



GLOBAL MONEY WEEK

WEBINAR

Welcome!



- **Celebrating Global Money Week**
- **Activities**
- **Press and Media**
- **How to Join**
- **Questions & Support**



Celebrating Global Money Week



**GLOBAL
MONEY
WEEK**

10th -17th March 2014

Celebrating Countries



2013

- 1 million children and youth
- 80 countries
- 400 organizations

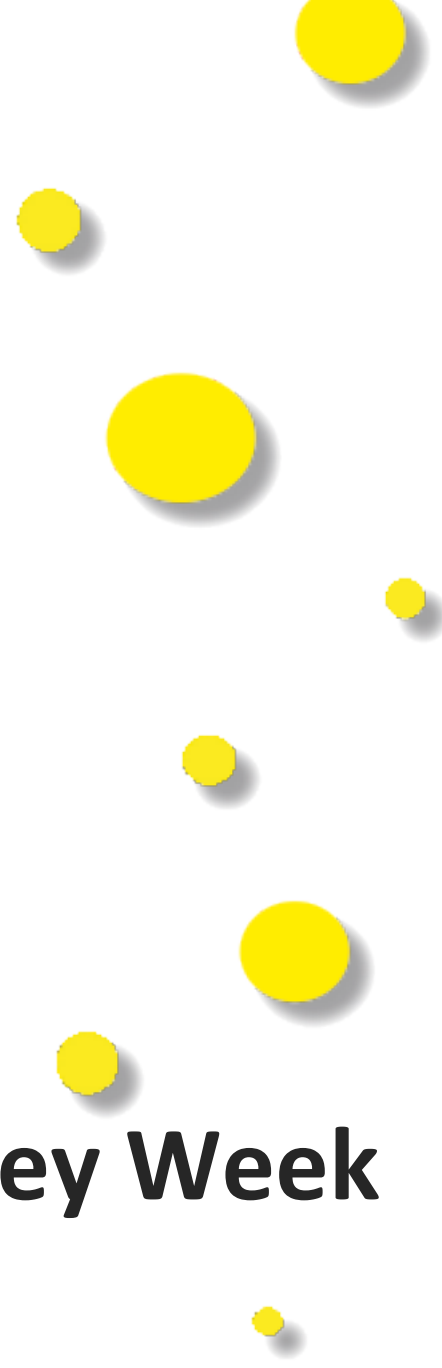
Celebrating Countries

A light gray silhouette of a world map is centered in the background of the slide.

**2014: Over 50 countries
signed up already!**



Activities during Global Money Week



National Activities

- ART & CREATIVITY
- MEDIA
- EDUCATION & PROJECTS
- VISITS
- GAMES & COMPETITIONS

Global Activities

- VIDEO CHAT CAFÉ
- VIP TALKS
- YOUTH AND POLICYMAKERS GLOBAL DIALOGUE
- TEDx TALKS
- SOCIAL MEDIA



National Activities

ART & CREATIVITY

Theatre • Storytelling • Art Exhibitions • Cartoons • Writing Songs • Make your own piggybank

VISITS Visits to banks • Visits to the stock exchange and ringing the opening bell • Visits to money museums • Visit to businesses • Learning from the market

GAMES & COMPETITIONS Poster-making contests • Financial Football • Financial education games

MEDIA Radio talk shows • Social Media • TV shows • Video Making

EDUCATION & PROJECTS Young entrepreneur • Projects Workshops and financial education lessons • Special book banks • Youth budget to parliament • Debates • Research and Petition

Global Activities



Connecting the World

Via online live streaming of the events that are taking place all over the world the national event are able to be shared on a global level to all that are celebrating.

Global Activities



- **GLOBAL VIDEO CHAT CAFÉ** – Young people from all over the world connect with their peers to share stories, learn from each other and inspire one another to take action.
- **VIP TALKS** – Live streamed talks by inspiring persons. Youngsters connect with the persons that inspire them and ask the questions they care about.
- **YOUTH AND POLICYMAKERS GLOBAL DIALOGUE** – Online chats with youth and policymakers such as governors of central banks and ministers of finance and education.
- **TEDx TALKS** – Youth talking to youth, sharing their ideas on financial education, financial inclusion and entrepreneurship via TEDx Talks.
- **SOCIAL MEDIA** – Spreading the word about the celebrations of Global Money Week via social media channels to **engage** and **share** around the globe



CYFI Secretariat Support



- NATIONAL ACTIVITIES
 - Support to organize national committee
 - GMW Toolkit
 - Connection with other celebrating countries and organizations to share and collaborate
- GLOBAL ACTIVITIES
 - Overall coordination

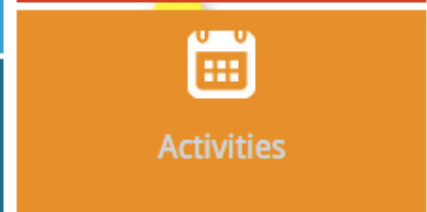
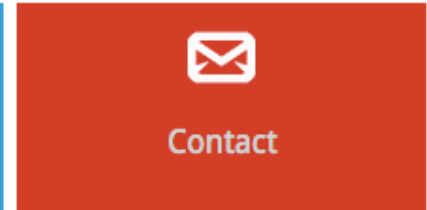
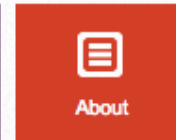
Press and Media



Press and Media

- Social Media
 - Facebook, Twitter, Google+, Blog
- Online and Traditional Media
 - Newsletter and Daily Digest
 - Newspapers (online & traditional)
 - Radio & TV
 - Live streaming of events & activities

GMW Website



GMW Toolkit



- Support document to plan and celebrate Global Money Week at a national and global level
- Online today on the GMW Website
<http://globalmoneyweek.org/resources/gmw-toolkit>
- Print Pack for printable materials

How to join!



- Connect with your CYFI contact person
- Share details of your planned activities
 - CYFI promote on the GMW Website & social media
 - Share and promote GMW on your media channels

Questions?

Get in touch



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