

Financial Education Aimed at the Youth (College Students and Younger Employees)

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Major Activities of Japan Institute of Life Insurance(JILI)

JILI has been engaged in activities of providing a wide range of people including consumers with information related to life planning and life insurance from an official and neutral standpoint for almost 40 years to enhance the stability of people's lives by the sound development of the life insurance system.

○Major Three Pillars of JILI's Activity

1. Consumer Enlightenment and Information Dissemination

- Practical learning courses* for college students
 - Study sessions for adults
 - Brochures and supplementary educational materials for schools
- etc.

2. Studies on Life Insurance

- Providing young research workers with grants
 - Holding society meetings
 - Issuing the collection of theses
- etc.

3. Research

- “Survey on Life Protection”
- “National Survey on Life Insurance”

*practical learning course: JILI's staffers conduct lectures for sixty or ninety minutes mainly at the request of college professors.

Financial Education Through Practical Learning Course

<KEY LEARNING POINTS>

① Importance of Risk Management in Life Planning

Material1, pp.1-2

② Roles of Insurance in Life Protection

Material1, pp.3-4

③ Characteristics of Insurance Contract

Material1, p.5

<Expectation for Education at Colleges>

○ Act on Promotion of Consumer Education (enforced in December 2012)

• Cultivating practical ability

Material1, p.5

○ Financial Literacy Map (announced in June 2014)

“College Students”

• Making a decision based on one’s own sense of value

Material1, pp.1-2

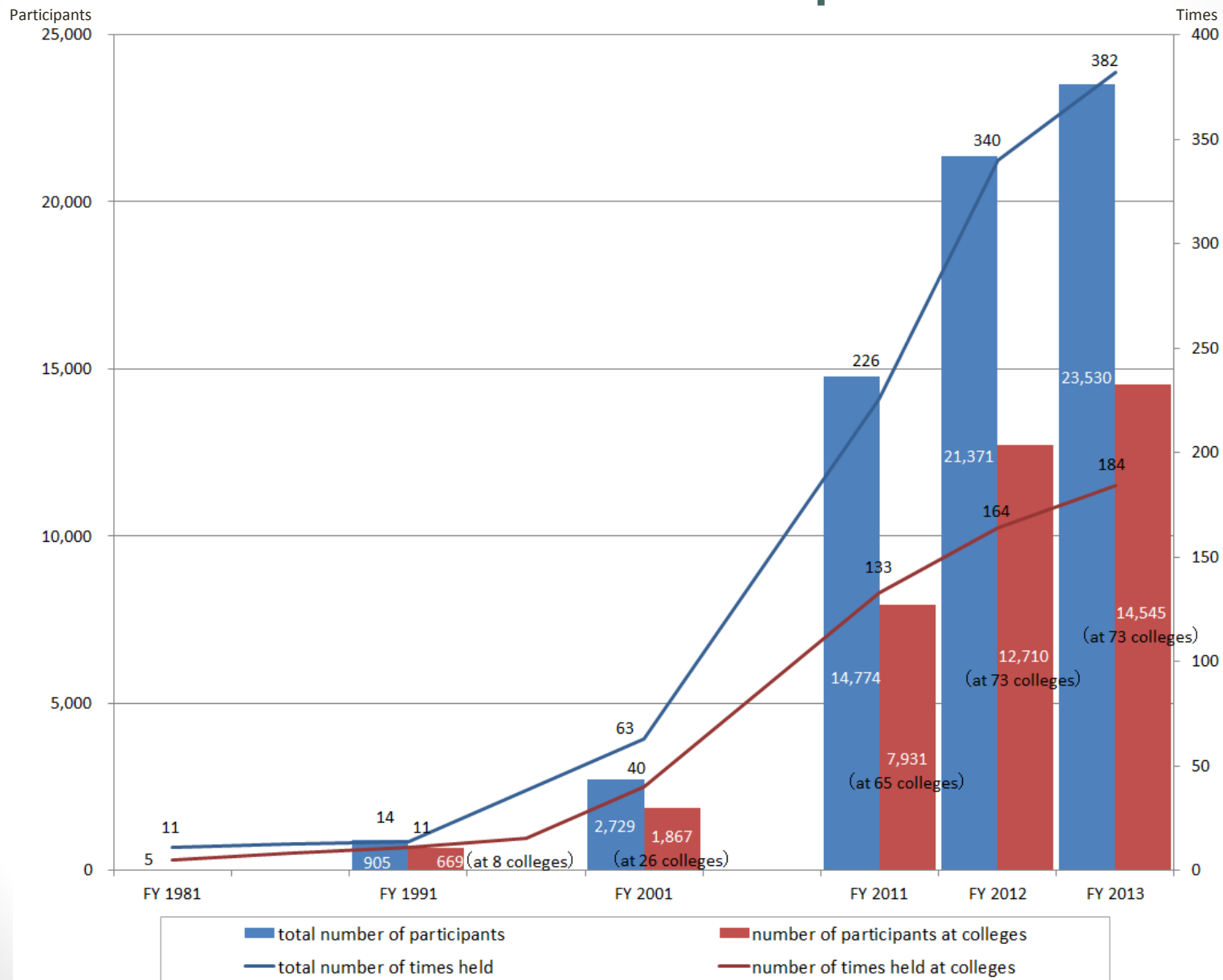
• Deepening the understanding of financial knowledge

