

**Appendix 5.**  
**Organization and Activities**  
**of**  
**the Central Council for Financial Services Information**

*(History)*

<b>1946</b>	“Savings Campaign for Economic Salvation” was launched, managed mainly by the Ministry of Finance and Bank of Japan, to curb post-war inflation.
<b>1950</b>	Local Council for Savings Promotion (now the Prefectural Council) started to be established.
<b>1952</b>	The Central Council for Savings Promotion was established.
<b>1958</b>	Savings Practicing Districts were established (later becoming Financial Life Planning and Savings Districts and, in FY2002, Financial Study Groups).
<b>1960</b>	Savings Promoters were appointed (later becoming Financial Life Planning and Savings Advisers and, in FY2002, Financial Services Information Advisers and Financial Study Group Leaders).
<b>1973</b>	The system of Schools for Pecuniary Education was introduced.
<b>1981</b>	“Provision of Accurate Information and Knowledge on Matters such as Economy, Finance, and Currency” was set as a clearly prioritized activity of campaign policies.
<b>1983</b>	Three pillars of activities—i.e., providing economic and financial information services, encouraging financial life planning, and disseminating pecuniary education—were fixed.
<b>1988</b>	The name was changed to the Central Council for Savings Information.
<b>1997</b>	The Central Council’s website was launched, and a new system of financial life planning consultation was introduced.
<b>1998</b>	Correspondence study courses began.
<b>1999</b>	The name of the local council was changed to the Prefectural Council for Savings Information.
<b>2001</b>	Names were changed to the Central Council for Financial Services Information and Prefectural Councils for Financial Services Information.

*(Organization - 3 features)*

(1) The Central Council for Financial Services Information is the organization conducting activities **from a neutral and fair standpoint**, with the participation of a broad range of groups and academics.

*Central Council's Member composition* <Members list: Attachment 1>

- + *Members*: private financial organizations, industrial associations, media organizations, women's groups, academics, and so forth.
- + *Advisors*: directors-general of 7 related ministries and government agencies and an executive director of the Bank of Japan.
- + *Counselors*: Governor of the Bank of Japan, and Commissioner of the Financial Services Agency.
- + *Secretariat*: located in the Public Relations Department, Bank of Japan.

(2) The Central Council for Financial Services Information is the organization conducting activities **on a nationwide basis**.

*Council composition* <Organization chart: Attachment 2>

- a) Central Council for Financial Services Information
- b) Prefectural Councils for Financial Services Information (Local Councils)
  - Composed of members including prefectural government offices, Regional Finance Bureaus and Offices of the Ministry of Finance, economic and financial organizations, women's groups, and the head office and branches of the Bank of Japan.

**Nationwide activities are made possible through the cooperation between the central and local organizations.**

(3) The Central Council for Financial Services Information is the organization conducting activities **closely linked to consumers**.

Organizationally, the following staff and groups work under the prefectural councils:

- a) *Financial services information advisers* (about 500 nationwide): Appointed by the Prefectural Council for Financial Services Information, they are frontline leaders in its activities by playing roles of lecturers for

study meetings on the economy and finance related to everyday life and also local leaders in financial life planning and pecuniary education. The Central Council and prefectural councils support their activities through the distribution of materials, training, and so forth.

