



Canada 



# FINANCIAL LITERACY

## REPORT 2021

Canada 

CHARTERED  
PROFESSIONAL  
ACCOUNTANTS  
CANADA

# Introduction

Mozambique is a sovereign country located in southern Africa bordered by the Indian Ocean to the east, Tanzania to the north, Malawi and Zambia to the northwest, Zimbabwe to the west and Swaziland and South Africa to the southwest, with about 45 percent of the population under the age of 15 and 52 percent under 18, of which 2 in 3 people are financially illiterate (S&P Global).

The majority of the population still relies on subsistence farming, and the few employed still live from paycheck to paycheck and therefore experience rising financial stress, with the household debt-to-income ratio near historical highs and the household savings-to-income ratio in negative territory.

Despite the mass expansion of education after independence, more than half of the Mozambican population is still illiterate and the national education system does not include financial education in the curriculum and it is not also taught in the households, which creates a financially illiterate society that faces daily problems over which financial decisions to make.

The only way you will ever permanently take control of your financial life is to dig deep and fix the root problem. Financial Education or the ability to manage money and make smart decisions are a matter of culture and behaviour. Therefore, in order to instil them in one's mind takes time. Hence, the pertinence of this project which aims at Strengthening financial literacy in Mozambique through education and training in youngsters by Equipping them with basic knowledge to supplant their financial limitations as they grow old and become breadwinners.



*“Like all learning, financial education is a process that should begin at an early age and continue throughout life. This cumulative process builds the skills necessary for making critical financial decisions that affect one’s ability to attain the assets, such as education, property, and savings, that improve economic well-being.”*

*– Alan Greenspan–*

# Project Description

This project is part of the local initiatives (CFLI) carried out by High Commission of Canada in Mozambique, with the main to support small-scale, high-impact projects in developing countries to foster sustainable development and enhance the gender equality.

This is a pioneer home-tailored project with practical focus to young students, carried out by the institute of Chartered Accountants and Auditors of Mozambique and Chartered Professional Accountants (CPA) of Canada with the primary objective of **Strengthening financial literacy in Mozambique through education and training** to prepare them with fundamental finance and money-management skills through hands-on education.

## CPA of Canada and OCAM

The Chartered Professional Accountants of Canada (CPA Canada) is one of the largest national accounting organizations in the world, representing more than 210,000 members.

Domestically, CPA Canada works cooperatively with the regional CPA bodies who are charged with regulating the profession. Globally, it works together with the International Federation of Accountants (IFAC) and the Global Accounting Alliance to build a stronger accounting profession worldwide as well as deliver unbiased objective financial literacy education seminars nationally at the grassroots level through a member volunteer network to improve the overall state of financial literacy. Hence, the need to partner with CPA Canada in this project, owing to their wide experience, to advise OCAM and help design age-appropriate financial literacy program for students.

Ordem de contabilistas e Auditores de Moçambique (OCAM) is also concerned with Mozambique socio-economic development and believes that the low social and economic development is due to bottomed numbers of financially illiterates, therefore OCAM seeks to promote accountability and transparency to pursuit sustainable development.

1. Project Number:	<b>CFTL 2019 MPUTO MZ 0001</b>
2. Country:	Mozambique
3. Recipient Organization	OCAM (Ordem dos Contabilistas e Auditores de Moçambique)
4. Descriptive Project Name:	Strengthening financial literacy in Mozambique through an initial pilot targeting students through education and training. This will be a partnership between OCAM (The Institute of Chartered Accountants and auditors of Mozambique and (CPA) of Canada.
5. Thematic Priority	Growth that works for everyone, including women's rights, decent jobs and entrepreneurship, investing in the poorest and most vulnerable. And safeguarding economic gains.
6. Sub-Theme	Sustainable Economic Growth

