

<b>ACADEMIC INSTITUTION</b>	Concordia University	<b>PROJECT NAME</b>	Project EduQuo
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**NEED AND AUDIENCE**

In 2017, the Quebec Ministry of Education implemented financial literacy as a course at the high school level, but the lack of resources and guidelines has made it hard for teachers and students to get the most out of it. The result is poor cohesion from school to school regarding course structure, and negligible amount of application-based learning methods as teachers are still trying to figure out how to best teach a course that falls out of their area of expertise. Quebec lags behind many other provinces with regards to the issue, and much more has to be done given the critical nature of the course in our current Canadian economic climate, especially for young adults. We target a younger demographic to help them avoid costly mistakes and build healthy long term financial habits.

**ACTION TAKEN**

- *Redesigned our website, making it more user-friendly for high school and CEGEP students*
- *Rebranded our Instagram page*
- *Hosted our first online workshop, “Let’s Talk money – Personal Finance 101” where we covered the basics of budgeting, savings, and investing.*
- *Established a partnership with the Quebec Board of Black Educators. This partnership allows us to broaden our target audience and share our resources to more people. EduQuo can offer their services not only to Quebec youth, but Quebec immigrant communities.*

**IMPACT**

- We impact people through our online workshops, our partnership with QBBE, and our social media platforms.
- We directly impacted 40 people through our online workshops
- We gained 30 followers on our social media platforms
- We reached over 5000 people through our social media platforms. (1100 event page views, 3800 post views, rest are social media followers and website subscriptions)

**STANDARD METRICS**  
 (These metrics are related only to the project presented and represent work done since March 1, 2021)

Number of people educated on financial literacy	5000	Number of people whose net worth has increased through increased savings or reduced debt	0
Of the total number of people educated on financial literacy, how many were small business owners?	0	Dollar value of change in net worth in CAD \$	0
<b>PROJECT START DATE</b>	09/01/2019	<b>IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?</b>	Yes