



投資者及理財教育委員會
Investor and Financial
Education Council



Helping Our Young Generation Guard Against Financial Scams

Dora Li

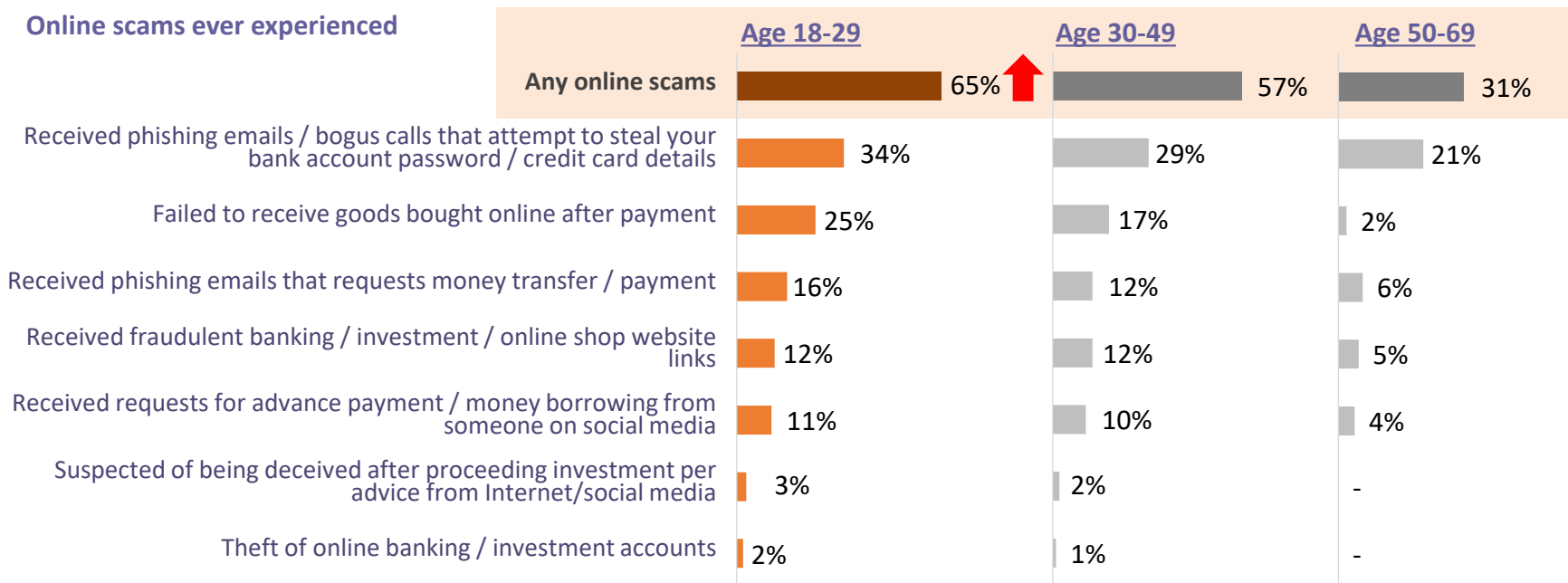
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Young people, being digital natives, see higher incidence of experiencing online scams

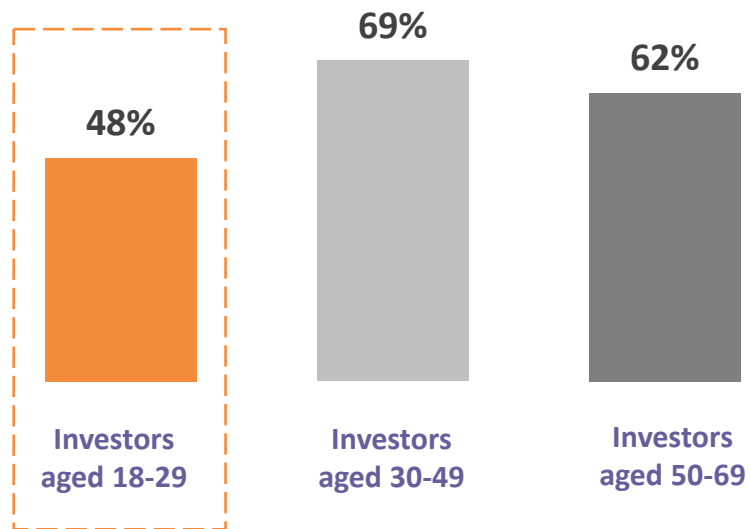
Online scams ever experienced



Investment scams



Awareness of ramp and dump scams on social media



TV campaigns

2021



13.6 million video views

Guard against online financial and investment scams

2022



10 million video views

Build financial resilience and beware of investment scams

2023



7.8 million video views

Power up our digital financial literacy and become a digital finance hero.

