ENERGISING THE GLOBAL MOVEMENT FOR SOCIAL AND FINANCIAL EDUCATION

Network Strategic Plan
2022–2026
Introduction

The need to energise and empower our world’s 2.2 billion children and youth is bigger than ever before. The global Covid-19 pandemic and climate crisis are likely to count children and youth among their hardest-hit victims and highlight the importance for them to have the social and financial skills to deal with the many challenges they will face. The world needs children and youth who possess socioemotional and financial skills, who are not only able to but who dare to think critically and act as agents of change in their own lives for a more equitable and sustainable world.

Aflatoun International pioneered Social and Financial Education (SFE) fifteen years ago when financial education for children was still essentially taboo. In the years since, Aflatoun has worked with over 500 partner organisations and 40+ governments in over 100 countries covering every region. Aflatoun offers relevant SFE beginning from 3 years old through Aflatot, all the way to 24 years old through AflaYouth. Aflatoun offers thematic variations such as the special Aflateen+ package linking Sexual and Reproductive Health and Rights with economic empowerment, and AflaYouth, featuring employability and entrepreneurship tracks. Research evidence has shown the positive impact of SFE in children and youth’s educational performance and financial habits.

Aflatoun remains uniquely positioned to bring essential life and financial skills to children and youth worldwide. Education resources and training continue to be Aflatoun’s core strengths, constituting a solid platform upon which to further build important 21st century themes such as green skills and digital skills, to extend into digital education, and to provide educational content and materials to parents. Aflatoun’s global partner network is a source of innovation and testing ground for new SFE initiatives. A growing number of governments and multilateral agencies approach Aflatoun for support on their life skills and financial education curricula. Aflatoun’s rigorous research agenda offers a strong foundation for wider thought leadership.

To maintain Aflatoun’s strong position, we will have to take steps to more actively engage children, youth and partners in our decision-making and in shaping new initiatives. Programme quality assurance and capacity building of our partners need to be further strengthened. Wider awareness of research findings on the effectiveness of Social & Financial Education and of Aflatoun’s brand is needed, and commercial talent needs to be attracted to ensure financial sustainability.

1. A rapidly increasing number of impact studies of social & financial education interventions have shown statistically significant findings related to positive financial, economic, health and education outcomes.
To this end, Aflatoun strategic framework 2022-2026 will focus on three strategic objectives, each with several strategic initiatives:

### STRATEGIC INITIATIVES:

#### 1.1 Upgrade our educational resources, incorporating key 21st century themes and transform towards inclusive blended (in-person and digital) delivery, including for parents

Over the next five years, Aflatoun International aims to strengthen the quality and relevance of its programme content and delivery. Our educational resources will be further improved and expanded to include key themes such as green skills and digital skills. We will further expand into digital content and training delivery while assuring that the most vulnerable are reached. We aim to bolster programme quality by implementing programme standards, trainer and teacher certification, and strengthening our M&E system and tools.

#### 1.2 Expand and strengthen our Master Trainer pool, (online) training offer, and Active Learning Methodology

#### 1.3 Implement partner and multi-level programme quality standards matched with Secretariat support, and training certification

#### 1.4 Strengthen our M&E systems and tools across our learning products, including digital field-level data collection for partners

Over the next five years, Aflatoun International plans to significantly strengthen and grow its global network by harnessing the ties and exchange within the network, and extending its partner and teacher base. Partners will be supported on topics that matter to them. Partners, children and youth, and other key stakeholders will be actively involved through working groups and taskforces in co-creating a more participatory, decentralised, and vibrant network. We plan to double our number of partners, train 250,000 teachers, and have partnerships towards national integration in 60 countries.

