

Establishment of “Learn about Finance and Economics” Educational Support Program

Tokyo, February 6, 2008 --- As part of its CSR activities in the field of educational support, Mitsubishi UFJ Financial Group, Inc. (MUFG), in an industry-university collaboration with the University of Tsukuba, has jointly developed an educational support program for finance and economics (“educational support program”) for elementary schools, established the “Learn about Finance and Economics” website, and created teaching plans with accompanying DVD for use by teachers.

1. Significance/Overview

MUFG identifies “nurturing the leaders of the next-generation society” as one of the focus areas of its CSR activities. As a Group providing comprehensive financial services to society, MUFG has developed an educational support program together with the University of Tsukuba in order to provide opportunities for elementary school students to learn in an enjoyable way about the importance of money and the workings of finance and economics, which are strongly connected to MUFG’s business.

The University of Tsukuba plans to proceed with further research on finance education methods through practical testing of the methods at the Elementary School of the University of Tsukuba.

The overall development of the program was overseen by University of Tsukuba Vice President Akihide Tanikawa, and the creation of the actual lessons and model teaching plans involved many experts in the field of education, including the Elementary School, University of Tsukuba (Social Science and Education Research Division) and NHK Educational Corporation, which is involved in broadcasting of educational programs and development of interactive learning contents, leading to the successful development of an educational support program that is expected to be useful for schools.

2. Contents

Website*	Name: Learn about Finance and Economics (http://www.kinyu-keizai.jp) Date of establishment: Wednesday, February 6, 2008 Contents: Educational support contents for finance and economics, mainly targeting fifth- and sixth-grade elementary school students
Teaching plans and accompanying DVD*	Booklet containing model teaching plans for lessons conducted using the website, and DVD containing scenes from the lessons
Production, editing, publication	Mitsubishi UFJ Financial Group, Inc.

Overall supervisor	Akihide Tanikawa: Vice president, University of Tsukuba; Member, Government of Japan's Central Council for Education; Chief examiner, Expert Committee on Education
Advisor	Shinji Mizukami: Representative, Institute for Domestic and International Policy Studies (formerly professor of the Graduate School of Commerce and head of the Financial Research Center, Waseda University)
Deliberation on teaching plans and materials	Social Science and Education Research Division, Elementary School, University of Tsukuba Hisashi Kurihara: Associate professor, Faculty of Education, Shinshu University Kiyoshi Karaki: Associate professor, University of Tsukuba Graduate School of Comprehensive Human Sciences NHK Educational Corporation
Operator and administrator	The Association of Corporation and Education (NPO)

***Explanation of website and teaching plans with accompanying DVD**

The program supports finance and economics education for fifth- and sixth-grade elementary school students. It is divided into four themes—*spending*, *saving*, *borrowing*, and *economic activities*—and can be used by teachers when teaching about each of these themes. We anticipate that the lessons will be used in *comprehensive learning hours*, social science and so forth.

- (1) The website provides useful educational support contents for teachers teaching lessons about finance and economics.

The website is structured so that students look at their PC screen and proceed with the lesson by clicking “Next” at the top of the screen at the appropriate time to display the next part of the lesson. As the lesson unfolds, *manga* animations and diagrams are displayed to capture the children’s interest, enabling them to deepen their understanding of the lesson as it proceeds. Worksheets can be printed out or answers can be input directly on the site, enabling lessons on *economic activities* to be carried out effectively with a focus on interactive participatory experiences.

- (2) We have created a teaching plan booklet and accompanying DVD for teachers teaching lessons.

The teaching plans were created by the Social Sciences and Education Research Division of the Elementary School, University of Tsukuba and then tested through actual use in lessons at the school. The plans were also revised based on the feedback of the overall supervisor and advisor. The teaching plan booklet contains model teaching plans for all 22 hours, key teaching points, explanations for teachers and so forth.

The DVD (approximately 35 minutes in duration) shows scenes of *economic activities*

lessons being taught at the Elementary School of the University of Tsukuba and compiles key related points in an easy-to-understand way. Use of the teaching plan booklet and accompanying DVD in combination with the website enables teachers to quickly start teaching the lessons.

- (3) An NPO takes charge of administration and operation. The teaching plans and accompanying DVD will be distributed free of charge.

The Association of Corporation and Education (ACE), an NPO with a strong track record in developing and implementing lessons through industry-university collaboration, will take charge of administration and operation of the website. ACE also plans to distribute the teaching plan booklet free of charge to 1,500 elementary schools from mid-February. The booklet will also be distributed upon request and free of charge to elementary schools, teachers and persons involved in education.

Furthermore, ACE intends to provide educational support in collaboration with MUFG in response to inquiries, consultations and so forth from elementary schools.

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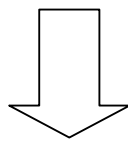
Images of the Program



Cover of “Learn about Finance and Economics” teaching plan booklet with accompanying DVD



Top page of “Learn about Finance and Economics” website



Top page of lesson contents section of “Learn about Finance and Economics” website