



Finance Man comic book series from N.Macedonia

Finance Man

Super Hero that raise awareness about financial literacy among youth

A bright yellow speech bubble with a small tail pointing towards the bottom-left. Inside the bubble, the text "WHY???" is written in a bold, black, sans-serif font.

WHY???

Young people have lack of knowledge about finances and how to manage them

The young people have lack of knowledge how the public finances & pension system works

Young people become independant very late

Young people largely consider that they have partial knowledge and feel the need for more information realted to this topic

The financial literacy of adults in the country is 56% of the maximum, which is significantly lower compared to adults from the European Union



The issue(s)!



Awareness raising campaign on financial literacy among young people

Project supported by:

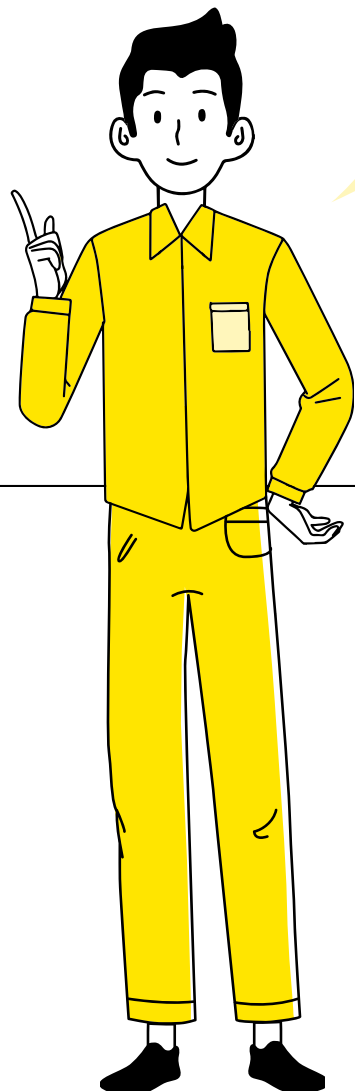


Implemented by:



Our approach

Build a character a superhero (Finance Man) who will have the answers to all questions related to finances. Using comics as a tool which is engaging, popular among youth and speaks the youth language, in order to reach out to a wide range of youngsters and to boost their financial literacy.



1

Strong Online
promotion

2

Youth

3

Media

4

Parents

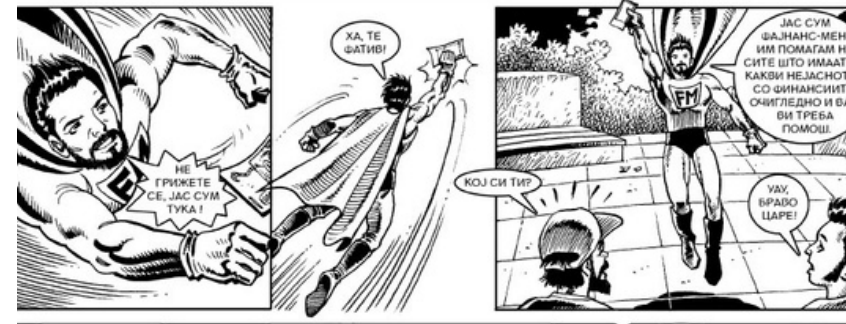
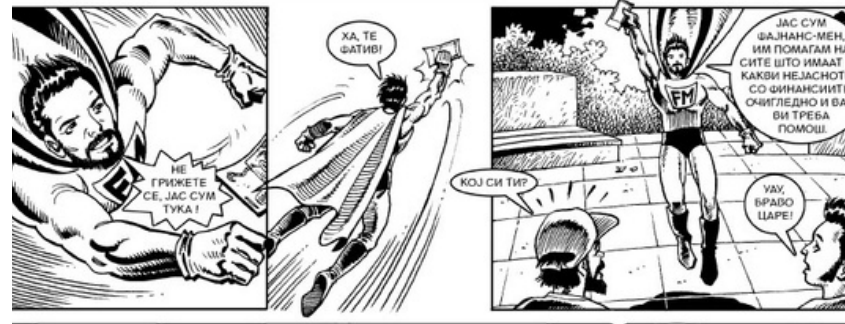
2 language
versions

