



# A NATIONAL FINANCIAL LITERACY STRATEGY FOR GREECE

Launch event  
Athens, 24 January 2024

Andrea Grifoni  
Policy Advisor, Financial Consumer Protection, Education and  
Inclusion, OECD



# Outline

---

The rationale

Process and evidence

Governance

Vision, priorities and target groups

Implementation roadmap

Monitoring and evaluation



# THE RATIONALE



# Relevance of the project



HELLENIC REPUBLIC  
Ministry of Economy  
and Finance

Financial literacy as a tool to encourage the free flow of capital under the Capital Market Union Action Plan, deepen capital markets and remove barriers to their development

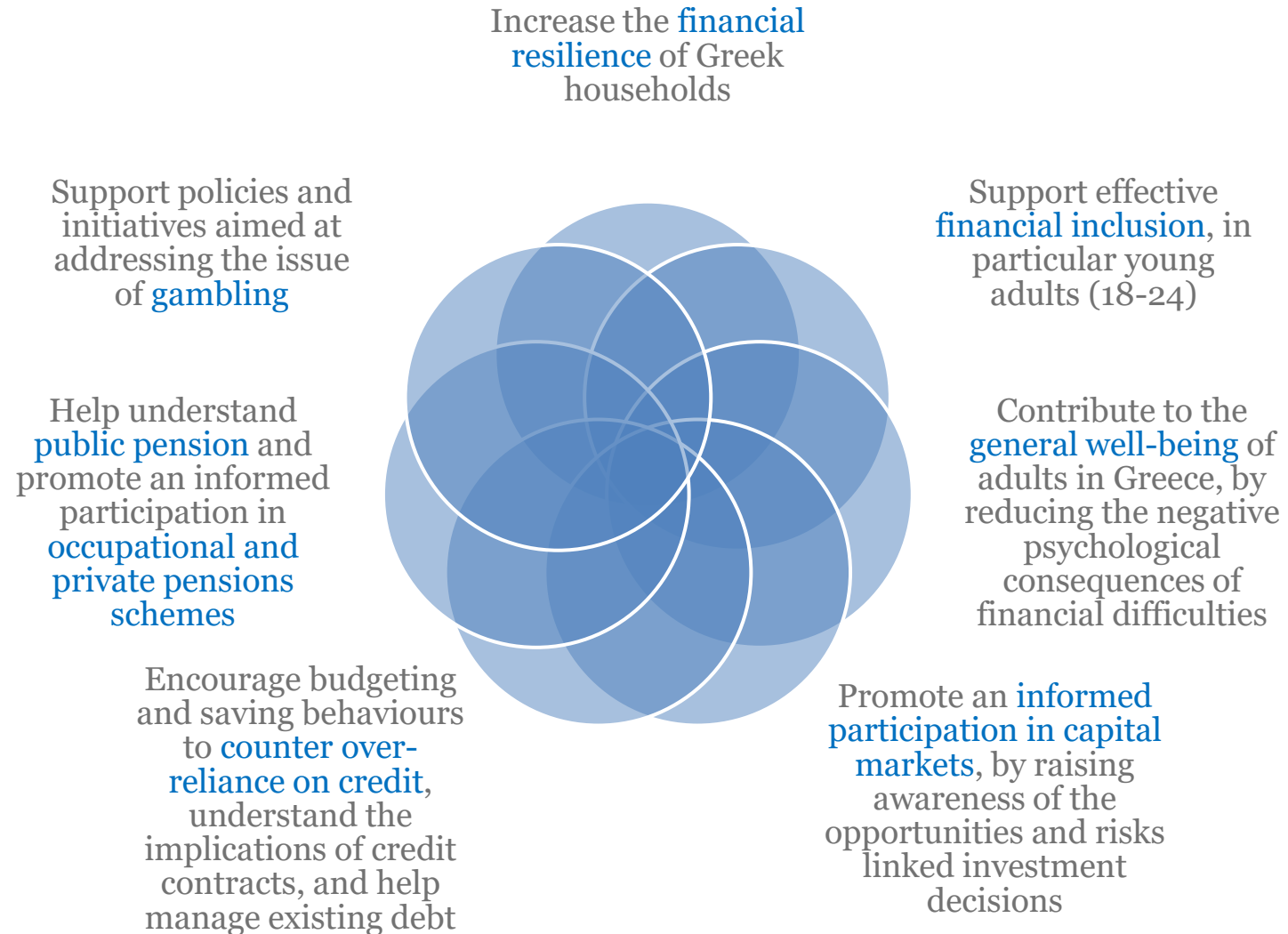
Greece wished to improve the financial literacy of its citizens and MSMEs to support individual financial well-being and the Greek financial system as a whole

Focus on:

- Reduction of over-indebtedness
- Support participation in capital markets



# The expected benefits of higher levels of financial literacy for individuals and the economy





# The benefits of a National Financial Literacy Strategy

Recognise the importance of financial literacy at the highest policy level and define its scope

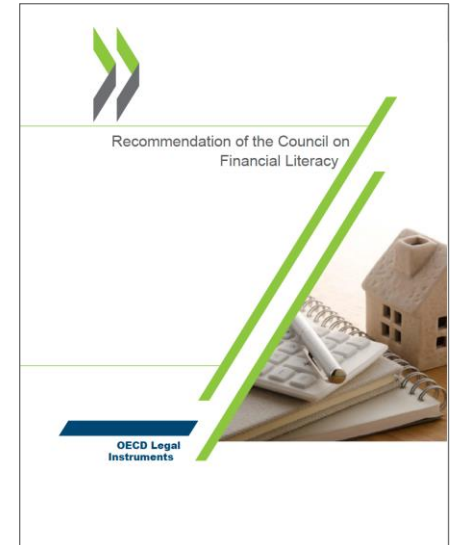
Complement other national public policies that seek to foster economic and social prosperity

Create mechanisms for cooperation among financial literacy stakeholders from the public sector, the private sector and civil society and identify a national leader and coordinating body

Establish a roadmap to reach objectives set on the basis of evidence collected at the national level

