

# GLOBAL MONEY WEEK

Powered by Child & Youth Finance International



# GLOBAL MONEY WEEK REPORT 2016

The 5th Anniversary  
14-20 March 2016

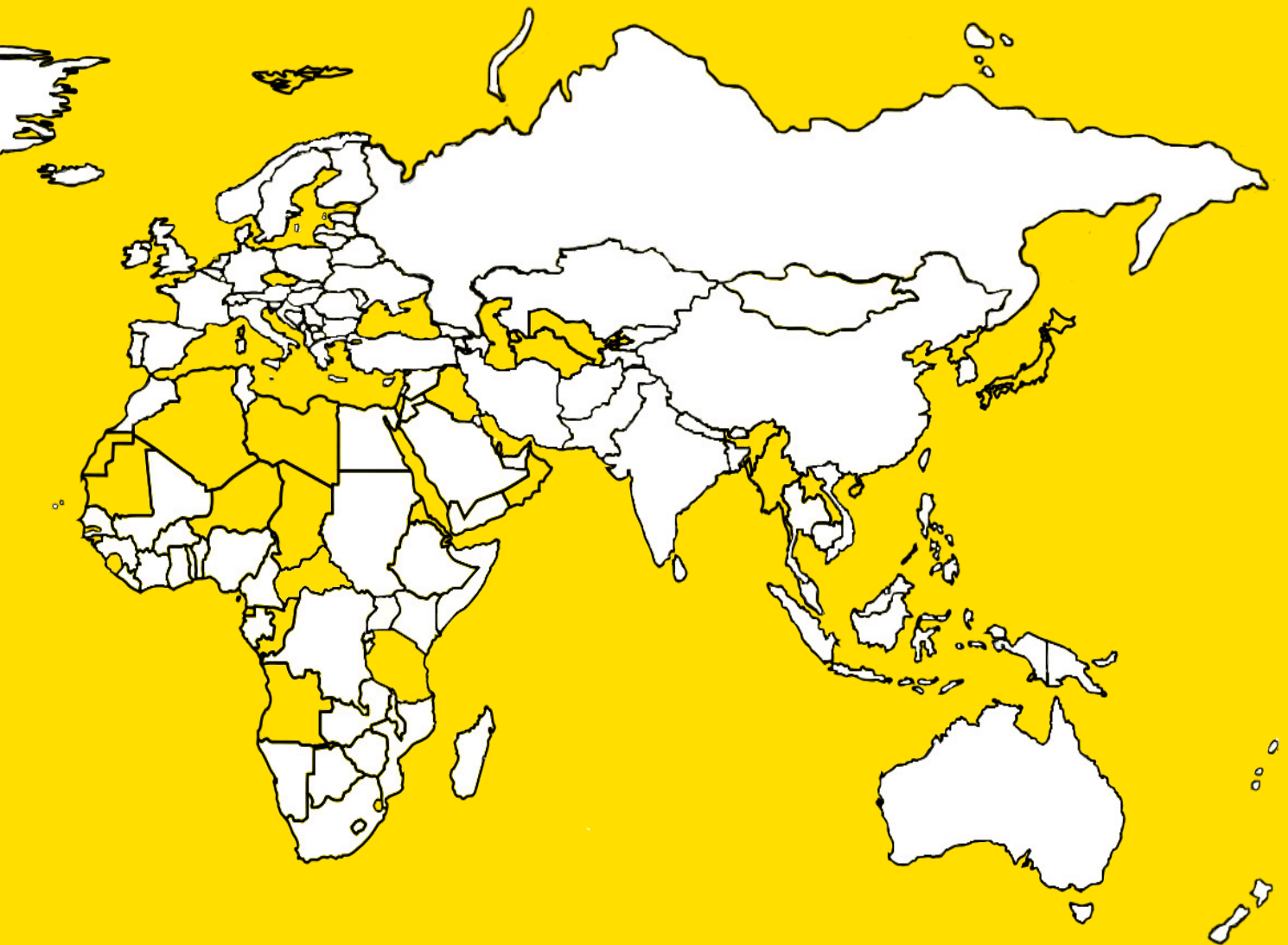


# 131 countries

1. Afghanistan
2. Albania
3. Argentina
4. Armenia
5. Australia
6. Austria
7. Azerbaijan
8. Bangladesh
9. Belarus
10. Belgium
11. Benin
12. Bhutan
13. Bolivia
14. Bosnia and Herzegovina
15. Botswana
16. Brazil
17. Brunei Darussalam
18. Bulgaria
19. Burkina Faso
20. Burundi
21. Cambodia
22. Cameroon
23. Canada
24. Cape Verde
25. Chile
26. China
27. Colombia
28. Croatia
29. Cyprus
30. Democratic Republic of Congo
31. Denmark
32. Dominican Republic
33. East Timor
34. Ecuador
35. Egypt
36. El Salvador
37. Estonia
38. Ethiopia
39. Fiji
40. Finland
41. France
42. Gabon
43. Georgia
44. Germany
45. Ghana
46. Greece
47. Guatemala
48. Guinea
49. Honduras
50. Hungary
51. Iceland
52. India
53. Indonesia
54. Iran
55. Ireland
56. Italy
57. Ivory Coast
58. Jamaica
59. Jordan
60. Kazakhstan
61. Kenya
62. Kosovo
63. Kuwait
64. Kyrgyzstan
65. Latvia
66. Lebanon
67. Liberia
68. Lithuania
69. Luxembourg
70. Macedonia
71. Madagascar
72. Malaysia
73. Malawi
74. Maldives
75. Malta
76. Mexico
77. Moldova
78. Mongolia
79. Montenegro
80. Morocco
81. Mozambique
82. Namibia
83. Nepal
84. Netherlands
85. New Zealand
86. Nicaragua
87. Nigeria
88. Norway
89. Pakistan
90. Panama
91. Papua New Guinea
92. Paraguay
93. Peru
94. Philippines
95. Poland
96. Portugal
97. Puerto Rico
98. Romania
99. Russian Federation
100. Rwanda
101. Samoa
102. Saudi Arabia



- |                   |                               |                |
|-------------------|-------------------------------|----------------|
| 103. Senegal      | 115. Switzerland              | 127. Venezuela |
| 104. Serbia       | 116. Syria                    | 128. Vietnam   |
| 105. Singapore    | 117. Tajikistan               | 129. Yemen     |
| 106. Slovakia     | 118. Thailand                 | 130. Zambia    |
| 107. Slovenia     | 119. Togo                     | 131. Zimbabwe  |
| 108. Somalia      | 120. Tunisia                  |                |
| 109. South Africa | 121. Turkey                   |                |
| 110. South Korea  | 122. Uganda                   |                |
| 111. Spain        | 123. Ukraine                  |                |
| 112. Sri Lanka    | 124. United Arab Emirates     |                |
