

The ultimate general objective of the Project is to improve the financial literacy of Russian citizens (especially, among the school-age and college students and low- and middle-income adult population), to promote Russian citizens' prudent financial behavior, informed decisions and responsible attitude to personal finances as well as to improve efficiency of consumer protection in financial services.

Under the general objective, the Project is aimed at addressing the following tasks:

- § Development of the consistent and long-term vision of financial literacy and financial education goals among key stakeholders at the federal and regional levels on the basis of the evaluation of the level of financial literacy and effects of pilot programs, development and implementation of the mid-term National Financial Literacy Improvement Strategy;
- § Development of the sustainable institutional mechanisms for implementation of financial literacy improvement programs at the federal and regional levels with participation of government authorities, educational establishments, non-governmental organizations and financial sector;
- § Capacity building for implementation of financial literacy improvement programs at the federal and regional levels;
- § Development, testing and dissemination (to the consumer) of education programs and financial literacy improvement instruments through the institutions and channels of both formal and informal education of school-age and college students and adults;
- § Establishment of a system of efficient and accessible information resources in the field of financial literacy and consumer protection in financial services, implementation of a large-scale information campaign;
- § Support on a competitive basis for a wide range of grass-root financial literacy initiatives, improvement of financial education and consumer protection in financial services;
- § Strengthening the capacity of the government administrations and non-government sector in the area of consumer protection in financial services, including development of professional skills, improving disclosure policy and access to information for financial market participants and cooperation with private sector institutions;
- § Development, testing and dissemination (to the consumer) of a wide range of information materials for consumer protection in financial services;
- § Conducting a comprehensive large-scale evaluation and monitoring of the level of financial literacy and financial behavior of the population.

The Project consists of the following components:

1. Support for the development of financial literacy improvement policy;
2. Financial literacy capacity building;
3. Development and implementation of education programs and information campaigns for improving financial literacy;
4. Strengthening consumer protection in financial services;
5. Project management.