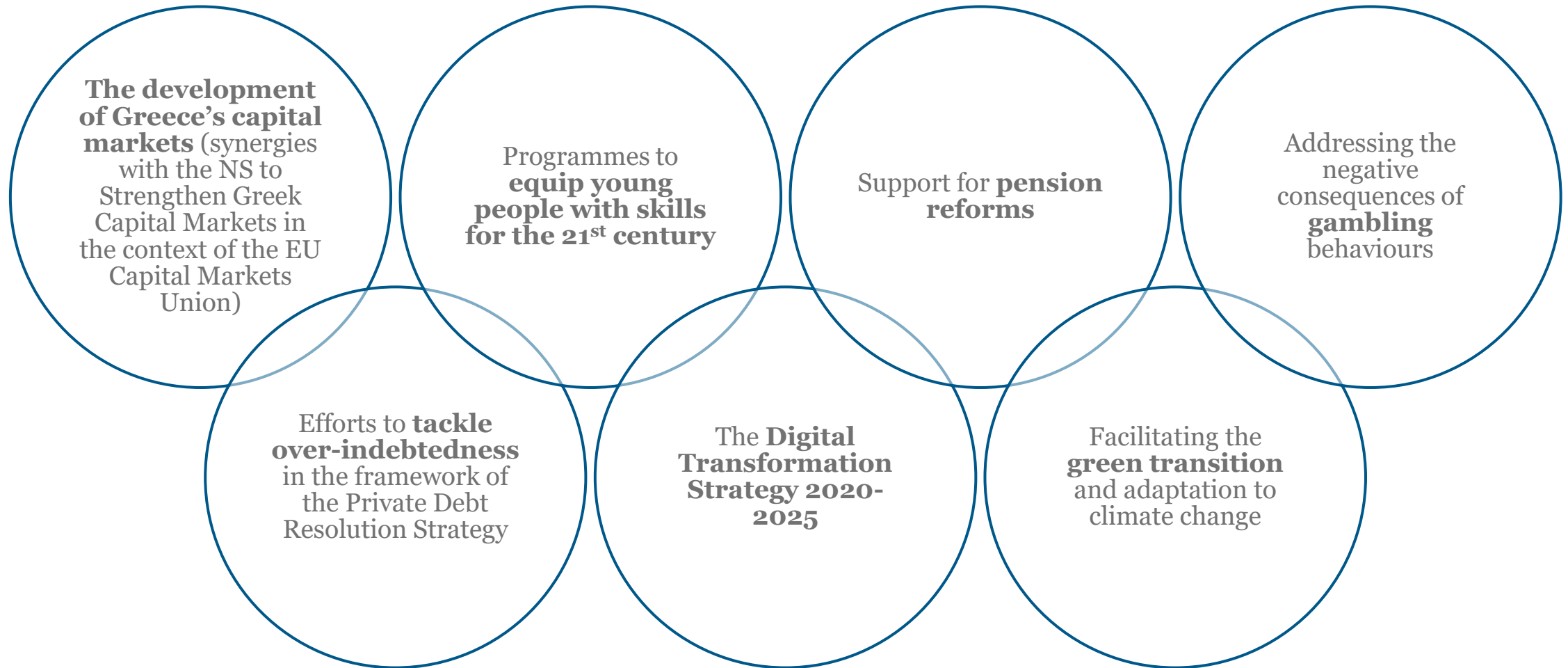
Provide guidance to be applied by stakeholders in the design and implementation of their own financial literacy initiatives

Encourage adequate monitoring and evaluation to measure progress and propose improvements accordingly





# A complement to existing public policies addressing the well-being of people in Greece and long-term growth



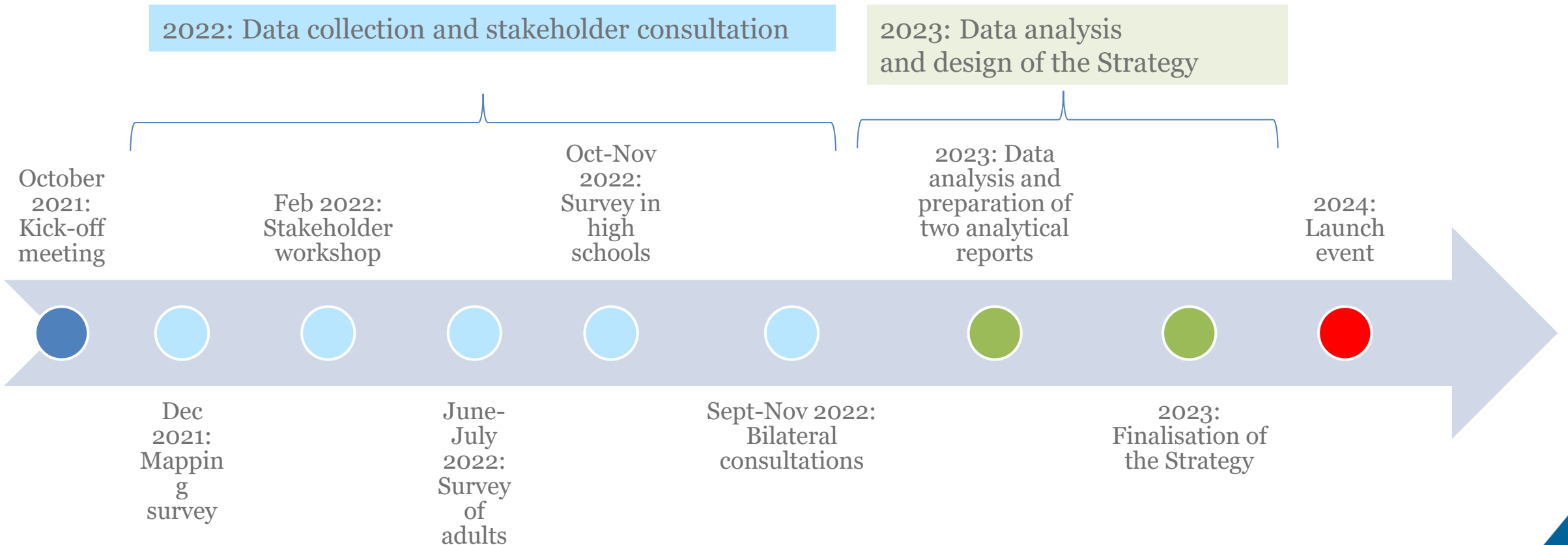


# PROCESS AND EVIDENCE





# The project's timeline





This proposal builds on qualitative and quantitative evidence, and on extensive consultations

