



REPUBLIC OF THE PHILIPPINES  
NATIONAL ECONOMIC AND DEVELOPMENT AUTHORITY

MEMORANDUM CIRCULAR NO. 2024 - 02

TO : ALL HEADS OF EXECUTIVE DEPARTMENTS, AGENCIES, BUREAUS, OFFICES, OTHER GOVERNMENT INSTRUMENTALITIES, STATE UNIVERSITIES AND COLLEGES (SUCs), GOVERNMENT -OWNED OR -CONTROLLED CORPORATIONS (GOCCs), LOCAL GOVERNMENT UNITS (LGUs), AND ALL OTHERS CONCERNED

SUBJECT : ECONOMIC AND FINANCIAL LITERACY (EFL) WEEK 2024

DATE : October 14, 2024

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1. Pursuant to Republic Act No. 10922, also known as the Economic and Financial Literacy Act, the National Economic and Development Authority (NEDA) is mandated to lead the annual celebration of EFL Week, which takes place every second week of November.
  2. The overarching theme for this year's celebration is "**Empowering Filipinos Toward Realizing a Prosperous Middle-Class Society through Economic and Financial Literacy**". This theme reflects the nation's long-term vision of fostering a thriving and equitable society, as outlined in **Ambisyon Natin 2040**, the country's blueprint for a future in which all Filipinos enjoy a *matatag* (strongly-rooted), *maginhawa* (comfortable), and *panatag na buhay* (secure life).
  3. The theme for EFL Week 2024 serves as a rallying call to emphasize the importance of economic empowerment in creating a prosperous society where all Filipinos can attain stability and middle-class status.
  4. To ensure meaningful observance and to raise public awareness of EFL Week, all government agencies and instrumentalities, including LGUs, GOCCs, and relevant agencies, are enjoined to participate in this celebration by undertaking any of the following activities:
    - a. Conduct of roundtable discussions, brown bag sessions, seminars, and workshops that will effectively engage a wide range of stakeholders, with an emphasis on the theme and other economic and financial concepts;
    - b. Display of the official streamer and/or digital poster of EFL Week 2024 in the agency's lobby monitor or billboard, including regional and field offices, and LGUs from November 11 to 17, 2024;

- c. Uploading of EFL Week 2024 social media banner on the agency's official social media accounts and website;
  - d. Sharing of the information, education, and communication (IEC) materials for EFL Week 2024, including but not limited to posters and videos, on the agency's social media accounts and website;
  - e. Collaboration and/or participation with member agencies of the Inter-Agency Committee on EFL for the conduct of EFL Week-related national and regional activities;
  - f. Participation in the Philippine Economic Society Annual Meeting and Conference, by registering at <https://economicsph.org/pes62>;
  - g. Collaboration between SUCs and NEDA Regional Offices for the conduct of regional activities;
  - h. Issuance of announcements related to EFL Week 2024 by regional offices, provincial offices, and LGUs;
  - i. Participation in the online campaign using the following hashtags: #EmpowerWithEFL, #StrongerMiddleClassPH, #SentroAngTaoSaPlano, #EFLW2024, and #EFL.
5. The IEC materials related to the celebration of EFL Week 2024 are available for download on NEDA's website: <https://neda.gov.ph/economic-and-financial-literacy-week-2024/> and its Facebook page: <https://www.facebook.com/NEDAhq>. NEDA is also open to collaboration and partnership opportunities for any EFL Week-related activities.
  6. For inquiries, clarifications, or partnership opportunities, interested parties may contact the NEDA Development Information Staff via email [&DIS-kmd@neda.gov.ph](mailto:&DIS-kmd@neda.gov.ph) or telephone nos. (+632) 8631-09-45 to 64 local 103.

**ARSENIO M. BALISACAN, PhD**  
Secretary

