



Key Action: Cooperation for innovation and the exchange of good practices
Action Type: Strategic Partnerships for youth

Project Title

Game Based Learning Financial Literacy

Project Coordinator

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Project Information

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Partners UNIVERSITAT POLITECNICA DE VALENCIA (ES) , ASOCIACION DE EMPRESARIOS JOVENES DE VALENCIA (ES) , OKAN UNIVERSITESI (TR) , Finlit Partners Oy (FI) , Barem Dis Ticaret Organizasyon Danismanlik Limited Sirketi (TR) , DK Bilgi Teknolojileri AS (TR)
Topics Entrepreneurial learning - entrepreneurship education ; ICT - new technologies - digital competences ; Inclusion - equity

Project Summary

The project has been designed in line with the notion of financial literacy and its significance on the financial inclusion of young people and improvement of entrepreneurial skills of young entrepreneurs through finance in a technological and innovative pattern. A number of international surveys and PISA tests, have evidenced a rather low level of understanding of financial matters and of basic economics among the average financial consumer. Even relatively straightforward financial products can appear quite complex to the average citizen who has little or no financial education. The lack or low level of financial literacy exposes the citizens to the risk of falling into debt, and of experiencing difficulties in the event of some unexpected adverse circumstance. It also makes it harder for individuals to ensure a satisfactory standard of living in retirement. So from the designed project view, the financial education is all about improving the financial well-being of individuals and society. By the general acceptance, from the project view, also it is essential to promote financial education amongst students and youths from an early age, as the knowledge and skills acquired by them at that stage will serve them in good stead as they progress through life. In this sense, the main objectives of the project is to develop a curriculum for financial literacy learning and implement this by scenarios to an innovative instrument, game-based learning tool, to improve the financial literacy competences of young people in Turkey and Spain, and develop a curriculum based on exploitation of serious game in financial literacy training and education. The project also aims at enhancing the European context of using technology and innovation in training and education in full accordance with the EU 2020 Strategy in general and the EU Agenda 2020 for Entrepreneurship in particular. The target group of the project is 1.000 young people from between ages 15-25 from different background in Turkey and Spain. Alongside with them, stakeholders representing universities, Ministry of Education, private and public institutions from financial sector will also be expected to participate in the project activities and beneficiaries of the project. Moreover, through the dissemination of the project via online instruments such as website and social media accounts, it is expected that the project will be able to reach out about 10,000 people. Within the project, a series of activities will be held including development phase through which the Turkish and Spanish games will be developed; transnational meetings of the partners at which the issues of the projects will be discussed, production of intellectual outputs, and multiplier events to disseminate the project outputs and results. A methodology titled 'Strategic and Operational Management' will be used to carry out the project from managerial point of view. Within the production of the game, a specific and advanced technological algorithms and software development systems will be used by the experts. At the end of the project it is expected that the financial competences of young people will improve, hence, their participation in the financial decision-making processes will be increased and more young entrepreneurs will enter into the world of entrepreneurship. Moreover, financial literacy education and training, currently, held within conventional methods, in Turkey and Spain will be technology based. Last and not least, the European added-value within the sector and through the cooperation of partners from Finland, Spain and Turkey will be strengthened, and the project will make contributing to the relations between Turkey and the EU through financial literacy that is included within the Chapter 9 Financial Services of the Acquis.

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