Material1, pp.3-4

• Realizing one’s social responsibility

Material1, p.5

Number of Times Held and Participants of the Course



Activities Aimed at Younger Employees

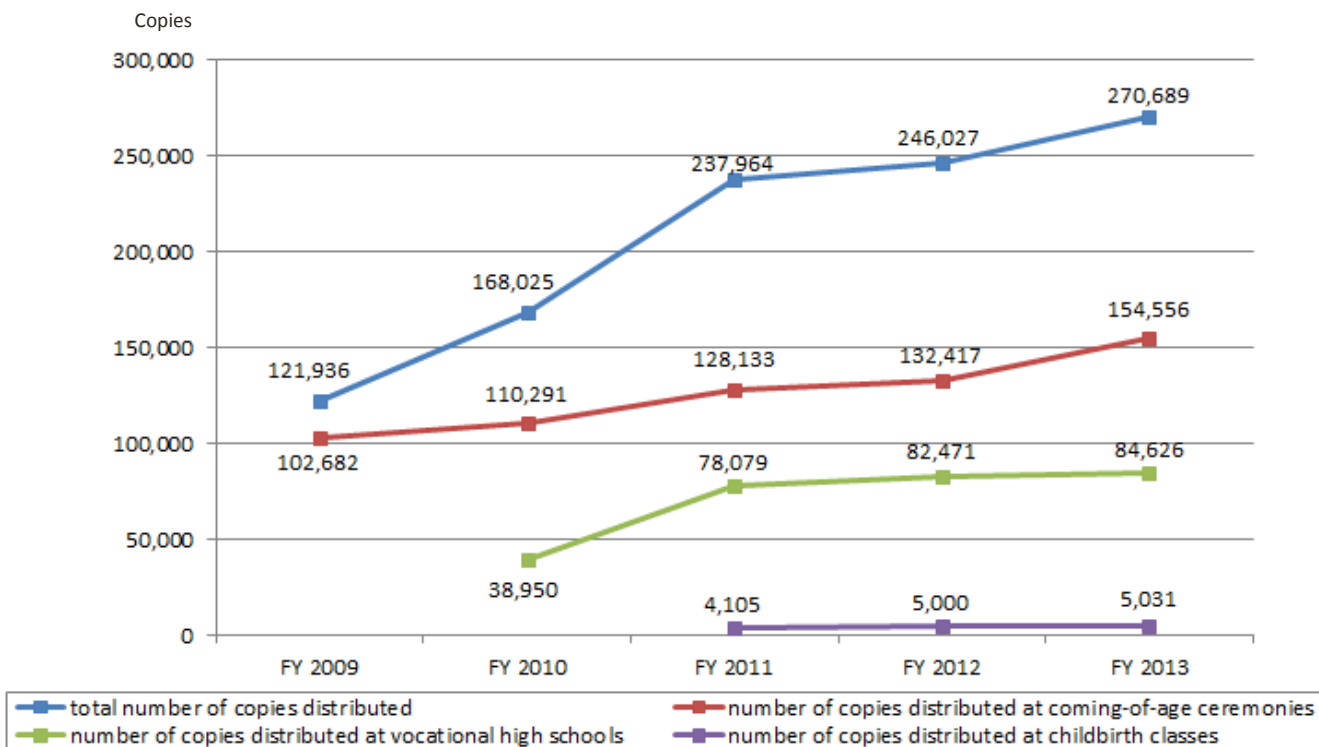
Provision of Basic Knowledge by Distributing a Brochure



イラストでわかる生命保険
ほけんのキホン
for Beginners

“The ABCs of Insurance for Beginners” is a compact brochure which provides all the basic information of life insurance necessary for younger employees.

It is a compact easy-to-understand brochure based on “Living and Risk Management” which is used as a textbook in the practical learning course (A5 paper size / 148mm× 210mm).



Provision of New Online Content to Improve the Literacy

- Creating a Life Plan Corresponding to Your Own Life Stage -

- A simulation program to support life planning, entitled “e-LifePlannning”, will be released on our website in March 2015.
- It helps people to reconsider their own selves at each life stage repeatedly, and to create a life plan corresponding to their own life stages.

