



Q4 Schools Outreach Report

1. Introduction

Following the Teacher Training webinar held with heads of schools participating in the Capital Markets High Schools Quiz, SECZim conducted outreach programmes in schools to educate and raise awareness about the capital market. Sessions were held between 22 October to 13 November 2024.

2. Outreach teams

SECZim partnered with ZSE and FINSEC on some of the outreach sessions.

3. Objectives of the outreach

- a) Promote Investor protection through the provision of relevant and appropriate capital market information on outreach and engagements with students.
- b) Raise awareness of and encourage (later) participation in the capital markets by highlighting products and services available on the capital market.
- c) Handover the capital market toolkit to the schools to allow continuous education by designated teachers and clubs alongside schools' curriculum.
- d) The toolkit also assists schools to prepare for the Capital Market High Schools Quiz.
- e) Administer the capital market awareness survey for the index

4. Participation

471 students and 23 staff members attended the outreach sessions during the quarter bringing the total number for 2024 to 2,225 students and 49 teachers.

School	No. of Student	No. of Teachers
Harare High School	50	3
Cygnnet College	30	2
Millerite International School	47	8
Northwest	44	5
St Davids High School Bonda	250	2
Nyanga High School Marist Brothers	50	3
Total	471	23

5. Activities conducted during the sessions

- a) Exploration of the financial market, general investing knowledge, and the capital market
 - i. Financial markets and the capital market
 - ii. regulator mandate and ecosystem
 - iii. capital market products and services
- b) Q &A Session – students participated in Q &A session
- c) Capital Market Toolkit – the toolkit was unpacked and handed over to the schools.
- d) Reading of Shona and Ndebele versions of Investment 101 Handbook to illustrate efforts to include all sections of society
- e) Giveaways – students received prizes for successfully answering questions. Prizes included headphones, Bluetooth speakers, water bottles, caps and t/shirts.
- f) Capital Market survey was administered as input into the capital market awareness index. The survey received 154 responses.
- g) Stakeholder map target reached

6. Outputs/ tangible products

- a) 471 students and 23 staff members educated about the capital market.
- b) Capital Market Toolkit handed over to the schools and commitment made by school head or teacher in charge to employ the tool for capital market education.
- c) Survey completed – [Click Here](#) to complete survey or share.

7. Learning Outcomes

Increased number of school students with knowledge about the capital market
Toolkit distribution
Careers???

8. Coverage of the Outreach

The outreach was publicised on SECZim social media platforms. Below are the post analytics from the social media platforms.

Platform	Impressions	Reach	Engagement
Facebook	3014	1709	45
Instagram	347	214	17
Twitter	509		37
LinkedIn	1890	1079	38
Total	5 760	3 002	137

**Stats as at November 2024*

9. Recommendations

- i. It is recommended that similar sessions be conducted in more schools in all the provinces for inclusivity.
- ii. Follow up on use of the Capital market toolkit to be made and feedback to be documented.

Outreach in pictures