7. Type of Project		<p><b>TO BE COMPLETED BY THE CANADIAN EMBASSY/HIGH COMMISSION</b></p> <p><b>Select one of the following:</b>  <b>Mission allocation</b>  <b>Americas Reserve</b>  <b>Humanitarian/Emergency Response Reserve</b>  <b>PRMNY Reserve</b>  <b>COVID-19 Crisis Pool</b></p>
8. Amount Paid	Amount Paid in FY 2020-2021 (CAD)	Strengthening financial literacy in Mozambique through an initial pilot targeting students through education and training. This will be a partnership between OCAM (The Institute of Chartered Accountants and auditors of Mozambique and (CPA) of Canada.
9. Project Location:		Mozambique-Maputo
10. Project Expected Results:		<p>The Financial literacy project which aims at strengthening financial literacy in Mozambique through an initial pilot, targeting students through education and training had as its main objective to:</p> <ul style="list-style-type: none"> <li>• Prepare and equip OCAM staff to support a Mozambique tailored program, with ongoing advice from CPA Canada.</li> <li>• train a core group of OCAM members committed to deliver financial literacy in their communities, through Trainers' training programme to ensure the continuity of the project cycle throughout its execution.</li> <li>• to tailor an improved age-appropriate financial literacy program, that is, bearing in mind the students' age and their cultural background.</li> <li>• establish a foundation for expanding the program to support adults, seniors, entrepreneurs, and small businesses throughout Mozambique.</li> </ul> <p>The project's expected results as set out above and described in Clause 1.03 of the Contribution Agreement have all been accomplished as the following:</p> <ul style="list-style-type: none"> <li>• Financial literacy programme content for the trainers' training programme (OCAM members) and trainees was developed by CPA Canada and the content was delivered to OCAM for cultural adaptation and translation from English into Portuguese.</li> <li>• The pilot was fully carried out with the scope described in clause abovementioned, setting up a foundation for expanding the project to support adults, seniors, entrepreneurs, and small businesses throughout Mozambique</li> </ul>

<p>11. Project Activities</p>	<ul style="list-style-type: none"> <li>• Select three existing CPA Canada Financial Literacy education sessions aimed at school-aged children;</li> <li>• Adapt the sessions and have them translated into Portuguese;</li> <li>• Develop (and potentially translate based on initial need) member training to deliver the sessions;</li> <li>• Deliver each session twice to assess suitability, with a focus on Maputo;</li> <li>• Finalize materials based on the results of the pilot sessions and member training webinar; and,</li> <li>• Complete a final report that would recommendations on scaling up and ongoing support to OCAM.</li> </ul> <p>All abovementioned activities have successful and duly been carried out within the timeframe set by the financing partner.</p> <p>Throughout the project, significant challenges related to COVID-19 pandemic were encountered which changed the direction of the project was initially designed to be fully in-person and at school venues, however, this direction of the project was changed due to covid-19 restriction imposed by the government – the pilot should have been held in 2020 but the schools were closed preventing access to the students. As a way of addressing and accommodating the new normal the project was held within the OCAM Academy Facilities, in-person and virtually through live streaming to allow more participation as the venue capacity had been restricted.</p>
<p>12. Project Results:</p>	<p><b>The first edition of the financial literacy project accounted for the following outcomes:</b></p> <ul style="list-style-type: none"> <li>• 25 members of OCAM participated in the trainers’ training programme for the dissemination of the information at a family and community level.</li> <li>• The piloting sessions were held about on-site (OCAM academy) and virtually (live streaming on Zoom, Youtube, and Facebook) <ul style="list-style-type: none"> <li>o 46 students participated on-site.</li> <li>o 26 students nationwide participated via Zoom.</li> <li>o About 1903 participated through Facebook on the first and second day.</li> </ul> </li> <li>• However, the video remains available online and people still access it from time to time. Facebookpage: <a href="http://www.facebook/ordemoscontalistaseauditoresdemocambique.com">www.facebook/ordemoscontalistaseauditoresdemocambique.com</a></li> </ul>

13. Partners:	<p>This project was solely sponsored by High Commission of Canada and therefore there was no intervention of any other local or international partners. However, apart from CPA Canada we had a collaboration based on exchange of experiences with other institutions also concerned about leveraging financial literacy in Mozambique, such as FSDMoç (Financial Sector Deepening Mozambique) IPEME, Central Bank and Mozambique Stock Exchange and were similarly invited to participate in the trainer's training as well as in the project pilot sessions</p>
14. Beneficiaries:	<p>The pilot sessions were conducted on ground and live streamed to cater for those students living in the far-reaching communities and also considering that physical attendance was restricted due to Covid-19 pandemic. A total of 2000 people directly benefited from this project, 25 OCAM members were trained to train students in the schools, 1975 students (46 onsite and 1903 virtually through Facebook and Zoom).</p> <p>Direct beneficiaries of the Pilots</p> <p>Zoom Meeting Participation: From the participation through Zoom we registered 16 boys and 10 girls directly benefitted from project activities.</p> <p>Total Zoom beneficiaries: (26 students)</p> <p>Participation through Facebook: Day 1- 822 views Day 2-1081 views Total Facebook beneficiaries: 1903 people Facebookpage: <a href="http://www.facebook/ordemoscontalistaseauditoresdemocambique.com">www.facebook/ordemoscontalistaseauditoresdemocambique.com</a></p> <p>Onsite Participation (OCAM Academy): Of those who attended in person, 17 girls and 29 boys directly benefitted from project activities who accounted for the following:</p> <ul style="list-style-type: none"> <li>11 years old - 3 Students</li> <li>12 years old- 2 Students</li> <li>13 years old- 5 Students</li> <li>14 years old- 10 Students</li> <li>15 years- 6 Students</li> <li>16 years- 11 Students</li> <li>17 years- 6 Students</li> <li>18 years- 3 Students</li> </ul> <p>Total physical onsite direct beneficiaries: (46 students)</p>