---

## Mapping of financial literacy actors and initiatives in the country

- Survey questionnaire was distributed in December 2021
- 31 stakeholders from the public, not-for-profit and private sectors

## Quantitative surveys on the financial literacy levels of adults and high school students

- Adults: collected in June-July 2022 on a representative sample of the Greek adult population aged 18-79, including a booster sample of owners of micro and small businesses (between 1 and 49 employees)
- High school students: collected in October-November 2022 across 42 general and 14 vocational high schools with the support of MinEdu and IEP

## Meetings with selected stakeholders from government and supervisory authorities, financial industry bodies, and non-governmental organisations



# Evidence is now available (in English and shortly also in Greek)

## **Financial literacy in Greece: relevance, actors, and initiatives (Χρηματοοικονομικός εγγραμματισμός στην Ελλάδα : Σημασία, φορείς, και πρωτοβουλίες)**

Presents the actors directly involved or with an interest in financial literacy, and the financial literacy initiatives being implemented in Greece in 2022.

## **Evidence on financial literacy of adults and young people in Greece (Στοιχεία σχετικά με τον χρηματοοικονομικό εγγραμματισμό ενηλίκων και νέων στην Ελλάδα)**

Presents the evidence collected through the two nationally representative quantitative surveys of financial literacy of adults and high school students conducted in 2022.

- For adults and students: analysis of the levels of financial knowledge, behaviour and attitudes, including digital financial literacy
- For adults: also describes awareness and use of financial products and services, and levels of financial well-being.

Please visit: [www.oecd.org/financial/education/financial-literacy-in-greece.htm](http://www.oecd.org/financial/education/financial-literacy-in-greece.htm)





# GOVERNANCE



# Proposed governance structure

Objective: Ensure the creation of credible and unbiased public sector leadership as well as of effective mechanisms for the involvement of private and not-for-profit financial literacy stakeholders

Ministry of Economy and Finance  
General Secretariat of Financial Sector and Private Debt  
Management



## National Financial Literacy Steering Committee (NFLSC)

- Ministry of Economy and Finance, through the GS of Financial Sector and Private Debt Management
- Ministry of Education, Religious Affairs and Sports
- Ministry of Development
- Bank of Greece
- Hellenic Capital Market Commission

## Financial Literacy Stakeholder Committee (FLSC)

- Members of the NFLSC
- Financial literacy stakeholders in Greece (those that contributed to the NS project, ..)





# Financial literacy mandates of members of the NFLSC

<b>Members of the NFLSC</b>	<b>Nature of financial literacy mandate</b>
<b>Ministry of Economy and Finance / GS of Financial Sector and Private Debt Management</b>	Explicit mandate through Article 79 of L. 4389/2016. Responsible for assisting the Government in the design and implementation of a national strategy for the efficient management of private debt and the avoidance of over-indebtedness, including through the design of financial education actions.
<b>Ministry of Education and Religious Affairs and Sports</b>	Responsibility over curriculum development and teachers training, through the Institute for Educational Policy (IEP).
<b>Ministry of Development</b>	Explicit mandate for education of consumers through Ar. 37 and 40 presidential decree 5/2022. In addition, explicit mandate for financial education of consumers notably through transposition of EU directives
<b>Bank of Greece</b>	Implicit mandate: Responsibilities with regards to maintaining price stability, preserving the stability of the financial system. Responsible for the supervision of banks (alone or with the ECB), leasing companies, electronic money institutions, payment services providers, credit companies, credit servicing firms, microfinance institutions, and insurance companies.
<b>Hellenic Capital Market Commission</b>	Implicit mandate: Established by Law 1969/1991 and Law 2324/1995 with the purpose of protecting investors and ensuring the orderly operation of the Greek capital market. The Hellenic Capital Market Commission is responsible for monitoring compliance with the provisions of capital market law.



# VISION, PRIORITIES AND TARGET GROUPS



## The Strategy's vision

---

*People living in Greece are empowered with the knowledge, attitudes and skills to make effective financial decisions and to use traditional and digital financial services safely, in order to improve their financial well-being and contribute to the inclusive and sustainable growth of the Greek economy.*

Highlights the link between the positive contribution that higher levels of financial literacy can make to the lives of individuals, and their cumulative effects at the macro level on the whole Greek economy





## Main objectives

---

1. **Avoid over-indebtedness** by encouraging sound money management and promoting saving habits and a responsible use of credit
2. **Encourage long-term financial planning** by fostering awareness, knowledge and skills to take effective decisions about retirement and mitigating risks
3. **Promote a safe use of digital financial services**, by strengthening digital financial knowledge and skills
4. **Promote an informed participation in capital markets**, by raising awareness of the opportunities and risks linked to investments;
5. **Promote tax compliance**
6. **Prevent gambling**, in particular among younger generations
7. **Support financial literacy stakeholders** in implementing effective financial education programmes addressing the needs of the population



