



Executive Report Financial Education 2020-2021

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Introduction, What Financial Education Is to Us

For CECA, its associates, and its Foundation, FUNCAS, financial education is our highest priority, as well as an important tool for improving people's lives, especially for the most vulnerable. This commitment to society is more necessary than ever given the current climate, in which financial education has become an essential device for empowering citizens facing a changing reality due to digitization and uncertain times. In this new environment, it is vital to have financially responsible people who can manage their resources in the most effective way and provide new, yet practical digital technologies to improve knowledge and skills.

CECA and its partners are aware of these needs, and through their outreach programs, expand the community's experience and knowledge.

This report contains a summary of the financing, activities and programs developed by the entities associated with CECA during the 2020-2021 period, which were extended into the following year due to the unique circumstances created by the pandemic. Therefore, data was collected from both the Funcas Educa Program and from self-funded studies, both in 2020 and in 2021, with a goal to provide a more complete outlook of the results.

Our programs promote the improvement of financial culture, which favors system stability, financial inclusion and social cohesion.

CECA Sector Entities

FOUNDATIONS

//Afundación
Obra Social ABANCA

FUNDACIÓN
ÁVILA

Fundación
Bancaja

bbk 

CajaCanarias
FUNDACIÓN

Fundación
Caja Cantabria 

Fundación
Caja Castilla La Mancha

Fundación
Círculo
Burgos

CAJADEBURGOS
FUNDACIÓN

Fundación
CAJA EXTREMADURA

CAJAGRANADA
FUNDACIÓN

fundación
CAJA INMACULADA

CM FUNDACIÓN CAJAMURCIA

FUNDACIÓN
CAJANAVARRA

Fundación
cajaRíoja

fundación
caja segovia

Fundación | Cajasol

Fundación
Cajastur

fundación
cajasur

Fundación
iberCaja 

kutxa
FUNDATZIOA

Fundación "la Caixa"

Fundación
La Caja de CANARIAS

MEDI
TERRA
NEO FUNDACIÓN

fundación
montemadrid

Fundació
pinnae

Fundació
SA AGOSTA Casa de Balam

Fundación
Unicaja

Vital FUNDACIÓN
FUNDATZIOA

funcas

FUNDOS

Caixa Ontinyent
Obra Social

Colonya
Fundació Guillem Cifre

BANKS AND SAVINGS BANKS

CaixaBank

Unicaja Banco

//ABANCA

kutxabank

iberCaja 

cajasur 

Caixa Ontinyent

Colonya
Caixa Pollença

cecabank



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Financial Education, A Long-Term Endeavor

A commitment to financial education is not something new. In Spain, there has been a national strategy since 2008 by the Bank of Spain and the National Securities Market Commission (CNMV), of which the entities associated with CECA form a part, to promote financial education. Both CECA and Funcas have been collaborating actively with various Financial Education Plans, a commitment which was recently renewed for 2022 through 2025.



In addition, both CECA and Funcas also participate in the dissemination of financial education at the national level through regular meetings with the Working Group, as well as the Spanish Financial Education Portal, which are a meeting point for the exchange of ideas.

They also support other initiatives proposed by Plan Promoters, such as Financial Education Day.

As part of the Plan's proposal, Financial Education Day has been celebrated on the first Monday in October since 2015, whose objective is to raise awareness of the importance of financial education and improve knowledge among the population. Throughout the day, initiatives related to this topic are held nationwide.



Financial Education, Internationally

CECA has also promoted financial education among member international institutions, such as the European Savings and Retail Banks Group (ESBG) and the World Savings and Retail Banks Institute (WSBI). Together they participate in various forums, such as the World Savings Day celebration, which takes place every year on October 31.

CECA, as a member of the INFE/OECD Network, together with its associated entities and in conjunction with the Bank of Spain and the Securities Market Commission (CNMV), participate in the Global Money Week celebration, whose objective is to raise awareness among young people about the importance of finances through relevant activities held worldwide.

Our Alliances



Pacto Mundial
Red Española



Funcas Financial Education Stimulus Program

The Funcas Financial Education Stimulus Program was born in 2018. This innovative program has contributed to financing financial education activities sponsored by CECA member entities, either directly or through their respective foundations, promoting existing projects as well as new proposals that meet emerging needs detected in the field.

From 2018 to 2021, the Funcas Educa Program has endowed 9.47 million euros.



Sustainable Development Goals and Financial Education

CECA entities and with the support of the association itself, as members of Global Pact, contribute to financial education to promote Sustainable Development Goals.

As such, our alliances promote quality education, respectable employment and economic growth to reduce inequalities, increase empowerment and support gender equality, especially among the most vulnerable populations.



