# GIAJ Financial Education Initiatives for the Younger Generation, Especially University Students & Junior Corporate Citizens

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# 1. Overview of GIAJ's Insurance Education by Age Group

Age Group	Activity
Primary school Secondary school	<ul> <li>Card game: Bosai-Duck (Disaster Prevention Duck)</li> <li>Safety education program: Bosai-Tankentai (Exploration for Disaster Prevention, see below)</li> </ul>
High school	<ul> <li>Dispatch of lecturers</li> <li>Supplementary materials: Teaching Practice Program</li> </ul>
University Junior corporate	<ul> <li>Dispatch of lecturers</li> <li>Brochure introducing general insurance: Freshers' Guide for the younger generation</li> </ul>
Consumers	<ul> <li>Dispatch of lecturers</li> <li>Information services through the website.</li> </ul>

#### (Bosai-Tankentai (Exploration for Disaster prevention) activities









Town expeditions

**Drawing maps** 

**Presentations** 

# 2. Insurance Education for University Students

#### 1) Single seminars:

Help students acquire the ability to properly compare and select insurance products that meet their individual needs. Topics include the following:

Daily risks based on general statistics

Overview of general insurance for households (auto insurance, fire insurance,

accident insurance, etc.)

Cautionary measures when purchasing insurance

FY2014 (As of Dec. 31)	FY2013	FY2012
51 (*)	65	49



<sup>\*</sup>Including tie-up lectures organized by the Committee for the Promotion of Financial Education (e.g., at Keio University Law School and Tokyo Kasei Gakuin University).

<sup>\*</sup>Lectures organized by the GIAJ are given at Meiji University, Kansai University, Doshisha University, etc.

# 2. Insurance Education for University Students

#### 2) Serial seminars

Serial seminars aim to disseminate factual information on general insurance in a systematic and detailed manner to help students gain an understanding of the needs and roles of general insurance in the national economy.

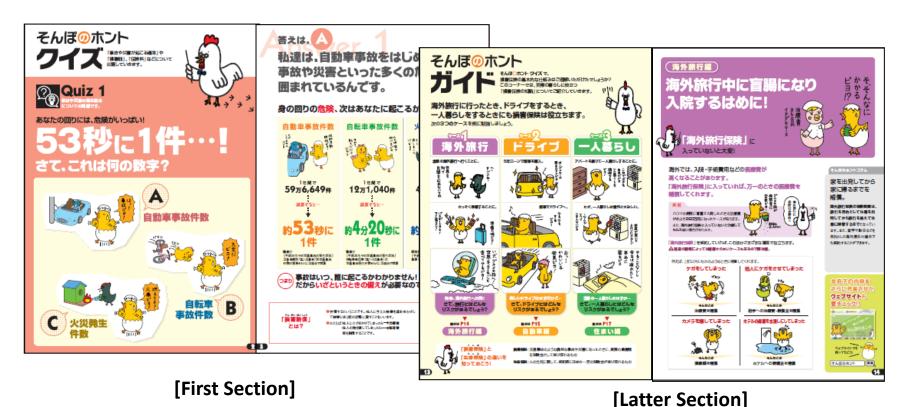
#### **Content of seminars:**

Faculties of Economics and Commerce	Overview of key insurance products, risk management, general insurance markets, etc.
Faculty of Law	Knowledge of the Insurance Business Act, Insurance Act, indemnity, consumer protection laws, mechanism of ADR, etc.

[List of universities where lectures were provided in FY2014]
15 universities including Hokkaido University, Tohoku University, Hitotsubashi
University, Nagoya University and Osaka University.

# 3. Educational Tools for University Students & Junior Corporate Citizens

- Freshers' Guide (20 x A4 pages)
  - Causes of accidents and functions and mechanism of insurance are explained in an easy-tounderstand quiz format
  - With daily scenes familiar to the younger generation, such as overseas travel, owning a car and single life, accompanying risks and risk management are explained



### 4. Future Initiatives

- Partnership with the Committee for the Promotion of Financial Education, etc.

  Participate in the Committee for the Promotion of Financial Education

  to promote financial and consumer education in partnership with other

  financial institutions.
- **■** Focus on elderly education
  - In parallel, existing insurance education according to age group is organized by the GIAJ. In particular, education for the elderly shall be focused on to avoid problems associated with the elderly in an aging society.
- Support for the self-reliance of consumers
  - Consumer education shall be further strengthened by valuing communication with consumers, thereby contributing to their self-reliance.