



# Innovation Incurred by Public Benefit Products

Annual  
Report

2016

Be Better Annual Report



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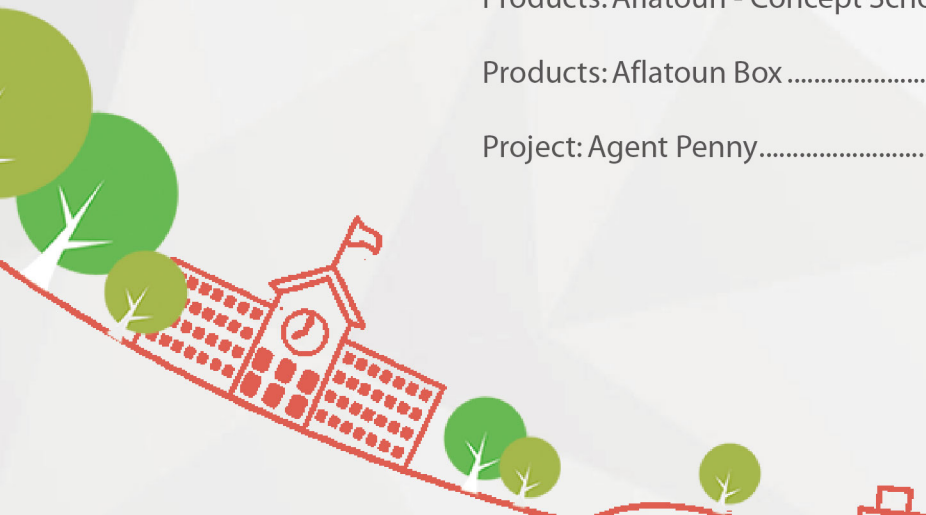
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# Access to Better Education

In 2008, Citi Bank China CSR turned to Mr. Wang Sheng, the Executive Dean of 21st Century Education Research Institute at that time and engaged him to help popularize the public textbook “MoneySense” and bring the books into senior high schools of Shanghai, Beijing. In the process, Wang Sheng unexpectedly found that students of Beijing NO.4 Middle School, The High School Affiliated to Renmin University of China, Shanghai Middle School prefer them. Although there are few teachers like such kind of financial and business education books, Wang Sheng discovered opportunity from response of students.



Isn't the “financial and business course” breakthrough of educational reform that he is looking for? On one hand, the course is underdeveloped in China, even in blank state. Therefore, it enjoys good development prospect. On the other hand, against expectation, students prefer the course. Why not make breakthrough on basis of it and try educational innovation by virtue of the course?

In 2009, Wang Sheng and Zhang Wei jointly established the private non-enterprise organization –Shanghai Be Better Consultation Center. “Better” indicates that students cultivate their specialty at the same time of striving for 100 scores. In addition, it sounds the same as “Better” in English. Thus, the educational innovation commences by starting from financial and business education.

Since the initial stage of establishment, the Be Better has been funded by Citi Group Foundation to carry out “MoneySense” , “Agent Penny” and other children and adolescent financial management education projects. Meanwhile, through the Asian Financial Education Summit held by the Citi Group Foundation, Wang Sheng gets acquainted with Aflatoun International with head office in Netherlands and obtains the exclusive license for the Aflatoun Curriculum in China. Again, recommended by the Aflatoun International, he gets the sustainable sponsorship of GSRD Foundation and Barclays Bank UK so as to provide opportunity for grounding and development of the Aflatoun course in China.

Nowadays, Be Better is member of CYFI (Children and Youth Finance International), WISE (The World Innovation Summit for Education), AVPN (Asian Venture Philanthropy Network). At present, Better Education holds offices in Shanghai, Beijing, Nanjing, Guangzhou, Chengdu, Guizhou, Suzhou, Ningbo, Shenzhen, Hong Kong and other places in China, forming a social chain group.

Generally, Be Better benefits children and teenagers from 3 to 25 years old, mainly from low- and middle-income families including urban migrant workers and left-behind children in villages. Be Better provides them with various kinds of courses about financial & business, life skills, and social innovation. It actively popularizes and generalizes financial education so as to cultivate and improve civic literacy, financial and economic literacy and the enterprising spirit of children and teenagers.



## Be Better's Vision

Working together with parents and teachers to help children grow up into more independent and confident economic citizen knowing rules and how to make choices; creating a better future.