THE AGENDA
2030 





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Activity in Financial Education 2020-2021: Main Figures



Investment
4.29 million
euros*

€549,774
corresponding to self-funding 2020

€724,115
corresponding to self-funding 2021



€3.025 million
corresponding to Funcas Educa Program
2020-2021



Activities
7,918



**Total Digital Accesses and
Face-to-Face Participation**
55,947,815**

(*)The 4.29 million euros investment corresponds to: 3.025 million euros from the Funcas Educa Program for 2020-2021 (this figure has been extended for two additional years due to the special circumstances created by the pandemic, which led to the program's conclusion the following year), and to the entities' own contributions in 2020 and 2021.

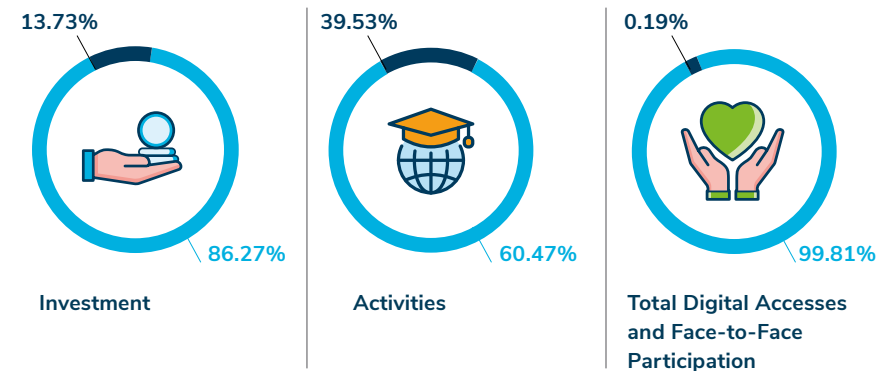
(**)Digital Accesses refer to online metrics that include: standard views, App and digital content downloads, website visits and streaming content.

