December 23, 2024
FP Partner Inc.

1,101 children participated in the “Social Experience Version: Shopkeeper Role-Play”

Financial education for young children held at 43 kindergartens and daycare centers throughout the year

FP Partner Inc. (Headquarters: Bunkyo-ku, Tokyo; Representative Director and President: Tsutomu Kuroki; listed on the Tokyo Stock Exchange Prime Market), has been holding the financial education program for young children “Social Experience Version Shopkeeper Role-Playing Game” at nursery schools, kindergartens, children's facilities, and other early childhood education facilities nationwide since March 2023. In FY2024, the program was held at 43 facilities, with 1,101 children participating. For FY2025, the program is already scheduled to be held at 17 facilities, including repeat events.





Financial education that children can enjoy during their early years

The “Social Experience Version Shopkeeper Role-Play” is a program developed in collaboration with the social welfare corporation Lemonkai (headquarters: Kinokawa City, Wakayama Prefecture; representative: Koutaro Maeda) with the aim of creating a full-fledged financial education program suitable for the developmental situation of young children and contributing to the cultivation of the “power to live” of many children.

Since its release in March 2023, we have received many requests from nursery schools, kindergartens and children's facilities, and in the November 2024 term, we held the program at 43 facilities in 18 corporations, including public facilities. We dispatched one of our financial planners, who is a “money doctor”, to the requesting facility and implemented the program together with the teachers at the facility. The program's unique feature is that it allows children to learn in a fun way based on the familiar game of “shopkeeper”, and it has been well received by parents, teachers and other people involved with the facilities, leading to new events being held through referrals and repeat events. We will continue to work on developing children's independent and social skills through the “Social Experience Version Shopkeeper Role-Play” activities in various locations.

Nurturing children's ability to think

After holding the “Social Experience Version Shopkeeper Role-Play”, we ask the staff of the facilities that helped us to fill in a questionnaire. We have received many comments from participants saying that they felt their children had grown, such as “The children were able to learn about the flow of money and the importance of working through the shopping experience” and “The program provided financial education that is difficult to teach at home or at nursery school, and the children became interested in helping out and shopping, and I felt it was a good opportunity for them to develop their thinking skills”. We will continue to make use of the feedback we receive in our future initiatives so that the children can continue to develop their abilities even after the program has ended.

About the “Social Experience Version: Shopkeeper Role-Play”

The “Social Experience Version Shopkeeper Role-Play” is an experiential program for children in the oldest class (5 or 6 years old) at kindergartens, nursery schools, and other early childhood education facilities, to learn about money.

This program is structured with a curriculum that is tailored to the developmental stages of children. By having children take the initiative and experience the “origins of money”, “earning money”, “using money”, “being given money”, etc. in a fun and natural way, they will become aware of the “importance of money” and “how to earn money through work”, and will develop a “sense of gratitude” towards those who support them on a daily basis.

The entire program is carried out within the preschool, and by having our company take the lead in running the program, we have been able to reduce the burden on the preschool staff and make the program content easy to incorporate into their daily lives.

In addition, this program has been registered as part of the “TEAM EXPO 2025” program/co-creation challenge, which is an initiative aimed at the Osaka/Kansai Expo 2025, and we have been provisionally selected to participate in the “TEAM EXPO Pavilion”.

About Money Doctor

Money Doctor is a service that allows you to consult with our financial planners (FPs) as many times as you like for free about anything related to money, including insurance consultation, asset formation, savings methods, education funding, mortgage loans, inheritance planning, etc. We will provide appropriate advice based on your life plan.

In addition, we have offices in all 47 prefectures across Japan so that we can provide services that are rooted in the local community. We have also put in place a system for managing system security and customer information, so you can consult with us with peace of mind.

Money Doctor is a lifelong partner that enriches the lives of each and every one of our customers.

About FP Partner, Inc.

【Company Profile】

Company name: FP Partner Inc.

Head office location: 5F Koraku Kokusai Building, 1-5-3 Koraku, Bunkyo-ku, Tokyo

Representative: Tsutomu Kuroki, Representative Director and President

Business activities: Insurance agency, financial product brokerage, financial planning services related to financial products

Established: December 2009

ＨＰ：https://fpp.jp/
https://fp-moneydoctor.com/

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