## Be Better's Mission

Helping children between 3-25 years old grow up into more independent and confident economic citizen knowing rules and how to make choices; promoting them to be leaders of their schools and community; creating a better future.

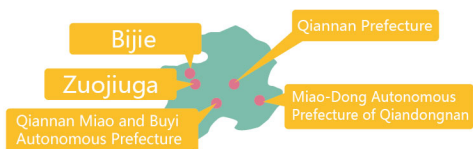
## Be Better's Values



# Service Map of Be Better (44 cities)



## Guizhou



# Events

- Participating in the Global Money Week
- Working together with China Education Innovation Institute of BNU to establish the "Youth Financial Literacy Education Research Center"
- Holding the National First Session Financial Literacy Education Seminar

Mar.

May

Jul.

Aug.

Sep.

Oct.

Nov.

Dec.

- Reaching official strategic cooperation with Network For Teaching Entrepreneurship, NFTE
- Holding the Financial Literacy Training for Fresh Teachers and Summer Training for Trainers

- Winning the Silver Award of "Second Session China Educational Innovative Achievement Expo"

- Becoming Founder Organization of "Chinese Favorable Public Benefit Platform"
- Winning the silver award and bronze medal in "2016 first Venture Philanthropy Competition in Shijingshan District"
- Participating in the Enerpac social enterprise acceleration plan—Roc Camp

- Holding the second session "I am the Best" youth career hero competition

- Passing the 3A Social Organization Evaluation

- Attending annual meeting of Aflatoun International in The Netherlands

- Holding Aflatoun Youth Carnival, including financial literacy competition, financial literacy teaching seminar, Entrepreneurship Contest
- Holding Aflatoun Carnival and 2016 nationwide youth financial literacy education practice seminar
- Holding first session of "Agent Penny" pupil financial literacy competition
- Winning the Excellent public-benefit project award of Bank of East Asia
- Winning the Honorable Member of China Financial Education Partnership Plan launched by VISA

## Description of Overall Service

In 2016, joining hands of partners, Be Better has provided financial literacy education to a total number of about 600 thousand children and teenagers, and 70% of them are from disadvantaged families. In 2016, a series of financial education products developed by Better not only guarantees complete delivery of teaching content but also reduces the investment cost of individual student.





# Early Childhood Education Financial Literacy

Generally, children of migrant workers in first-tier cities are unable to access good preschool education as restricted by family economic condition. According to investigation, there are four such kinds in every 10 preschool kids.

Since 2015, Be Better opened the "Aflatoun" course of early childhood education life skills and social money management, which targets children between 3-7 years old and helps them with self-exploration and affirmation, care about others, discover and make use of resources around them and cultivate good habits such as delayed gratification.





## "Aflatoun" Infant Financial Education Course

### Mode of Project

Teaching Material Research (Infant Aflatoun Box, including teacher's manual and matching student's work paper) and Development

Parent lecture

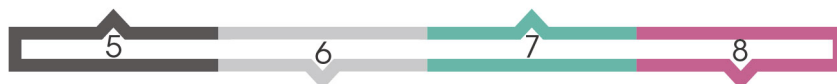


Preach and open class (target to teachers and person-in-charge of kindergarten)

Teacher training

Course implementation by teachers

Activity Day with financial theme (station-type financial games)



Feedback Observation Class

On-line interaction

(electronic voice financial cartoon-book story, sending it to parent group through social media)

### Project Effectiveness

In 2016, in order to further satisfy users' demand and expand the scope of beneficiary groups, Aflatoun researched and developed the Aflatoun box, including teachers' manual (12 classes, 24 class hours), and the matching students' work paper, distributing 50 sets to 19 kindergartens. In addition, by making use of network platform, it provided better material and service to parents and children; upgrade the mode of routine family game so as to make parent-children interaction more interesting and with clearer theme.

## Family Infant Financial Quotient Cultivation Plan

### Mode of Project

Preach

Carrying out course by teachers receiving training (NGO worker, kindergarten teacher and parent volunteers)



Training of teacher

Participation in feedback communication class

Teachers salon (providing online and offline help to teachers, assisting them solve problems and confuses in teaching; help them prepare and improve lessons etc.)



Family Daily Activity (station financial theme games, strengthening parent-children interaction, let children experience more in games, let parent know more about financial education)

### Project Effectiveness

The project has served 6,219 infants, 371 teachers and 1,097 parents in 10 cities. Through acquisition of children and family in the project, better choices for setting up life goal, dream development, plan formulation and daily life are made.