Printed
materials

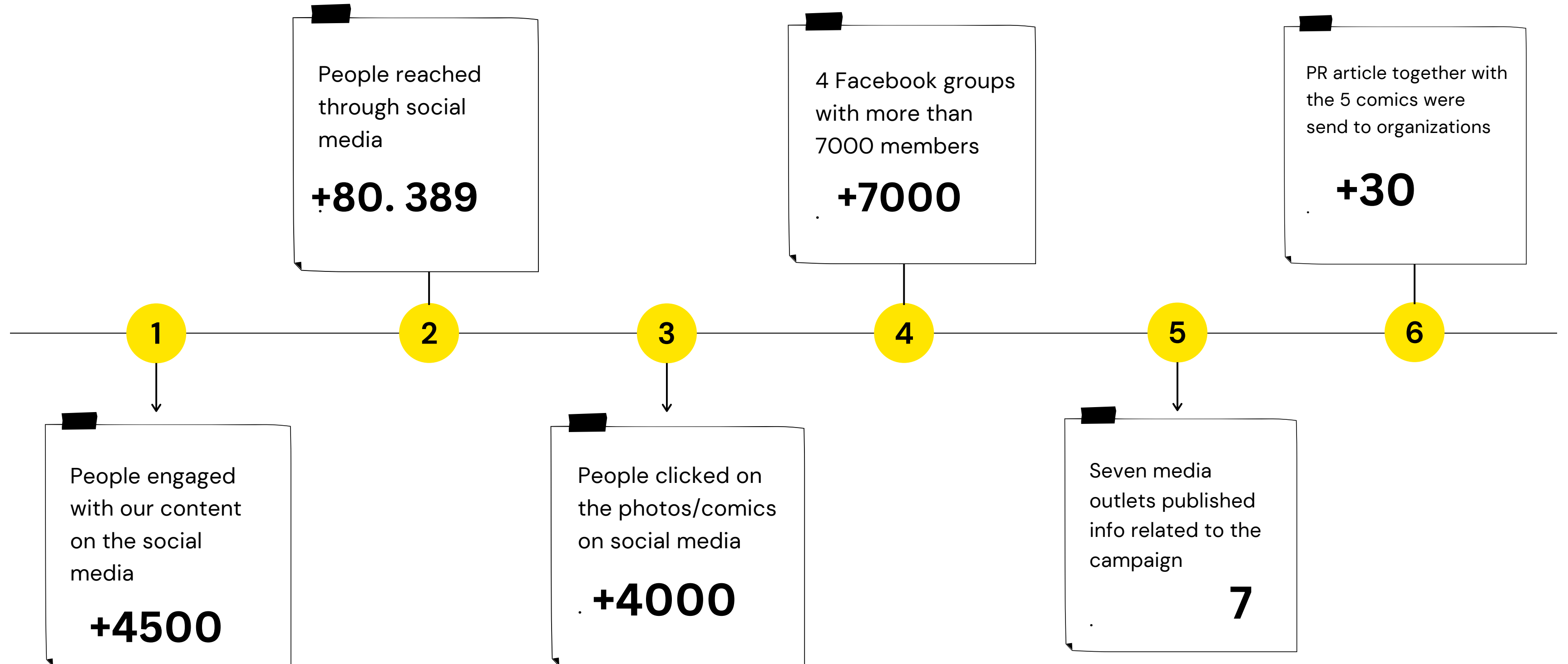
Stakeholder
meeting

The Comic Episodes

INFLATION AND THE ROLE OF THE CENTRAL BANK IN NORTH MACEDONIA, PENSION SYSTEM IN NORTH MACEDONIA, THE BUDGET OF NORTH MACEDONIA, PAYMENT CARDS (DEBIT AND CREDIT CARDS), PUBLIC PROCUREMENT



The results



Conclusion

Financial literacy is key to helping young people manage money effectively so that they can become financially stable, build assets and achieve their personal goals.

Thank you!



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