Increasing financial literacy leads not only to enhanced asset formation and improved living standards, but also contributes to the healthy development of capital markets and the proper circulation of capital. Nomura Group has been providing financial and economics education to different generations of people, so as to raise individuals’ knowledge and understanding of finance and economics.

Financial literacy for a wide range of people

Nomura Group was among the first companies in Japan to provide financial and economics education to young people who will be the leaders of the future. In 2001, we began offering courses for university students, and today more than 400 employees from our branches throughout Japan provide lectures. We also provide classes at elementary schools, junior high schools and high schools nationwide. Requests to provide classes have been increasing against the backdrop of the Japanese government’s curriculum guidelines which will be gradually implemented from FY2020/21 which aim to enhance career education, entrepreneurship, and financial education, and the lowering of the age that people are recognized as adults in Japanese society. In addition to the “Money and Your Future” class which teaches the basics of asset-building, we also offer courses on financial literacy for young people, which we have been delivering free educational materials to families as a way to give parents and children an opportunity to learn about the economy together. As of June 30, 2020, we have sent these learning materials to more than 1,500 households, helping people learn how society works through the economy.

We also provide employees of private companies and government employees with opportunities to enhance their financial literacy, including life planning seminars and workshops on defined contribution pension plans for individuals. In November 2018, we launched the “Nomura Financial Academy,” a tuition-based program open to the general public that helps participants systematically learn about life planning, asset management, and other aspects of personal finance which they can put into practice in their own lives. Starting in FY2020/21, classes are available online, and students can select the courses they want to take from among all of the offered classes, which are designed for different age groups and purposes. Nomura Group will continue to proactively endeavor to improve financial literacy and contribute to the “from savings to asset formation through investment” trend in Japan. The smooth circulation of money, which is said to be the lifeblood of society, is essential for the achievement of all of the SDGs, and a correct understanding of finance and the economy is also the foundation for achieving all of the SDGs.

Nomura Holdings has supported “Nikkei Stock League” (a contest for learning about stocks hosted by Nikkei Keizai Shimbun) as a special partner since its inaugural year in FY2000/01. In FY2019/20, the 20th year of the Nikkei Stock League, more than 7,000 students from junior high schools, high schools, and universities participated, creating virtual stock portfolios based on their own investment themes and submitting reports. Every year, more than 100 Nomura Group employees volunteer to read and judge reports, evaluating the originality of investment themes and the participants’ level of understanding of economic and social mechanisms.

Employees look forward to reading students’ reports, as students evaluate Japanese companies from a fresh perspective based on their sensibilities as young people. Participating in the Nikkei Stock League prompts students to consider what type of future and society they find to be ideal. They learn the significance of investing in companies that will help make that kind of future a reality, and come to the realization that through investment they can solve social problems, form sound capital markets, and support a prosperous society.

In the 21st edition of the Nikkei Stock League, new initiatives such as webinars are being launched. We look forward to continuing to support the ever-evolving Nikkei Stock League.

Nikkei Stock League Participants

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Special Seminar for Women

On “Securities Investment Day” in October 2019, Nomura Holdings held a special seminar for women entitled “Get the Power to Shine!” At this seminar, organized by the Nikkei Keizai Shimbun and co-hosted by Nomura Holdings, a Nomura Securities employee gave a lecture about basic investment knowledge, while a special lecture on aromatherapy was given by an aroma fragrance designer. Approximately 200 people attended the event where, in addition to gaining an understanding about the need for diversified investing and hearing about investment techniques and shareholder benefits, they learned about how to use fragrances in business situations and what kind of effect doing so can have. We will continue to provide opportunities for people of all ages to casually and enjoyably learn about investing.