# Children Financial Literacy

Aflatoun project aims at providing children between 6-15 years old with cultivation of social skills and comprehension ability; concentrates on five major courses: self-cognition and exploration, rights and responsibility, savings and consumption, plan and budget, social and commercial entrepreneurship; cultivates students' self-cognitive ability, social communication ability, leadership, financial skill and entrepreneurial ability; help children grow up into more independent and confident economic citizen knowing rules and how to make choice.





## "Aflatoun" Children Financial Education Course

### Mode of Project

Large number of training instructors

Teaching

Student association

Campus bazaar

Be Better provide children with abundant and vivid financial knowledge and skill through rich forms and ways

### Project Effectiveness

Be Better has cooperated with **150** schools throughout the country, trained more than **1700** teachers so that they can become seeds spreading Aflatoun course concept. In **2016**, Be Better cooperated with **50** NGOs, benefiting children in community and exploring applicability of Aflatoun course in community.



## Aflatoun - Concept School

### Mode of Project

Aflatoun Concept School is educational innovative design involving embedded cooperation between Aflatoun course and schools. This educational innovation adheres to the children-oriented teaching idea, letting children learn from life experience. It creates life context in school so that both teachers and students can enjoy the teaching process. The appropriate schools passing careful selection makes full application of Aflatoun course in their overall design and operation on basis of agreeing with Aflatoun course, and in combination of school characteristic and situation so as to innovate schools' moral education evaluation, class management and young pioneer job, enhance teaching quality and perfect talent cultivation characteristic of school.

### Project Effectiveness

In 2016, Be Better selected **15** schools to build them up into Aflatoun -concept schools. They adopt Aflatoun course as school-based curriculum and make constant creation of virtual markets content so that children can learn financial knowledge and skill from practice. At present, more and more school even the Education Bureau start to purchase the education service on their own initiative.



## Aflatoun Box

### Mode of Project

The Aflatoun Box presents children financial knowledge and skill through a way of financial games. One Aflatoun Box includes financial games of six themes. Each game includes game guidance, students' work paper, students' tools, parent contact card, students' in-class record card. Each activity packet is a lesson.



Teachers or volunteers receiving simple training can give students a lesson by referring to teaching guidance

### Project Effectiveness

In 2016, Better Education distributed nearly **200** Aflatoun boxes in total and updated the Aflatoun Box version 2.0 based on experience, so that partners can master teaching skills conveniently and ensures completeness of relevant knowledge.



## Agent Penny



Agent Penny

The project targets at children between 4 and 12 years old. It is carried out by taking the mode of

### Mode of Project

“ Reading a financial comic book;  
watching a set of children's financial animation;  
performing a children financial drama ”

and integrates activities such as teachers' teaching design of financial courses and school financial laboratory etc.

### Project Effectiveness

In 2016, Be Better cooperated with **20** partners in **5** cities, providing children with financial educational practice activity. Meanwhile, the children financial drama competition is held in **64** schools of **14** cities, providing financial education to nearly 40 thousand children.





# Youth Financial Literacy

(Youth Service Pictures are provided)

In 2016, there was frequent news about present situation of youth financial literacy, which not only made a quite stir in society but also made educators concerned about the field deeply gripped, feeling it is important and urgent to improve financial literacy of teenagers. Since 2014, Be Better has started its research on financial courses suitable for teenagers. After relevant investigation and survey, Be Better launched Aflaten financial literacy education, teenager venture and employment education, which provides targeted service to three major groups: senior high school, vocational school, and college.



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Youth Financial Literacy

## “Aflaten” Youth Financial Education Course

Mode  
of  
Project

Through systematic online and offline youth financial course, on-campus club activity and nationwide financial literacy education competition and other forms, the project aims at helping teenagers plan their life, study, work by using economic thinking when they are in face of financial matters in campus life or future social life and cultivating them into economic citizen who can make self-choice, be responsible for themselves and live together.

### Project Effectiveness

"Aflateen" has made transformation from project execution to industrial platform since 2014 and cooperated with over **30** organizations, including Educational Bureau, Financial Supervision Department, School, NGO and enterprises to export reproducible educational projects. Be Better provides professional systematic courses, activity design, faculty training certification and educational evaluation. It joins hands with partners to initiate idea advocacy, promote reform targeting at youth financial literacy education. An accumulation of **5,422** -class hour Aflateen courses have been carried out in a year, directly benefiting **40,000** teenagers, **274** teachers and indirectly benefiting **55,000** people.