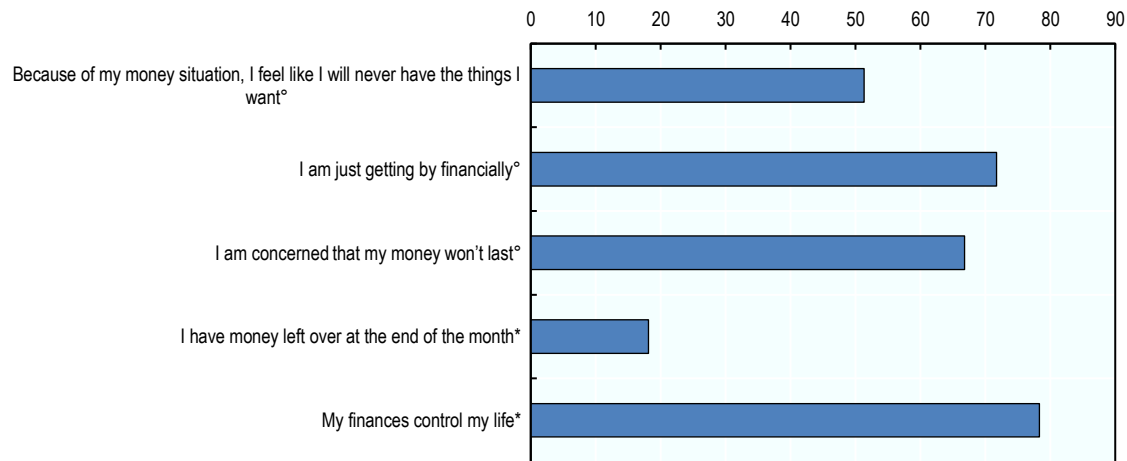
# 1. Avoid over-indebtedness

Promote the design and delivery of financial literacy initiatives that encourage prudent money management and focus on developing a culture of savings, to increase individuals' financial resilience and help them cope with financial shocks

Complement existing debt advice programmes and support individuals at risk of over-indebtedness

**Figure 1. Other measures of financial well-being**

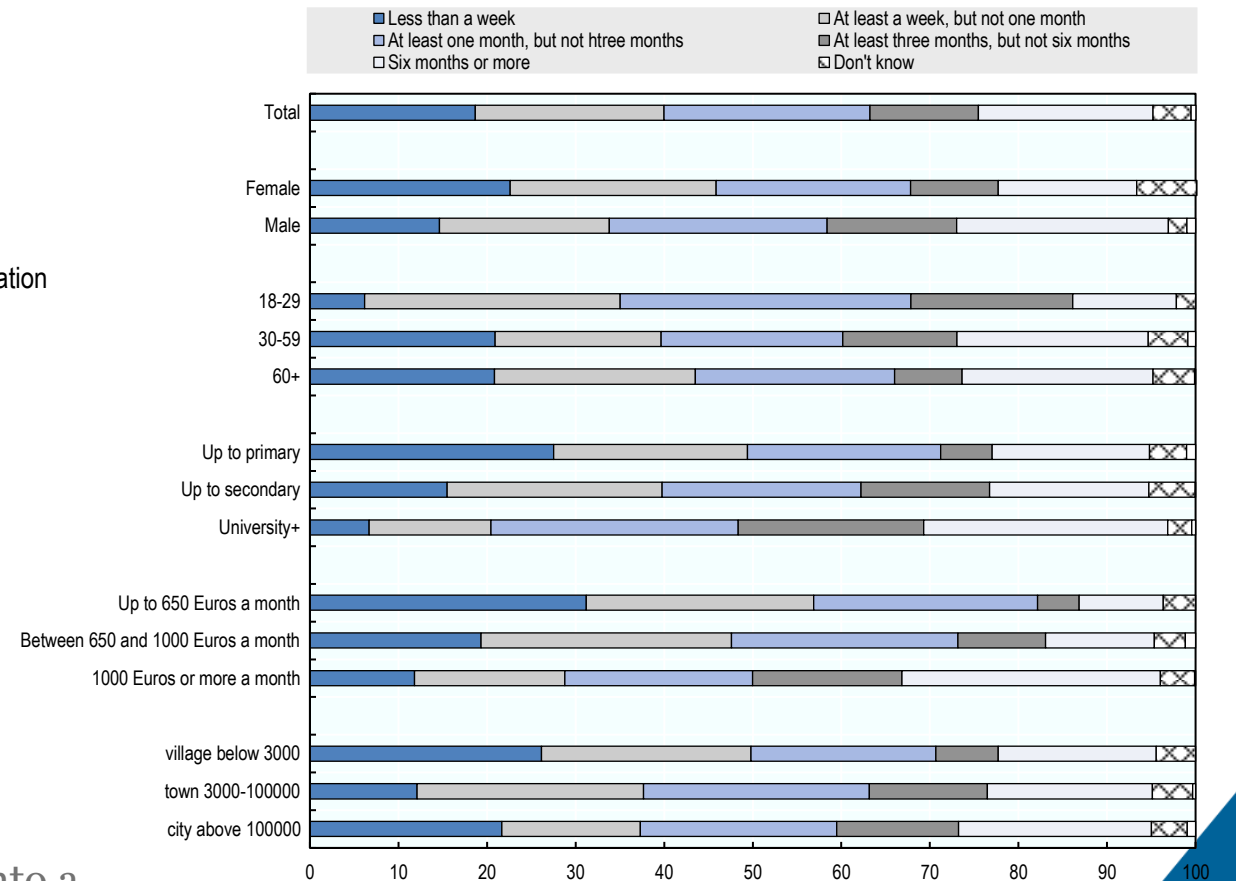
Percentage of adults who report that the statements apply to them always or often (\*) or they describe their situation completely or very well (°).



Just around 30% of adults in Greece indicated paying money into a savings or a deposit account. One fifth (21%) save at home in cash

**Figure 2. Availability of a financial safety net in case of income loss**

Percentage of adults who could cover their living expenses, without borrowing any money or moving house, for different periods of time