### STRATEGIC INITIATIVES:

#### 2.1 Transform network participation, exchange and co-creation of children, youth, partners and external stakeholders

#### 2.2 Provide partners with capacity building on content contextualisation, M&E, advocacy and fundraising

#### 2.3 Grow the partner network to 600 partners prioritising vulnerable groups and establish formalised regional partner liaisons

#### 2.4 Build partnerships towards national integration in 60 countries

#### 2.5 Train 250,000 teachers
Over the next five years, Aflatoun International aims to put gender- and climate crisis-responsive SFE that is inclusive of the most vulnerable, on the global and regional post-2030 international development agenda. Aflatoun will lead policy and research thinking in the field by launching a comprehensive 2030 SFE research and learning agenda, an annual flagship “State of the Field” report presenting the latest research, good practices and innovations, and the new SFE Award. Our “Futures of 21st Century SFE” Thinktank will help us stay abreast of, and adaptive to, future trends and innovations in SFE. We will focus our advocacy efforts around key international/national events that will help us stay top-of-mind with our key stakeholders and, where needed, challenge the establishment and advocate for systems change.

Over the next five years, Aflatoun will in place several enablers to help achieve our strategic objectives. We will continue building a world-class organisation to support our global growth, diversify the sources of our funding to strengthen our financial sustainability, and roll out globally endorsed branding to help embrace momentum.

**EXPECTED OUTCOME**
Over the next five years by training over 250,000 teachers growing the Aflatoun movement to 600 partner organisations and working towards national integration with governments and multilateral agencies in over 60 countries we aim to reach 60 million children and youth.

**ASPIRATIONS**
Our overarching central ambition for 2030 centres around the idea that Aflatoun’s impact should focus first on affecting as many children’s lives as possible, especially the most vulnerable, and extend beyond its own organisation and programme. We believe that Aflatoun’s most important legacy will ultimately be ensuring that social and financial education and skills development become embedded in global, regional, and country policies and programmes.

Aflatoun International’s central aspiration for 2030 is to ensure that future generations of children are empowered by ensuring that Social and Financial Education becomes included in the post-2030 social development goals.
AFLATOUN INTERNATIONAL THEORY OF CHANGE

**AFLATOUN LIGHTS CHILDREN’S FIRE THROUGH A UNIQUE TRIANGLE OF PRE-STARTERS**

- Aflatoun International Theory of Change: this visual represents the change processes Aflatoun International is seeking to establish through its collaboration with different groups of stakeholders. Outputs represent the direct results from an intervention. Outcomes represent short to medium-term effects of individual or combined interventions. Impact represents the long-term effects on the children and youth, as well as the relevant systems (education or other) around them.

**SYSTEMS IMPACT**

- More Teachers Trained & Certified
- More Schools Teaching Quality Social & Financial Education (SFE)
- Innovative On & Offline Delivery for Most Vulnerable Girls & Boys
- Financial Inclusion for Girls & Boys

**SYSTEMS OUTCOMES**

- Social & Financial Education Integrated in more National/Local Systems
- Vibrant Partnership Networks have grown (local/regional/global)
- Multi- & Bi-lateral agencies, Funders, Initiatives, increase support for SFE

**ENGAGED STAKEHOLDERS**

- Financial Sector
- Government Agencies
- Aflatoun Network Partners (NGOs, Cooperatives, MFI, etc.)
- Children & Young People / Parents
- CSO/NGO sector

**STRATEGIC OBJECTIVES 2022-2026**

- Include & involve youth in the Global Aflatoun Network
- Drive bold thought leadership in a turbulent (post-Covid) world

**STRATEGIC ENABLERS**

- “Building worldwide organization”
- “Develop diversified business model”
- Roll-out globally enhanced branding

**AFLATOUN OUTPUTS**

- Quality Education Resources Developed
- Stakeholders Capacity Built
- Evidence Increased
- Increased awareness through Advocacy

**AFLATOUN & OTHER ACTORS DRIVE SYSTEMS OUTCOMES & IMPACT**

“Socially & Economically Empowered Children & Young People Are Agents of Change in Their Own Lives for a More Equitable and Sustainable World”

- “I am a change maker”
- “I stay in school longer”
- “I have enough resources”
- “I apply my abilities”
- “I make my own choices”
- “I get along with others”
- “I care for the environment”
- “I am happy”

**DESIGN AND CREDITS**

- Aflatoun
- Aflatoun & other actors drive systems
- Outcomes & Impact

*Central ambition 2050: Future generations of children and youth are empowered by the inclusion of social and financial education in the post-2050 social development goals.*