## "Aflateen" Youth Entrepreneurship Education Project

### Mode of Project

The project advocates encouraging teenagers, as innovator in society, to meet various challenges. The team cultivates entrepreneurship education lecturer by cooperating with local Educational Bureau and vocational school system. It introduces and optimizes the entrepreneurship teaching material of Network for Teaching Entrepreneurship, carries out school-based courses, assists implementation of entrepreneurship project. Among beneficiary groups, it pays special attention to school students from migrant families and kids of needy families.

### Project Effectiveness

The project concentrates on serving schools in relatively low-income areas suffering resource starvation. Most of them are in vocational schools. Their students are often at high risk of dropout and unemployment. The project helps them clearly know the relationship between school and society and encourages them to graduate from school with customized plans of their own. The project covers five cities, **44** schools and nearly **5,000** students and possesses **134** entrepreneurship lecturers. There are **8** senior CET teachers among them.

## Youth Employment Education Project

### Mode of Project

As a project promoting teenagers' career development, it helps teenagers explore practical problems in their life, meet the real work challenge, encourages them to

Participate in workshops

Small-class course

Workplace contest

etc. so as to improve their ability to cope with problems in life, learn necessary soft skills which benefit them lifelong through practical action for the purpose of better job selection, employment and growth in the future.

### Project Effectiveness

Since 2014, Be Better has cooperated with partners to implement youth employment project in Beijing, Shanghai, Chengdu, Xi'an, Chongqing, Nanchang, Taiyuan, Guangzhou, Suzhou, Guiyang etc. So far, there are over **20,000** teenagers participating in the project and gaining lots of benefit.



# Community Financial Literacy

## Aflatoun Experience Hall

### Mode of Project

Be Better has designed the Aflatoun Experience Hall targeting at community families. It aims at providing a community public education space for children between 2 and 12 years old in community where kids are happy and mothers are assured. It provides kids a space at the door

where children can grow up together through



Movies



DIY



Public service activity



Reading



Financial and business

and other various

activities. Be Better has established experience hall in Beijing, Shanghai, Suzhou, Guiyang, and Shenzhen Etc.

### Project Effectiveness

Up to the end of 2016, there are **6** Aflatoun experience halls in the country with total number of nearly **3,000** people (family) and accumulatively serves **20,000** people through infant and children Aflatoun Course. As many as **50** core volunteers provide service, including students, parents,, college student volunteer and educators etc.



# Research and Evaluation

In March 2016, on the "Nationwide Youth Financial Literacy Education Seminar", Yin Houqing, the previous deputy director of Shanghai Education Committee said: "every one of us will deal with economy in our life, some of us will make fortune and some of others will break the bank even lose their lives. We have concluded many reasons [for this difference] and the most important one is often neglected, namely education on financial literacy ...". According to definition of Program for International Assessment, PISA, financial literacy is knowledge and comprehension ability about financial concept and financial risk as well as the skills, motivation and confidence of applying these knowledge and understanding so as to make effective decision in wide range of financial background and improve individual and social economic benefit.

In 2016, in order to have comprehensive grasp of financial literacy situation of young students in different areas of china, Be Better carried out an investigation and survey of teenagers' financial literacy status again following 2014 and 2015.

Meanwhile, Be Better cooperated with China Education Innovation Research Institute of BNU to establish the "Youth Financial Literacy Education Research Center". In addition, it joins hands with China Education Innovation Research Institute of BNU, International Kids Foundation, and Asian Development Bank to launch the "Asian Youth Economic Citizen Education" research project, which selects 10, 000 grade four students of 88 schools from 11 areas as research objects. The research aims at grasping and having comprehensive evaluation of students' financial literacy level at present stage so as to lay academic foundation for promoting Chinese financial literacy education.

The Research Project of Be Better has been specially supported by Citi Group Foundation.

## Some survey results indicate:

### Teenager

A majority of young students are awareness of savings but it is difficult to put into sustainable practice.

Teenager students from needy families and fourth-tier cities or below especially need to improve the saving rate so as to solve various urgent capital needs.

Being tired of traditional teaching method, and absence of imagination for "participation style" teaching and "project" teaching are possible reasons of no obvious needs of teenager students on financial education, especially project-based and activity based financial education.