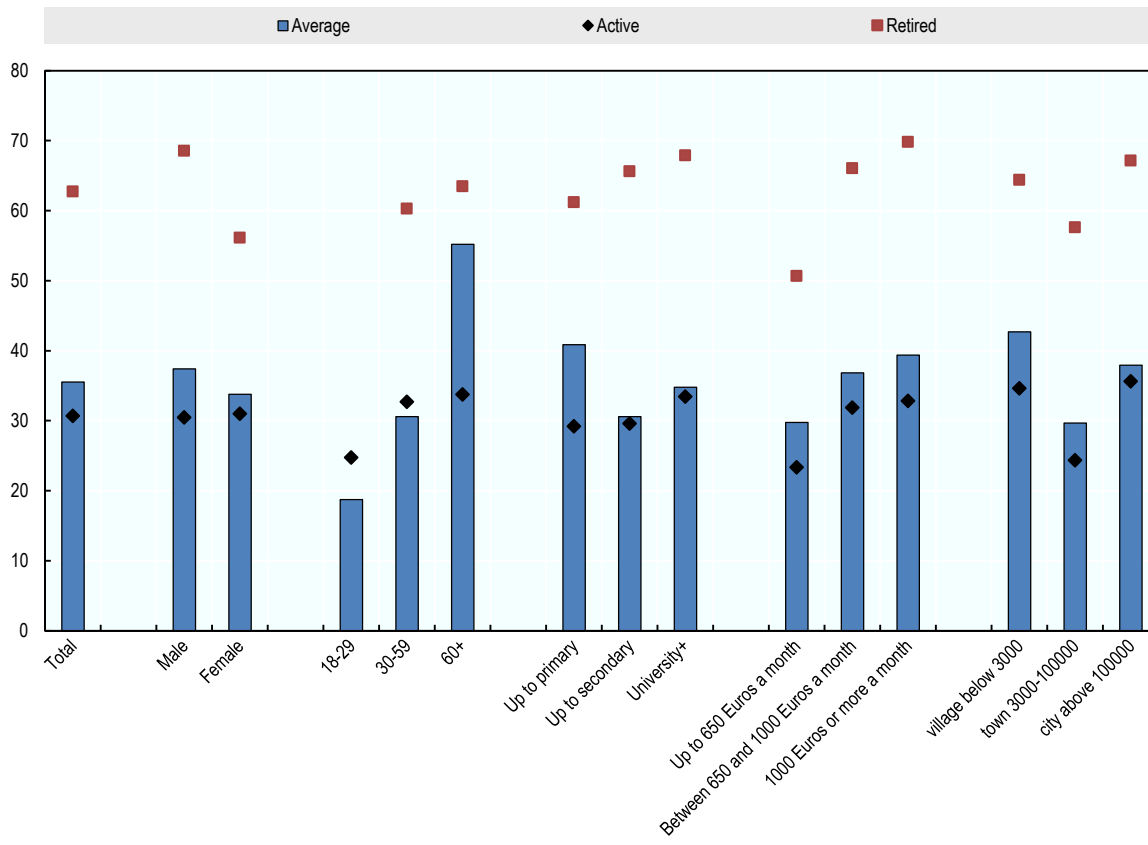
## 2. Encourage long-term financial planning

Help Greek adults understand their retirement income needs, promote awareness and understanding of the main features of the public pension system and help them to take action in public, occupational and private pensions

Raise awareness of the benefits of insurance, help build an adequate financial safety net

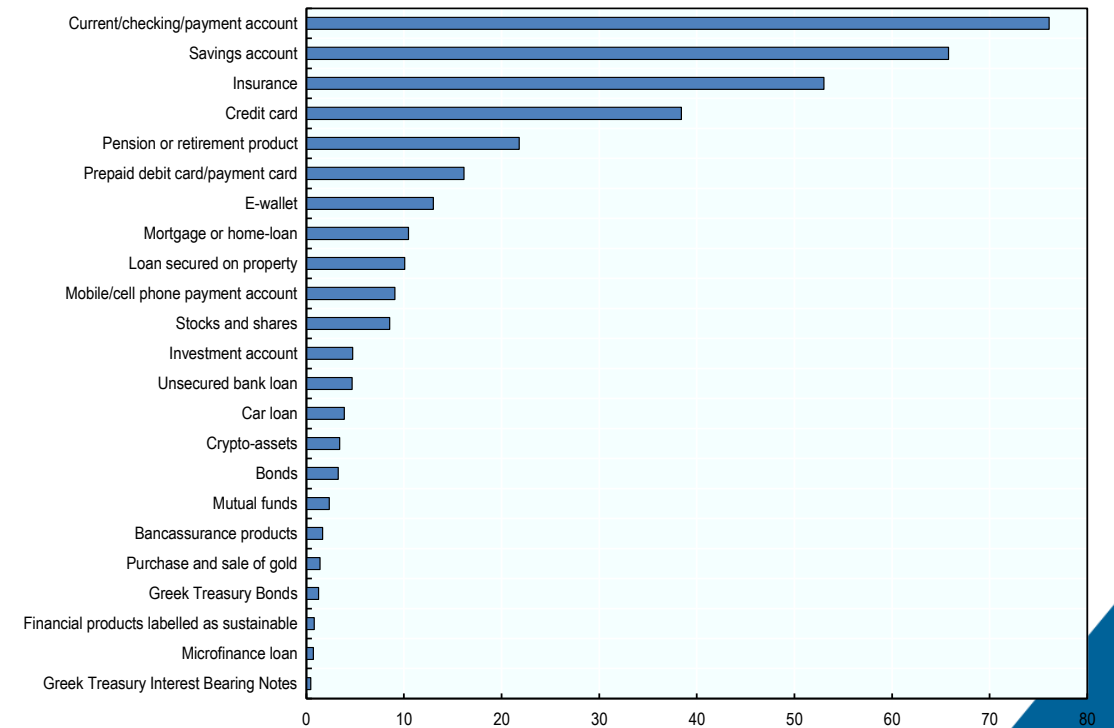
**Figure 3. Confidence about retirement**

Percentage of adults who responded that they feel confident about their retirement plans



**Figure 4. Financial product holding**

Percentage of adults who hold the following financial products





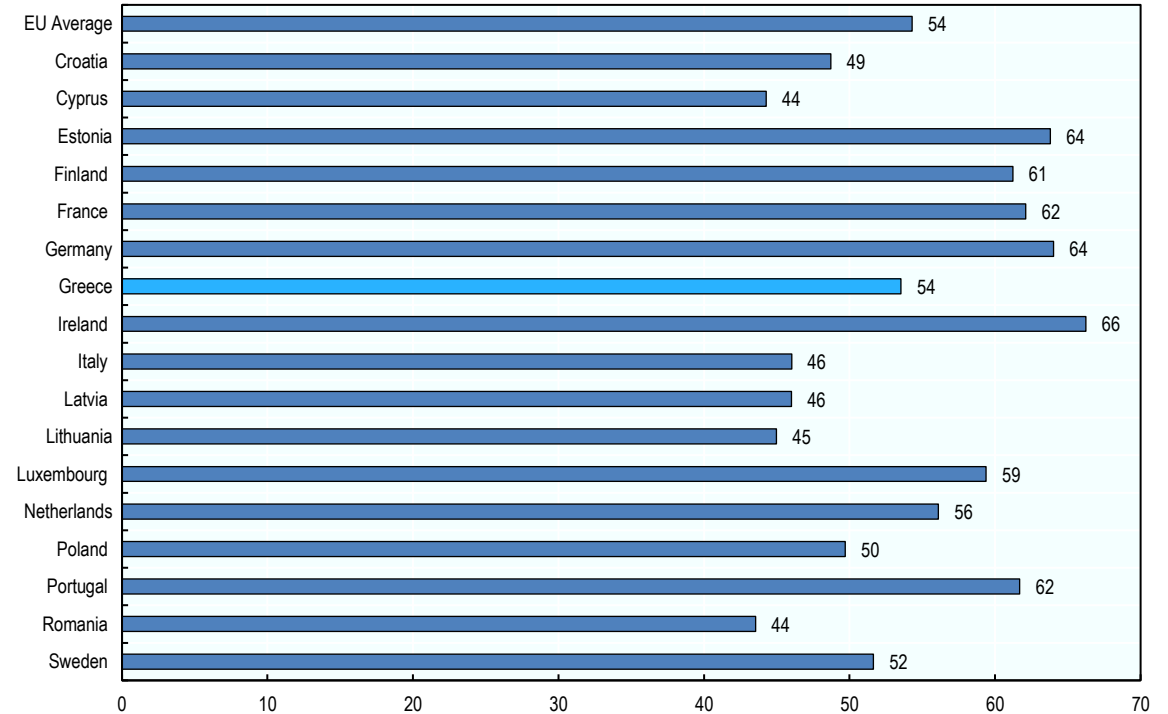
# 3. Promote a safe use of digital financial services

Help people in Greece to understand and use safely digital financial services and provide them, and in particular the most vulnerable and least tech-savvy, with adequate digital financial education resources

Table 1. Digital financial behaviours

	Financially “savvy” behaviour
I share the passwords and PINs of my bank account with my close friends.	95.6
Before buying a financial product online I check if the provider is regulated.	21.9
I share information about my personal finances publicly online.	77.6
I regularly change the passwords on websites that I use for online shopping *	27.8

Figure 5. Digital financial literacy score for Greece and selected EU member countries



Large variations are associated with age (66 for young adults vs. 37 for seniors), income (59 for those with higher incomes vs. 42 for those on lower incomes), and in particular, educational attainment.

No gender differences



# 4. Promote an informed participation in capital markets

In parallel with supporting positive financial behaviours relating to money management, responsible use of credit, and the promotion of saving habits, the Strategy should help people in Greece to participate in capital markets in a safe and informed fashion

Figure 6. Household financial wealth in Greece

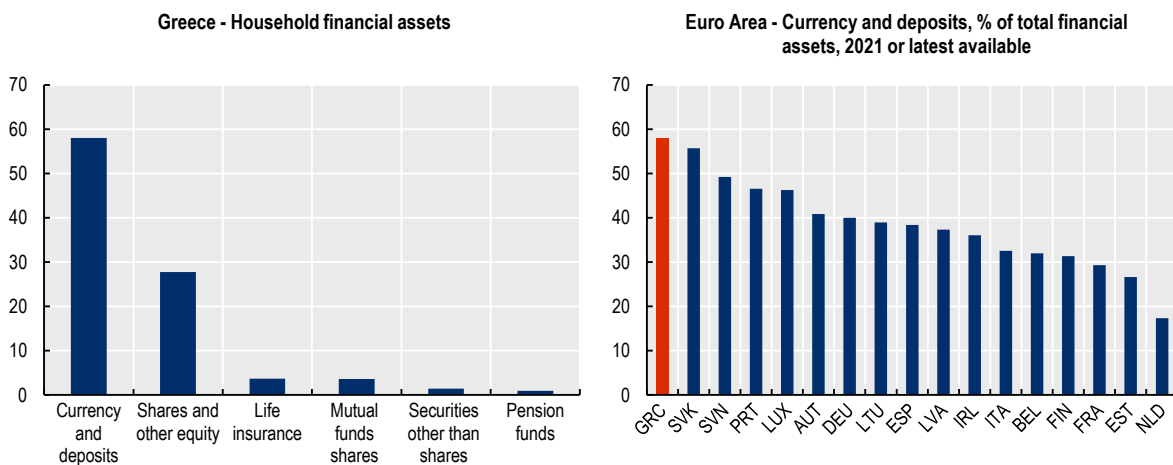
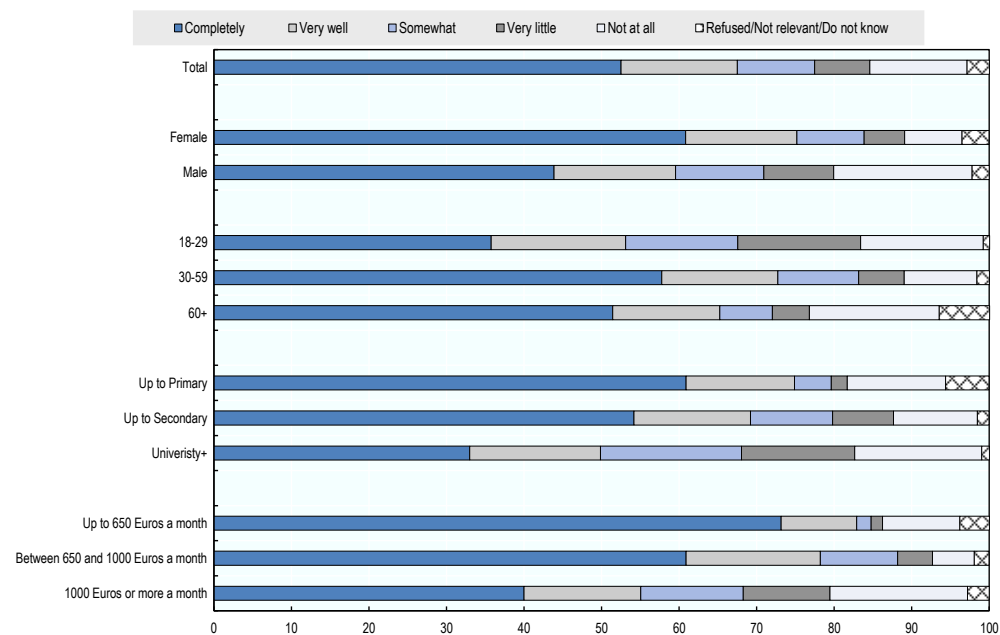