15. Gender Equality Results:

The pilots were conducted in the context of the pandemic and in the period in which the schools were closed. Owing to this, the direction of the project had to be changed with regard to the age of the target group and focus was put on students between 14-18 years old, as they are minimally manageable. Therefore, this contributed to the low participation of girls, as many of them were under 14 years old and their parents were also not comfortable to let them leave their homes for the sake of the pandemic. The Content of the Pilots had to be adjusted to accommodate and cater for this age-group. Animations, video, realia and games were used to help in the assimilation of the content.

All those who participated, either in person or virtually, had an opportunity to be introduced to basic financial terms, good and bad financial habits, mindset programming towards making good financial decisions (SMART Objectives) as well as presented them to savings (Where? Why? When? Where?)

Last but not least, in all publicity material (flyers and roll-up shared on Facebook, WhatsApp, email and etc) as a way of encouraging girls to participate. Furthermore, the training was delivered by a male and female



Gildo Cossa  
OCAM CEO



Mário Siteo  
OCAM President

16. COVID-19 impact and results	<p>Indubitably, Covid-19 pandemic has hit all sectors ad social spheres leading to a slow and poor production and productivity and it has not been different in the education sector. With that being said, the project was equally affected, notwithstanding, the expected results have successfully been accomplished, however, more participation from the societies and communities was expected.</p> <p>For the physical attendees, all preventive protocol against covid-19 had been put in place (mask wearing, hand-sanitising gel, corporal temperature measuring and social and physical distancing).</p>
17. Advocacy & Communications (if applicable):	<p>High Commission of Canada has publicly been assumed as the unique sponsor of the project in the media press whereby the Secretary-General of OCAM went to a local TV channel (STV) to talk about this project and made mention of the sponsor or financing partner. Furthermore, this was also published on social media such as Facebook and Twitter.</p> <p>Twitter: <a href="https://www.canadainternational.gc.ca/mozambique/index.aspx?lang=eng">https://www.canadainternational.gc.ca/mozambique/index.aspx?lang=eng</a>  Facebook and WhatsApp: Flyer (Please see the attachment file)  Television (STV): Video (Please see the attachment file)</p>
18. Financial Management	<p>The project was completed within the approved budget outlined in Annex A of the Contribution Agreement and all purchase of goods (equipment and Material) and services were performed in a transparent manner and taking into account value for money principles as described in clause 20.01.</p>
19. Lessons Learned	<p>One of the lessons learnt was regarding to the contents as they were designed by CPA Canada, a country in which financial literacy is already part of the national education system, which is not the case for Mozambican education system, therefore, there are numerous challenges yet to be overcome, for instance, cultural adaptation and instilling matters related to financial education.</p> <p>Furthermore, the project was impactful however the project should be recurrent and extensive to reach out to those in far reaching family communities, who need it the most, as OCAM also has representation in all provincial capitals.</p> <p>All in all, the project should be two-folded directed to the parents (the majority of Mozambican families hold the belief that giving money to children is spoiling their mind and therefore they grow up with low-money management skills) and their offspring in the communities.</p>

20. Overall Project  
Assessment

Indubitably, Covid-19 pandemic has hit all sectors and social spheres leading to a slow and poor production and productivity and it has not been different in the education sector. With that being said, the project was equally affected, notwithstanding, the expected results have successfully been accomplished, however, more participation from the societies and communities was expected.

For the physical attendees, all preventive protocol against covid-19 had been put in place (mask wearing, hand-sanitising gel, corporal temperature measuring and social and physical distancing).

Maputo, March 17<sup>th</sup> of 2021

A handwritten signature in black ink, appearing to read 'Gildo Cozza', is written over a horizontal line. The signature is stylized and cursive.

GILDO COSSA  
(OCAM CEO)