



## WHY AFLATOUN?

Why is Aflatoun so important? The answer is simple. We live in a world of technological change and economic uncertainty. Schools are struggling to keep up with rapidly changing job markets, and children and youth are exposed to more financial decisions of greater complexity at an increasingly early age. Youth employment has also been a persistent economic and social issue that has been worsened by the recent combination of population growth and economic crisis. What's more, an estimated one billion children still live in poverty. Addressing these issues involves challenging existing structures and breaking traditional education patterns. Education needs to change so that future graduates are better equipped to face global challenges such as poverty, inequality and protection of the environment. Social and financial education can contribute greatly to children's and youth's abilities to empower themselves. No child should be deprived of it. This is where Aflatoun steps in.

Aflatoun was created to guide young people, step-by-step, on their road to success. The magic of Aflatoun is its unique formula of child-centred social and financial education. The methodology consists of a series of age-appropriate curricula for children and youth between the ages of 3 and 18. These flexible curricula are easily adapted to any country or region's specific needs, and integrated into national curricula. Aflatoun also has a curriculum for non-formal settings outside of schools.

## JOIN THE AFLATOUN NETWORK

Interested in joining or sponsoring the Aflatoun Network?

Then contact us at  
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**AFLATOUN**



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## THE AFLATOUN ROAD TO SUCCESS

How YOU can help children to become enterprising and engaged citizens



## ALL CHILDREN HAVE DREAMS

Children and youth all over the world want pretty much the same things. When they grow up, they really want to be somebody: a teacher, a farmer, a dancer, a doctor or a football player. They want to be happy and be a good parent. They don't want to live in poverty or to be weighed down by debt. And they all share the dream of making the world a better place!

## FRANCHISING THE FIREBALL

Aflatoun is not a typical NGO. It employs the social franchise model whereby partners have ownership of the programme. The Aflatoun Secretariat, headquartered in Amsterdam, develops curricula in collaboration with its partners and provides them with technical assistance, network support, advocacy and training materials to implement the Aflatoun methodology.



## WHAT DO CHILDREN AND YOUTH LEARN FROM AFLATOUN?

Aflatoun lessons are fun and the holistic, experiential teaching method makes learning stick. Children and youth are inspired to discover their talents and put them to use, to stand up for their rights and those of their communities, to play games, and to solve problems. They learn how to save, how to budget and how to set up Social and Financial Enterprises that benefit themselves, their families and their neighbourhoods.

The Aflatoun social and financial education curriculum is based on five core components:

- 1. Personal Understanding and Exploration**  
Aflatoun increases a child's confidence and understanding by helping the child to explore his or her own identity and talents.
- 2. Rights and Responsibilities**  
Aflatoun's child-centred methodology is based upon the articles of the United Nations Convention on the Rights of the Child. It helps children to identify and stand for their rights and responsibilities.
- 3. Saving and Spending**  
Aflatoun helps children to discover the value of money, objects and the environment, and equips them to wisely manage their monetary and non-monetary resources.
- 4. Planning and Budgeting**  
Aflatoun empowers children to take concrete steps towards a goal they have set for themselves, and it teaches them how to think ahead, plan and budget.
- 5. Social and Financial Enterprise**  
Aflatoun challenges children to work in teams on social and financial enterprises to change their communities and the world for the better.



## THE AFLATOUN NETWORK: ONE SPARK STARTED A FIRE

Founded by the acclaimed serial social entrepreneur, Jerro Billimoria, Aflatoun - symbolised by a flame - started a fire that continues to spread. In this climate of economic crisis and rapid technological change, people all over the world are facing new challenges and need to acquire new skills. Around the globe, ministries of education, financial institutions, INGOs, foundations, corporations, teacher training institutions, thousands of schools, and youth organisations have teamed up with Aflatoun. Within the Aflatoun Network, knowledge and experiences are intensively researched, shared, and the curricula are continuously modified.

To date, the Aflatoun programme is being implemented in more than 100 countries. It has been endorsed by UNICEF, and received recognition from Harvard Business Review and Stanford Social Innovation Review as being a successful model for replicating and scaling social interventions and quality social and financial education. Already, more than two million children and youth worldwide have participated in the Aflatoun programme. Nearly one third of these young people are now saving or have started an enterprise.

**But Aflatoun wants to reach millions more. That's why Aflatoun is looking for new partners and donors. That's why Aflatoun needs you!**

Produced with the support of:

