

Aflatoun provides children aged 6-14 years old with Social & Financial Education. Today, Aflatoun is reaching over 500,000 children and helping over 200,000 children save. Aflatoun is currently operational in 59 countries, 26 of which are implementing the programme in schools and non-formal education centres.

Objectives

- To create awareness about the social and economic rights of children as stated in Article 4 of the Convention of the Rights of the Child. This work involves advocacy with regional and national governments, central banks, as well as multilateral and bilateral organizations.
- To facilitate the inclusion of Child Social and Financial Education (CSFE) into formal and informal education systems as a recognition of children's rights. This work is focused on getting government bodies and NGOs worldwide to include CSFE into their activities and curricula.
- To create a culture of savings and financial management amongst children globally. This work involves the implementation of the Aflatoun Programme in education systems worldwide through partnership with local NGOs.
- To facilitate children's entrepreneurial development through the formation of Aflatoun clubs. This work involves the formation of Aflatoun clubs, which complement on the CSFE curriculum by engaging children in entrepreneurial activities and child-run microenterprises.
- To facilitate the review of banking policies and procedures to ensure child-friendliness and global access to banking services for older children. This work involves lobbying Central Banks in order to increase children's access to banking and financial services.

The Aflatoun Programme

The Aflatoun programme is built on the core principles of Child Social & Financial Education. The Aflatoun teaching methodology encourages “learning by doing”. Through fun games, activities, songs and workbooks, children are encouraged to take an active role in the learning process. This includes school-wide savings clubs, financial and social enterprises, and group activities within the community. Its network of partners from the social, corporate and governmental sectors work together to ensure that the Aflatoun programme is implemented and supported at a local level, in both schools and non-formal educational settings. Our partners ensure that the materials are contextualised and adapted to meet local requirements, so that the Aflatoun message can be passed on to all children, everywhere.

Aflatoun

is a little fireball from outer space. Children who first participated in the programme in India chose the name Aflatoun and the character, based on a Bollywood movie they liked. It is this unifying character that all brings together all the Aflatoun children around the world; children are happy to know that this character is friends with their counterparts around the world.

To know more about the campaign, and to get engaged, please visit Aflatoun's web site:
<http://www.aflatoun.org>