### Children

In terms of financial ability, grade-4 students in present China have relatively poor mastery of some basic financial knowledge. There exists big difference of financial knowledge in different areas--- Students in East China have best performance and students from middle China have relatively poor performance.

In terms of enterprising willingness, merely 7.6 students clearly indicate no willingness of starting up business in the future. That is to say students with enterprising willingness account for large proportion. However, only small portion of pupils say they are learning skills and knowledge in relation to entrepreneurship.





# Financial Status

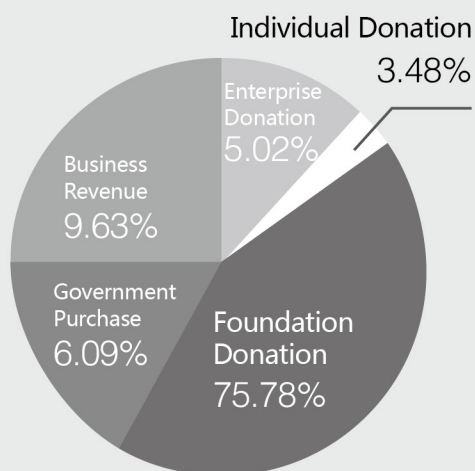
Yearly Income

**12,162,836.58** Yuan

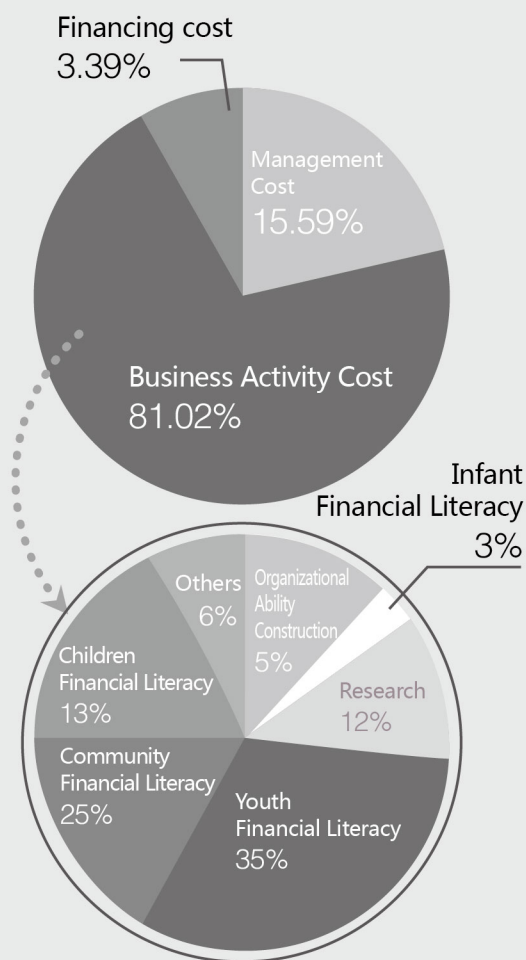
Yearly Expenditure

**11,656,931.35** Yuan

## Income Structure



## Expenditure Structure



Detailed Business Activity Cost

# Sponsors

Citi Foundation



成美慈善基金会  
CHENGMEI CHARITY FOUNDATION



增加一个NFTE的logo

Citi Group Foundation

HSBC (China) Co., Ltd

Barclays Investment Bank

Jisida Foundation

Shanghai Philanthropic Foundation in Pudong District

Union Road Special Fund of Shanghai Philanthropic Foundation

Narada Foundation

Phil Foundation

Credit Suisse Group AG

Staples

Sesame Street Studio

Shanghai United Foundation

Tian Hong Fund

MasterCard Foundation

Oxfam Hong Kong, Guizhou Office

Chengmei Charity Foundation

Bank of East Asia, BEA

Aegon-Industrial Fund

DBS Foundation

增加NFTE的名字

## Partners

### ■ International Cooperation

Network for Teaching Entrepreneurship, NFTE

PLAN CHINA 把上面这个名字删掉，放到赞助方

(CYFI) Child and Finance Finance International

Aflatoun International

MetLife Foundation

### ■ Domestic Cooperation

Tencent Public Benefit

China Education Innovation

Research Institute of BNU

## Volunteer

Expert volunteers

43

Professional volunteer  
lecturers and trainers

104

Enterprise volunteers  
participate in service

269

Student volunteers

159

Teachers of project schools

317



Total number of **988** volunteers  
in China

Providing **7,675** hours of service

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Sponsors

<http://www.bebetter.org.cn>



# Annual Report

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