2024



Launched on 1 March 2024

Upbeat song in TVC to call for the public to "Be A Savvy Investor!".



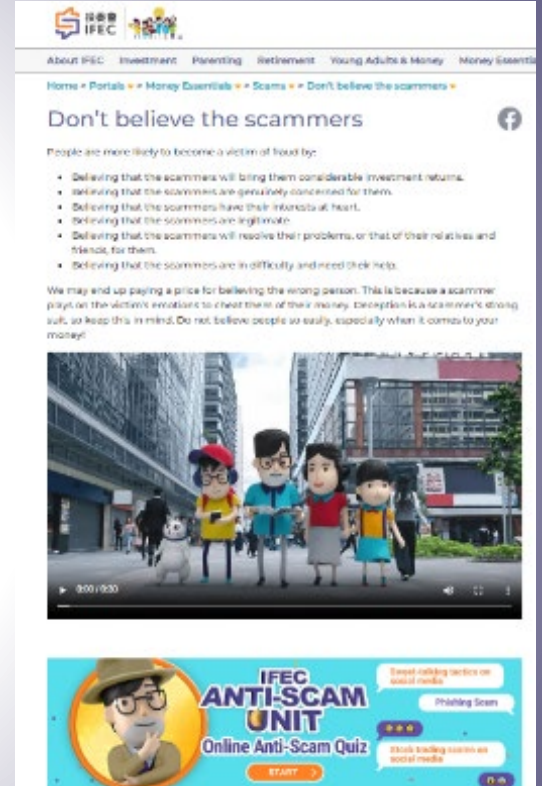
Making learning fun and interactive!



[Anti-scam Quiz](#)



[RPG Game](#)



[Anti-scam portal](#)



[Anti-scam board game](#)



Chinese Proverb

***“If your plan is for one year, plant rice.
If your plan is for ten years, plant trees.
If your plan is for one hundred years, educate children.”***

– Ancient Chinese Scholar

「一年之计育谷,十年之计育木,百年之计育人。」 - 管子·权修



Primary School: Money Management Online Quiz Challenge

Collaboration with:



教育局
Education Bureau



February 2024

Attracted over 48,000 participants

More than 80 primary schools participated

[Link to Online Quiz Challenge](#)



Secondary School: Digital Financial Literacy Programme for Youth

Collaboration with:



教育局
Education Bureau



March 2024

More than 500 teachers involved

Share their insights on shaping the financial literacy of youths in the digital age

Junior Category (S1-S3)

Theme:
Be A Smart Online Shopper

Topics include:

- Choose online consumption platform wisely
- Exercise caution when managing online payments
- Safeguard personal information from online threats

Senior Category (S4-S6)

Theme:
Use Personal Digital Financial Services Safely

Topics include:

- Smart use of digital technology to manage personal finance
- Prevention of online financial scams

Tertiary Students: Personal Finance Ambassador Programme

Collaboration with:



The Ambassadors shared financial education messages to over 4,900 of their peers through their projects, campus activities and social media.





Money Smart Guide for Non-Local Tertiary Students

Welcome to Hong Kong! Studying and living in a new environment can be exciting and yet, challenging. Handling your personal finance may further adds to the burden. With the right knowledge and tools, it would not be that difficult. You may find the following useful and beneficial:

Smart consumption tips

Smart tips for payment methods

Discover the financial services available in Hong Kong

Practical tips for preventing fraud

Money Smart Guide in Hong Kong

Smart consumption tips

Hong Kong is reputable as a shopping and culinary paradise. However, do be mindful of overspending while enjoying the convenience of the online shopping and food delivery apps.

Financial savviness is all about spending smart, know what to spend and when to spend. This requires a good practice of keeping track of spending, setting up of budgets and adhering to it.

To set an effective budget, you can start by tracking your spending. The IFEC Money Tracker is an easy tool to keep track of your expenses on your mobile phone. The app automatically categorises your expenses and helps you set budget plans in just a few clicks. The app also offers a feature for planning savings goals, allowing you to systematically achieve different life goals.

The IFEC Money Tracker mobile app

- Convenient tracking of income and expenses
- Expenses are categorised for better budgeting
- Budget and track shared expenses with families and friends
- Set savings goals and work out how long you will need to achieve them



Tips about investment and scam prevention for young people

Young people may come across many financial products online and be tempted to kick-start their investment journey. However, it is worth spending time and effort into learning more about investing and know more about protection against scams.

Basic principles for investing

Young people should consider the following basic principles of investing.

- 1 Be vigilant and protect your assets.
- 2 Understand the product's features and risks to choose the best option.
- 3 Invest with caution and reflect on your investment behaviour and attitude.

Online toolkit for non-local students



Tips for investment and scam prevention for the young





Thank you!

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