



MEDIA RELEASE

SMU and MoneySense launch Programme to strengthen youth resilience against today's global financial challenges

Fun and interactive games designed uniquely to gamify learning

SINGAPORE, 27 February 2023 (Monday) – Singapore Management University's Sim Kee Boon Institute for Financial Economics and the [Citi Foundation-SMU Financial Literacy Programme for Young Adults](#), in collaboration with MoneySense and the Association of Banks in Singapore, have launched a 6-week virtual financial literacy programme aimed at improving financial planning skills of youths and young adults aged between 17 and 35. The programme, named [MyMoney@Campus](#) will last from 27 February to 10 April 2023.

First launched in 2015 by MoneySense, Singapore's financial education programme, MyMoney@Campus pivoted to a fully virtual format in 2021 so as to reach a wider audience asynchronously. It saw 70,000 views and over 4,500 participants in its inaugural virtual edition.

In the inaugural SMU Financial Inclusion, Wellness and Resilience (FInWR) [survey](#) held between February to April 2021 which included 1,068 respondents aged between 18-30, results showed that 33% of respondents are not confident in managing debt and 19% found it difficult to make ends meet.

SMU Assistant Professor of Finance, and Director of Programme and Academics of the Citi Foundation-SMU Financial Literacy Programme for Young Adults, **Dr. Aurobindo Ghosh** said "Young adults often have to navigate an unfamiliar and uncertain world of financial decisions, impact of which can last a lifetime. In the current world order rife with volatility, uncertainty, complexity and ambiguity (VUCA) due to an everchanging global financial and geopolitical landscape, the only constant of late has been an increased cost of living and uncertainty in the changing job market of the future. Many young adults aspiring to get to their financial goals, and hence financial freedom, we believe need to start early through a broad-based, just-in-time gamified financial literacy programme so as to become financially included responsible citizens of the world. MyMoney@Campus is a public- private-academic partnership which empowers the youth and young adults and sets them on a pathway to achieve this goal."

MyMoney@Campus 2023 will feature 5 virtual learning booths and 6 virtual game booths. Each booth showcases financial literacy-related topics such as **Building Up Financial Resilience**, **Adulting with CPF**, **Buying Your First Flat**, **Financial Technology**, and **Sustainable Finance**. Through fun and interactive games such as "Burger Rush", "Stack the Bucks", and "Scamvenger Hunt", participants will gain awareness of good financial habits, scams, risks of investments, different types of insurance policies, dealing with inflation and managing loans. A new game, "Collect and Go" has also been introduced this year, where participants accumulate coins and spend them on different items, in order to multiply their total coin balance.

In addition to strengthening their financial wisdom, participants would be able to use coins they earn from the activities to redeem attractive rewards and prizes ranging from vouchers to electronic items.

The booths and outreach programmes were designed and planned by the MyMoney@Campus Organising Committee in collaboration with SMU faculty members and staff, as well as members of the Citi Foundation-SMU Student Club.

Ms Ulicia Yip (Year 3 student, SMU Lee Kong Chian School of Business) who is the student leader of the Organising Committee says, “There was a lot of effort placed into the whole user experience of the website to make it engaging while enabling participants to learn about financial literacy. The games are designed uniquely to gamify learning, the articles are extremely enlightening to youths on pertinent financial literacy topics, and prizes were carefully curated to attract young adults in Singapore. With the amount of intentionality that went into crafting the whole experience, we truly hope that everyone will fall in love with the whole MyMoney@Campus experience.”

The organisers will be publicising the virtual event at the Institute of Education (ITE) campuses, as well as selected University campuses. Youths keen on participating may visit

<https://mymoneyatcampus.sg/>

Media Contact:

Singapore Management University

Ms Audrey Chan

Senior Manager, Corporate Communications

Email: audreychan@smu.edu.sg

About Singapore Management University

A premier university in Asia, the Singapore Management University (SMU) is internationally recognised for its world-class research and distinguished teaching. Established in 2000, SMU’s mission is to generate leading-edge research with global impact and to produce broad-based, creative, and entrepreneurial leaders for the knowledge-based economy. SMU’s education is known for its highly interactive, collaborative, and project-based approach to learning.

Home to over 12,000 students across undergraduate, postgraduate professional and postgraduate research programmes, SMU comprises eight schools: School of Accountancy, Lee Kong Chian School of Business, School of Economics, School of Computing and Information Systems, Yong Pung How School of Law, School of Social Sciences, College of Integrative Studies and College of Graduate Research Studies. SMU offers a wide range of bachelors', masters', and PhD degree programmes in the disciplinary areas associated with its schools, as well as in multidisciplinary combinations of these areas.

SMU emphasises rigorous, high-impact, multi- and interdisciplinary research that addresses Asian issues of global relevance. SMU faculty members collaborate with leading international researchers and universities around the world, as well as with partners in the business community and public sector. SMU’s city campus is a modern facility located in the heart of downtown Singapore, fostering strategic linkages with business, government, and the wider community. www.smu.edu.sg

About Citi Foundation-SMU Financial Literacy Programme for Young Adults

Launched in April 2012 by Citi Singapore and Singapore Management University with the support of the Citi Foundation, the Citi Foundation-SMU Financial Literacy Programme for Young Adults seeks to equip young adults between the ages of 15 and 30 with essential personal finance knowledge and skills applicable to their life stage to give them a firm foundation in managing their money and a financial head-start early in their lives.

Since the launch of the Programme, over 80,000 young adults have benefited from being engaged on a wide range of topics including basic money and credit management, financial and retirement planning, home and car ownership as well as principles of investment. Through its unique peer-to-peer training model, over 1,450 student trainers have been certified through the Programme.