Figure 7. Because of my money situation, I cannot make long-term saving or investing plans



Low holding of investment products is also a consequence of low levels of financial literacy: 44% of adults in Greece report that they do not know how to save or invest for the long-term



## 5. Promote tax compliance

Increase tax literacy among the Greek population, by reducing taxpayers' lack of knowledge and by improving tax morale, by including tax education in FL initiatives

- Only half of students know that taxes contribute to public services
- Around 40% seems to be aware of the obligation to declare and pay income taxes yearly
- 38% know that penalties may apply in case income taxes are not paid on time



## 6. Prevent gambling

Minimise the negative consequences of gambling on financial well-being, especially among younger generations

Ensure that gambling is addressed as part of financial literacy initiatives

- Over 70% of adults have gambled at some point in their life. This percentage rises to 83% in the age group 18-34
- 23% spend between EUR 10 and EUR 50 per month, and 9% spend more than EUR 50 per month
- 51% show medium to high-risk problematic behaviour, 30% medium risk and 21% high risk (results of self-assessment tests offered to players by gambling license holders in 2022)



## 7. Support financial literacy stakeholders

Provide a platform or a forum for discussion that can support effective and long-term cooperation among financial literacy stakeholders

Ensure better coordination in the offer of financial literacy programmes in schools and other formal education settings, and a more comprehensive coverage of vulnerable target groups that currently do not have sufficient access

Encourage evidence-based initiatives, by undertaking and sharing evidence on FL, and encouraging use of common impact evaluation tools

Figure 8. Delivery channels of FL initiatives in Greece

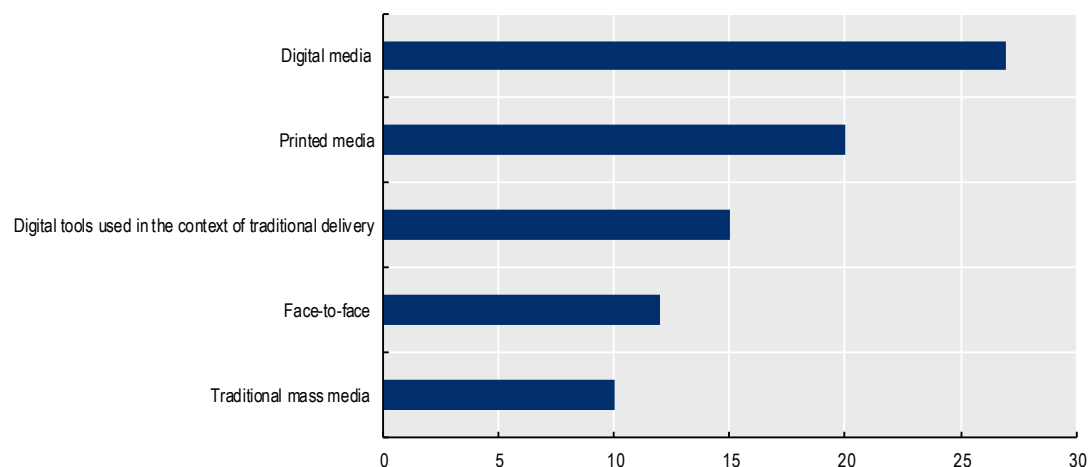
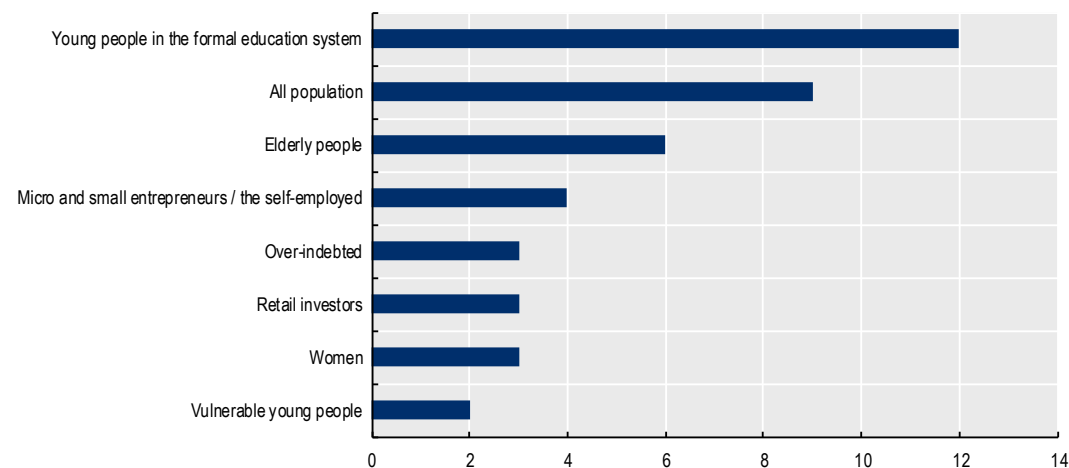