Activity in Financial Education 2020-2021: Themes and Format

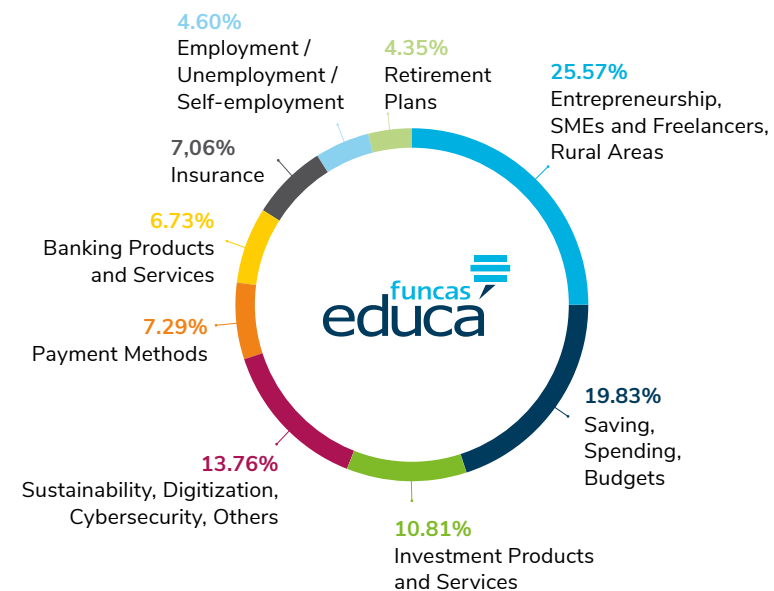


Betting on Digital

Face-to-face/Online






Themes

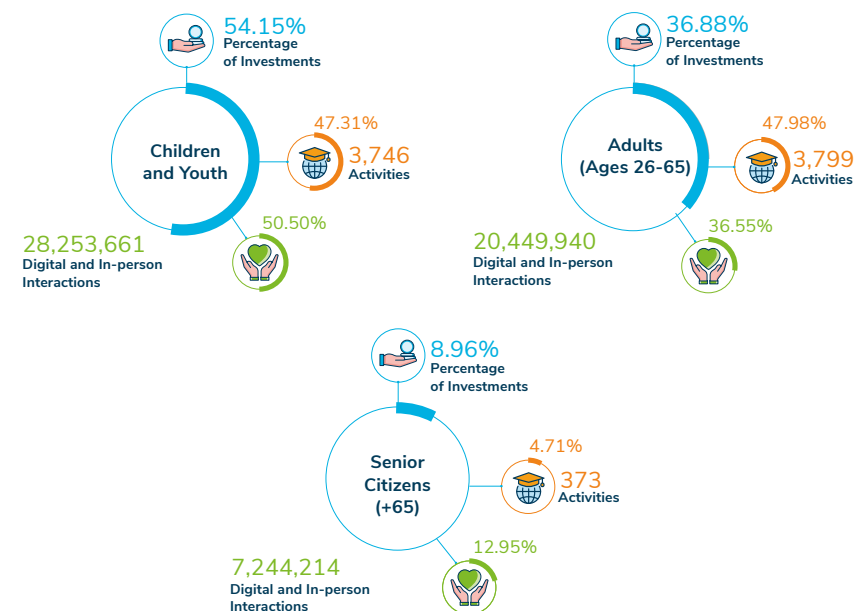


Activity in Financial Education 2020-2021: Audience by Age



Target Audience by Age

	 Investment	 Activities	 Digital and In-person Interactions
2020-2021			
Children and Youth	2,328,052	3,746	28,253,661
Adults (Ages 26-65)	1,585,466	3,799	20,449,940
Senior Citizens (65+)	385,370	373	7,244,214
Total	4,298,888	7,918	55,947,815



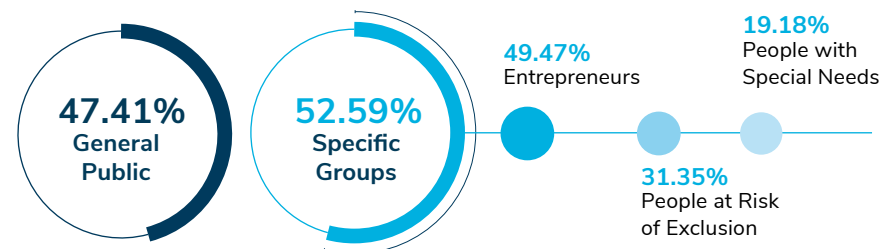
54% of investments have been allocated to programs for those under 25 years of age

More than 7.2 million seniors have benefited from financial education programs in these two years

Activity in Financial Education 2020-2021: Specific Groups



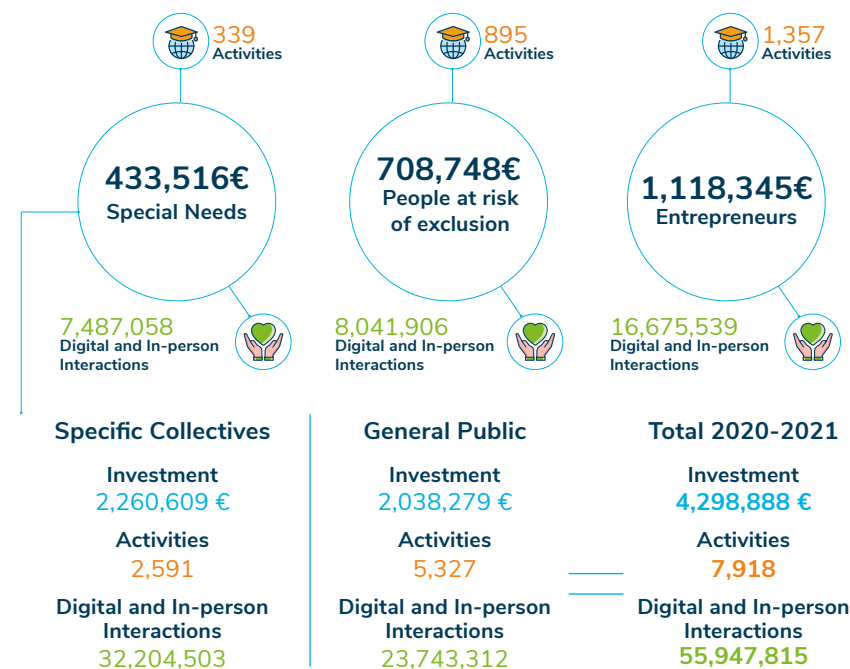
Investment for Specific Groups



+23.7 million people belonging to the General Public benefited during 2020-2021

+32.2 million people belonging to Specific Groups benefited during 2020-2021

Absolute numbers 2020-2021





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Recognition of Financial Education Activities

Our Social Work and Financial Education Ambassador

The CECA sector and the sports world have been united since 2020 to promote and disseminate financial education activities. At CECA, we understand sport as a tool that favors inclusion and social progress, as well instilling values such as: self-improvement, effort and dedication, values with which our sector strongly identifies.

The election of Ona Carbonell as our Social Work and Financial Education Ambassador embodies our commitment, effort and ability to adapt in order to reach out to everyone, especially the most vulnerable groups.



CECA Social Work and Financial Education Awards

The CECA Social Work and Financial Education Awards have been held annually since 2013, with a goal to recognize the efforts and commitment of our entities, through their Financial Education programs, and to improve the financial culture of society, especially among the most vulnerable.

Consequently, in June 2021, the CECA Awards for Social Work and Financial Education honored the most interesting projects carried out in the categories of financial education for the elderly, adults, children/youth and entrepreneurs, in addition to the Special Jury-Selected Prize for the best financial education initiative.





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