

# AFLATOUN AT A GLANCE

Aflatoun International is an NGO with global expertise in **life skills and financial education** programming. We operate through a **social franchise model**, headed by a Secretariat in Amsterdam and regional representatives across six regions (Americas, Anglophone Africa, Francophone Africa, Asia, European & Central Asia, and Middle East & North Africa).

We currently work with and provide technical expertise to a partner network of **300+ organizations**, including NGOs, CSOs, and governments, who implement our programmes in 100+ countries.

Our approach to addressing **global challenges** requires us to change the current narrative and achieve impact at scale. We do this by providing support for **curriculum development, training** & capacity building, **advocacy** & systems change, **digital learning**, and **research** & evaluation.

# WHAT WE OFFER

We develop and adapt educational content for a diverse range of partners including CSOs, banks, private sector, multilateral institutions, and governments. We draw from our life skills and financial literacy curricula to create customizable content for different target groups, including children, youth, parents, educators, across different age groups and contexts.

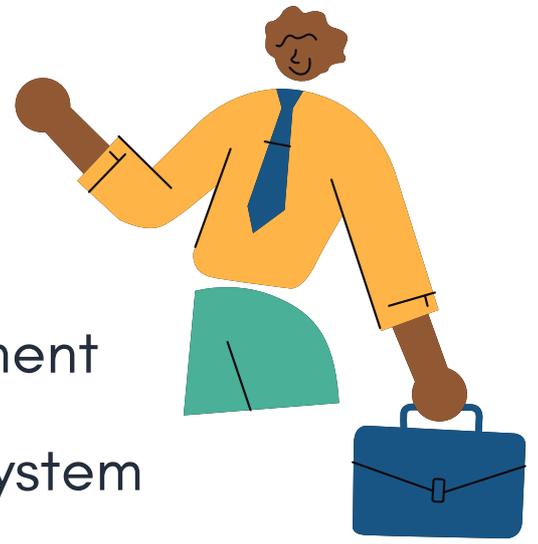
In close collaboration with our partners, we contextualize and adapt content, which guarantees that materials are relevant to local circumstances and realities. Our content includes the below mentioned themes, and is being constantly updated to remain at the forefront of our field:

## FINANCIAL EDUCATION

- Financial Literacy
- Personal financial management
- Digital financial literacy
- Financial products and services
- Consumer protection and rights
- Digital remittances and management of household finances
- Gender and financial management



# EMPLOYABILITY



- ▶ Career guidance
- ▶ Workplace skill development
- ▶ Labour market and ecosystem
- ▶ Career planning and goal setting
- ▶ Job search
- ▶ CV and motivation letter writing and preparing for job interviews



# ENTREPRENEURSHIP

- ▶ Design thinking and human-centred design
- ▶ Planning your business and business model canvas
- ▶ Business finance and pitching

# TRAINING AND COACHING

Our high-quality content is accompanied by continuous **training** and facilitation programmes. We use participant-centred techniques and **active learning methodologies**. Over the years, we have accumulated expertise in the execution of our trainings and grown our global talent pool of master trainers and experts in different regions.

We are also continuously updating our methodologies for online facilitation and **Training of Trainers**. Only last year, we conducted over 50 online trainings through the Aflatoun Digital platform and trained over 1,000 teachers, educators, and trainers.



## MONITORING, EVALUATION AND LEARNING

Our MERL team develops tools and elaborates research to evaluate the **quality** and **effectiveness** of our programmes and curricula. The main objective of the development of tools is to guide and support the **evaluation** of learning **outcomes** of programme participants, and the proper delivery of the programme.

The tools evaluate the **knowledge** and **attitudes** participants acquire through the lessons; the tools are meant to be flexible and can be adapted to the implementation of each programme or project. Aflatoun uses different tools for assessing programmes depending on the initial learner's assessment and **context** needs.

# DIGITAL EDUCATION DEVELOPMENT AND DIGITALIZATION

Our digital education team develops life skills and financial education **digital content** that can be delivered through **web**, **mobile apps**, and, for low-income locations, **SMS**.

The products are easily accessible and adaptable to end users who include students, teachers, and facilitators and have the potential to bring about **large-scale social changes** in the entire life skills and financial education system. Our expertise include:

- ▶ Development of **multimedia content**, e.g. videos, illustrations and audio
- ▶ Converting paper-based learning resources to **interactive learning** experiences/courses
- ▶ Authoring content for multiple **outputs** and **platform** delivery – SMS, chatbot, web apps (white-labelled, open-source, commercial, etc.)
- ▶ Providing review and testing for **Edtech apps** and **products**
- ▶ Providing **recommendations** on the adoption and implementation of Edtech tools
- ▶ Providing **training** on digital literacy, **online facilitation skills**, e-learning development
- ▶ Setting up **technical support** in areas without internet access and support in developing **digital learning strategies** and implementation.

# AFLATOUN AND WSBI



## PARTNERSHIP

Strategic partnerships with financial institutions can be built through the **SchoolBank approach**. It is designed to empower young people worldwide to take control of their future by providing them with the necessary **financial skills** and knowledge to have responsible access to formal financial services.

Commercial Banks financially support and provide basic bank services to school children of their choosing. Teachers, bank staff and local partners can be trained to teach 15 hours of a translated and contextualized financial education curriculum to students aged 14-18 over 3-6 months. Students learn **by doing**, teachers add to their **knowledge** and broaden their curriculum, Governments expand their **financial outreach** capabilities, and Banks market their names effectively to a young customer base. Costing depends on the scope and customisation of the chosen approach, ranging indicatively from €5.000 to €55.000, one time.

For **more information** or how to partner, please contact Shiv Dewan ([shive@aflatoun.org](mailto:shive@aflatoun.org)) or Conrad Rupert ([conrad.rupert@wsbi-esbg.org](mailto:conrad.rupert@wsbi-esbg.org))