



November 22, 2023

Comprehensive Collaborative Agreement on Insurance Education Concluded

The General Insurance Association of Japan (GIAJ) concluded the "Comprehensive Collaborative Agreement on Insurance Education" with The Life Insurance Association of Japan (LIAJ), and The Japan Institute of Life Insurance (JILI) on November 13, 2023.

1. Purpose of the Agreement

The Agreement stipulates that these organizations will closely cooperate with each other and work together on insurance education to promote understanding on the importance of self-help efforts against risks based on life planning and other factors, thus improving the financial literacy of the public in the field of insurance.

Changes in the social environment, such as the increasing frequency and severity of natural disasters, have heightened the importance of self-help efforts against risks. Under these circumstances, the three organizations involved in private insurance have decided to collaborate in promoting efforts to further contribute to the improvement of the public's financial literacy in the field of insurance.

2. Contents of the Agreement

In order to achieve the above, the three organizations will cooperate and collaborate on the following matters:

- (1) Preparation of teaching materials and content for insurance education.
- (2) The dispatch of lecturers to schools, etc.
- (3) Support for insurance education in schools.
- (4) Establishment of the "Organization for the Promotion of Financial and Economic Education" to promote financial education for a wide range of generations as a national strategy.
- (5) Other matters related to insurance education and financial and economic education.

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