Figure 9. Target audiences of financial literacy initiatives

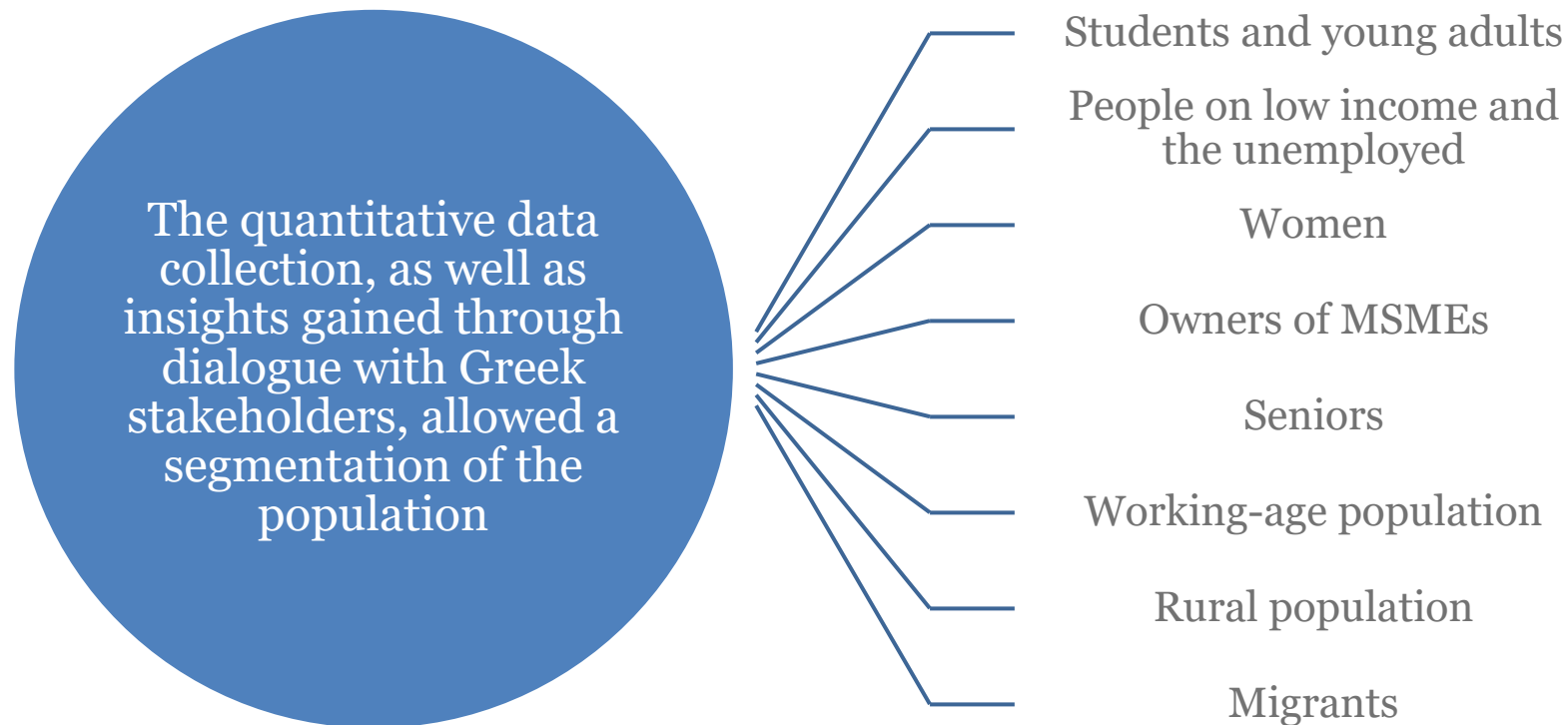






# Target groups

The NS is expected to benefit all people living in Greece: the segmentation of the population should facilitate the design of initiatives



Based on factors such as:

- levels of financial well-being, including financial resilience
- gaps in financial literacy
- relevance for the economic growth of Greece



# IMPLEMENTATION ROADMAP



# Implementation roadmap

- Presents a list of initiatives which would support the implementation of the NS under each identified priority area
- Includes short-term key performance indicators (KPIs) as well as possible long-term impact indicators for each suggested initiative

Members of the NFLSC should identify elements of the roadmap to be prioritised, based on available resources and their respective financial literacy initiatives.

KPIs - Examples	Possible long-term impact indicators - Examples
<ul style="list-style-type: none"><li>• Number of new initiatives, which support inter alia money management and savings, developed for vulnerable audiences</li><li>• Creation of an annual national awareness event that focus on pension and long-term financial planning</li><li>• Development of financial literacy resources for retail investors (such as an online investment simulator)</li><li>• Number of financial literacy initiatives that include tax education.</li></ul>	<ul style="list-style-type: none"><li>• Reduction in the % of adults on lower incomes who struggle with unsustainable levels of debt (baseline 29% in 2023)</li><li>• Increase in the % of people who hold some kind of insurance (baseline 58% in 2023)</li><li>• Increase in the % of owners of micro and small businesses who indicate that they are confident to approach banks and external investors to obtain business finance (baseline 52% in 2023)</li></ul>



# MONITORING AND EVALUATION



# Monitoring and evaluation

## Financial literacy initiatives

- Encourage stakeholders to include monitoring and evaluation in the design phase of their initiatives
- Involve stakeholders in the development of a common toolkit and encourage its use

## The overall Strategy

- Monitor the progress against its annual action plans
- Evaluate the impact of the overall National Strategy at the end of its five years of implementation through:
  - Identifying a link between outcomes and activities that will be implemented as part of the Strategy
  - Key Performance Indicators and long-term impact indicators
  - Quantitative analysis through regular data collection exercises on financial literacy of adults and MSMEs owners
  - Assessment of the effectiveness of the institutional mechanisms and coordination of the strategy in achieving its desired objectives
- Share and discuss monitoring and evaluation results to members of the FLSC.
- Communicate the results of monitoring and evaluation exercises to the public



# ΕΥΧΑΡΙΣΤΩ

ANDREA.GRIFONI@OECD.ORG

[WWW.OECD.ORG/FINANCIAL/EDUCATION/FINANCIAL-LITERACY-IN-GREECE.HTM](http://WWW.OECD.ORG/FINANCIAL/EDUCATION/FINANCIAL-LITERACY-IN-GREECE.HTM)