- b) *Financial study groups* (about 300 nationwide): These citizen's groups, designated by prefectural councils, voluntarily undertake study activities on the economy and finance in everyday life and financial life planning. The Central Council and prefectural councils support their activities by sending lecturers to their study meetings, distributing materials, and so forth. In this context, group leaders function as representatives of opinions and views among group members and communicate and coordinate with prefectural councils' secretariats.
- c) *Schools for pecuniary education* (89 schools nationwide) and *schools for financial education* (19 schools nationwide) (as of August 2004): Schools from kindergartens to secondary schools are targeted mainly for pecuniary education and those from primary schools to high schools are mainly for financial education. Designated by prefectural councils, these schools practice concrete education activities and conduct research on effective implementation methods for one or two years so that, in accordance with development stage levels, small children, young pupils, and older students may learn to help them foster a sound sense of the value of money and goods in pecuniary education and may acquire accurate economic and financial knowledge in financial education to help them sustain their current and future life styles. The Central Council and prefectural councils support these schools by producing and distributing study and reference materials and holding conferences, with cooperation from the Ministry of Education, Culture, Sports, Science and Technology and prefectural boards of education.
- d) *Teachers' groups for financial education* (9 groups nationwide, as of August 2004): Groups are composed of mainly secondary or high school teachers who are in charge of lessons on subjects such as civics, homemaking and home economics, business and commerce, and integrated studies. These teachers' groups, designated by prefectural councils, conduct some studies, research, or practice activities on financial education. The Central Council subsidizes those activities and provides study and reference materials in cooperation with prefectural councils.

(Activities)

(1) Central Council's Activities

---- The Central Council functions as a core for activities for consumer education on finance through such concrete undertakings as

<b>Production and distribution of booklets, brochures, and videos</b>	<p><i>Encyclopedia on Financial Products, Deposit Insurance System</i> (pamphlet), <i>Protection of Financial Products, A Quick View on the Law on Sales of Financial Products, Easy Money Guide for Secondary School Students, Easy Finance Guide for High School Students, How to Promote Pecuniary Education in Schools, Q&amp;As on Pensions, Public Nursing Care Insurance, Deposit Insurance System</i> (video), and so forth.</p> <p>---- These materials are produced in cooperation with related organizations, ministries, government agencies, and others.</p>
<b>Provision of information through the media</b>	<p>+ Newspapers, magazines, cable television, etc. + Website. + Correspondence study course ("<i>Financial Study Course for Everyday Life</i>"). + Computer-based financial life planning consultations.</p>
<b>Holding of symposia and lecture meetings</b>	<p>+ Lecturers include economists, critics, journalists, and the Bank of Japan staff.</p> <p>---- The Central Council holds symposia and lecture meetings alone as prefectural councils do and sends lecturers to prefectural councils' events.</p>
<b>Research</b>	<p>+ <i>Public Opinion Survey on Household Financial Assets and Liabilities</i>. + <i>Consumer Survey on Finance</i>.</p>

(2) *Prefectural Councils' Activities*

<p><b>Activities at financial study groups and schools for pecuniary education and for financial education</b></p>	<ul style="list-style-type: none"> <li>+ Financial study groups               <ul style="list-style-type: none"> <li>---- Activities such as holding study meetings, making financial life planning tables, visiting the Printing Bureau of the Ministry of Finance, visiting the head office or branches of the Bank of Japan, and others.</li> <li>---- Composed of members of groups, including women's groups, community associations, PTAs, and consumer groups.</li> </ul> </li> <li>+ Schools for pecuniary education               <ul style="list-style-type: none"> <li>---- Educating kindergarten children and students of primary and secondary schools during social studies, home economics, and integrated studies and other lessons, with emphasis on fostering a sound sense of the value of money and goods.</li> </ul> </li> <li>+ Schools for financial education               <ul style="list-style-type: none"> <li>---- Educating students from primary to high schools during social studies, home economics, civics, integrated studies, and other lessons, with emphasis on their acquiring basic financial knowledge.</li> </ul> </li> </ul>
<p><b>Provision of information and knowledge to consumers</b></p>	<ul style="list-style-type: none"> <li>+ Participation in such events as "Consumers' Life Exhibitions" sponsored by local governments.               <ul style="list-style-type: none"> <li>---- Distribution of materials and provision of computer-based financial life planning consultations.</li> </ul> </li> <li>+ Lectures in schools and seminars for new graduates entering the workforce.</li> <li>+ Distribution of materials and video rental services.</li> </ul>