the JSDA Chairman on the importance of financial literacy in the Nihon Keizai Shimbun on “Investment Day.”

In addition, as an effective way to promote “Investment Day” to people who have a low level of interest in investment, the JSDA placed comic-style advertisements using popular traditional Japanese “Ogiri” comic dialogue in the Nihon Keizai Shimbun and the Yomiuri Shimbun.

The JSDA also conducted wide-ranging general PR for “Investment Day” and “Investment Day” annual events. At the same time, it produced a leaflet in the form of a paper fan aimed at sparking interest in people with limited interest in investment and distributed it widely to the general public through JSDA member firms. With the cooperation of 108 JSDA member firms, 140,800 paper fans were distributed.



◆Nihon Keizai Shimbun advertisement placed on October 4



◆Yomiuri Shimbun advertisement placed on October 4



◆“Toushi-kun shaped fan” leaflet publicizing “Investment Day”

### NEW! “Think Up a Dialogue” Contest

Using the popular smartphone comic apps “Memetan” and “Toushi-kun,” the JSDA held a “Think Up a Dialogue” contest where people thought up dialogue for single-box and four-box comic strips on financial literacy. Planned to gain participation from the general public, the contest aimed to stimulate interest in people with a low level of interest in investment. The contest received a total of 531 entries.

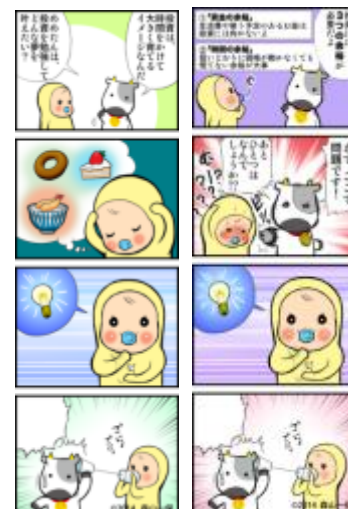
Japanese-style washcloths were made of the winning entries and handled out to all those who answered the questionnaire distributed at “Investment Day” annual events.



◆Specially made Japanese-style washcloths



◆Story A “At the Counter”



◆Story B “Dreams”

◆Story C “Three Allowances”

## “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” events and linked visitors to event application sites.



### <Posted Content>

- Information on events nationwide
- What makes a smart adult?
- Recommend to invest
- Seminars held by securities companies and financial institutions
- “Think Up a Dialogue” Contest
- “Hamakan” Investment Management Theater
- App “Toushi Dojo”
- + YOU (Tokyo Stock Exchange) introduction

## Follow-Up Survey

To measure the impact of “Investment Day” annual events, the JSDA regularly conducts a survey of participants in events on their investment behavior, etc., after attending the events. The JSDA received responses from 1,972 people.

Based on that fact that some people without investment experience have actually started to invest and that other experienced investors have gone on to invest in new financial products, the “Investment Day” annual events are enjoying a certain degree of success. On the other hand, people without investment experience gave such answers as “I don’t have adequate investment knowledge” as their reasons for not taking any investment action after events. These responses confirmed the necessity of continuing programs to spread financial literacy through such activities as seminars on studying securities knowledge.

## 2- (5) Producing and Publishing Materials

To promote and enlighten beginner investors 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<br>(Edition/Format)                                | Price<br>(tax included) | Production Volume<br>(fiscal year ended March 2015) |
|---|-------------------------|---|
| 1. "First Time! Asset Management"                                       | ¥100                    | 13,000 copies                                       |
| 2. "Investment <i>Dojo</i> Basic Guide for Securities Investment"       | ¥130                    | 16,000 copies                                       |
| 3. "Introduction to Defined Contribution Pension Plans"                 | ¥110                    | 5,500 copies  |
| 4. "Securities Tax System Q&A for Individual Investors," FY2015 Edition | ¥50                     | 121,000 copies                                      |
| 5. "Guide to FY2014 Securities Tax System Tax Reforms"                  | ¥300                    | 11,000 copies                                       |



### NEW! Electronic Book App "Toushi Dojo"

At the end of June 2014, the JSDA launched an electronic book app (iOS and Android versions) for smartphones and other devices. The purpose of the app is to simulate interest in securities and investment, particularly among the younger generation with a low level of interest in investment, and to contribute to improving financial literacy in Japan.

Moreover, to inform more people, especially those with low interest in securities and investment, about the app, the JSDA posted a video clip announcement in smartphone format, the most popular device of the younger generation, on YouTube and other video content sites.



◆App display screen (iPad)



◆App promotion (video clip made in collaboration with "Shellfish Workers" content production service)



## 2-(6) Providing Information Over the Internet

### NEW! “Hamakan” Investment Management Theater

In July 2014, the JSDA produced a new series of short videos designed to make learning about investment management fun and posted them on a special site on its website. Targeting the younger generation, the video clips feature the popular traditional Japanese “Manzai” standup comedian team “Hamakan.” The video clips comprise six chapters covering investment management, stocks, bonds, investment trusts, defined contribution pension plans, and NISA.



◆Special site



◆Video clips

### 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: “Searching for a Recipe to Improve the Wealth Gap”<br>Lecturer: Hideyuki Sugawara, Professor, Faculty of Business Administration, Hokkai Gakuen University  |
|                                       |   | Theme: “The Real Face of Money, The International Currency Mechanism—from Key Currencies to Bitcoin”<br>Lecturer: Masao Kunitsu, General Manager of Product Planning Division, Sony Bank Inc.                        |
|                                       |   | Theme: “There Is No Right Answer!? Ways to Teach Lessons That Make Children Think”<br>Lecturer: Kenji Shimizu, Teacher, Sapporo Municipal Hiraoka Central Junior High School   |
|                                       |   | Theme: “Companies Will Change the Agriculture Industry! The Challenge of Developing a Sixth Industry”<br>Lecturer: Katsunoti Yamamichi, Chairman, pioneer japan, Inc.  |
|                                       |   | Theme: “New Measures to Stimulate Local Regions—The Benefit of Building the Liner Chuo Shinkansen”<br>Lecturer: Hiroyuki Kobayashi, Representative Director, Chubu Region Institute for Social and Economic Research |
|                                       |   | Theme: “The Role of the Exchange in Providing Risk Money”<br>Lecturer: Sadakazu Osaki, Head of Research, Center for Strategic Management and Innovation, Nomura Research Institute                                   |
|                                       |   | Theme: “Funeral Business—Aiming to Provide Funeral Services that Are No. 1 in Japan for Family Gratitude”<br>Lecturer: Norihisa Tomiyasu, President, Tear Co., Ltd.  |
|                                       |   | Theme: “The necessity of Financial and Economic Education in Schools”<br>Lecturer: Kazutoshi Inano, Chairman, JSDA   |
|                                       |   | Theme: “Points to Include in Financial and Economic Education Lessons”<br>Lecturer: Yoichi Kawanami, Professor, Graduate School of Economics and Faculty of Economics, Kyushu University                             |



| Seminar/Event                          | Content Name   | Details  |
|--|--|--|
| Seminars for University Students       | “Securities and Finance Seminar for University Students”                                   | Theme: “So That’s It!—Perspectives on the Economy and Finance”<br>Lecturer: Chiaki Wakazono, Senior Researcher, Japan Securities Research Institute  |
|  |  | Theme: “Points I Want You to Know about Asset Management”<br>Lecturer: Ryota Ito, Financial Planner  |
|  | “Personal Finance Seminar for Graduating Students and First-Year Employees”                | Theme: “Basic Knowledge about Life Plans, Money Plans, and Asset Management”<br>Lecturer: Ryota Ito, Financial Planner   |
| Seminars/Events for the General Public | “Financial Literacy Study Courses”   | Themes: “Let’s get to know NISA! Let’s use NISA!”<br>“Preparing to start investing, the most basic of the basics”<br>Lecturers: APROSIS Securities Counselors  |
|  | “Money-Savvy Lesson for Adult Women—Can I make the proper investments for my future self?” | “Basics” Session<br>Themes: “How to take money notes for a brighter future”<br>“Considering a money plan that fits your life plan”<br>“Smart way to start improving investment management to give you greater security”<br>Speakers: Kyoko Yamaguchi (Financial Planner)<br>Moe Fukuda (Celebrity) |
|  |  | “Practical” Session<br>Themes: “How to choose the best money plan for you”<br>“How to create your own unique portfolio”<br>Speakers: Kyoko Yamaguchi (Financial Planner)<br>Moe Fukuda (Celebrity)   |

## II. Study Video Clip Content

| Website Posted On  | Content  | Details  |
|--|--|--|
| Kinyukeizai Navi<br>(Financial and Economic Education Website) | About 3 Minute Theater<br>“Hot Blooded! The Economist Family”              | Skit 1: “Choosing Financial Assets is the Same as Choosing Fashions?”<br>Skit 2: “Let’s Diversify Risk!”<br>Skit 3: “I’m a Stockholder!”<br>Skit 4: “Why Do Stock Prices Move?”<br>Skit 5: “Information is the Key!”<br>Skit 6: “Financial Statements are Companies’ Report Cards?”<br>Skit 7: “What do Strong Yen or Weak Yen Mean?”<br>Skit 8: “Reasons Stock Prices Move! FX and Stock Prices”<br>Skit 9: “Why Do Interest Rates Change?”<br>Skit 10: Reasons Stock Prices Move! Interest Rates and Stock Prices”<br>Skit 11: “What is GDP?”<br>Skit 12: “Why Does the Economy Change?”<br>Skit 13: “What is a Stock Index?”<br>Skit 14: “Lucky Grab Bags and ETFs Are the Same?”<br>Skit 15: “What Does Our Society Need?” |
| YouTube  | “Hamakan” Investment Management Theater<br>(Regular versions, HD versions) | Skit 1: “Before you start thinking ‘I don’t need asset management?’”<br>Skit 2: “I want to know about that—First steps in investing in stocks”<br>Skit 3: “I want to know about that—What are bonds”<br>Skit 4: “I want to know about that—How do I start investment in investment trusts?”<br>Skit 5: “I want to know about that—Is a defined contribution pension plan necessary?”<br>Skit 6: “I want to know about that—How to take advantage of NISA for asset management”   |
| JSDA Website   | Easy to Learn Securities Investment Basic Knowledge                        | Lesson 1: Introductory Securities Investment<br>Lesson 2: Introductory Investment Trusts<br>Lesson 3: Introductory Stock Investment<br>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, 2015)

## 3 Other Activities

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

### Cooperation with the “Committee for the Promotion of Financial Education”

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

### “Money Plan Guide for First-Time Employees”

Aimed at university students, first-time employees, 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 basic knowledge about financial products and defined contribution pension plans.

In the fiscal year ended March 2015, a total of 3,000 kits were made and distributed.



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

<http://www.jsda.or.jp/manabu/linknavi.html/> (Japanese only)



Web content related to learning about finance and the economy of each related organization has 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 Securities Exchange; The Investment Trusts Association, Japan; APROSIS