| 113. Sudan        | 125. United Kingdom           |                |
| 114. Sweden       | 126. United States of America |                |



131 countries participated in Global Money Week 2016



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# Executive Summary

Child and Youth Finance International is proud to announce that the 5th Anniversary of Global Money Week was our biggest money-awareness celebration yet – see the image below for the inspiring GMW outreach achieved by our brilliant Global Network!

The Week has continued to grow and grow. Born out of Aflatoun day (which has taken place on 17th March since 2006), Child Finance day was held in 2012 and expanded to take place over the course of a week in 2013. The Network's enthusiasm for a week dedicated to teaching children and youth about important money issues has supported Global Money Week's reach and growth over the past 5 years!

In this report information regarding the Global Activities of the Week, fun photos and competition entries, and summaries of exciting events from each participating country can be found.

As Global Money Week (GMW) is all about sparking action around the financial issues which affect young people, the GMW 2016 report focuses on the many collaborative efforts to promote financial inclusion and economic rights for children and youth that took place around the world.

## Global Collaborations

There were many amazing highlights during the Week, which centred on collaborative partnerships in order to promote economic citizenship education and financial inclusion for young people. From the Regional Rally in Latin America, to Ye! and National Apprenticeship Week in the UK, worldwide partners joined together in the spirit of economic empowerment for children and youth.

## Global Participation

As with every GMW, youth involvement is at the core of the global efforts and their active participation is needed in order to

reshape financial systems and to create the next generation of economically empowered citizens! This year, young people got involved with our Global Challenges more than ever before – active youth, schools, and community groups submitted their GMW Selfies and Money Box Mania creations with the aim to be the Global Winner!

## Global Events

Ceremonies took place worldwide to mark the 5th Anniversary of GMW. The Week began with a launch at the Citi Money Gallery in the British Museum in the UK. Last year's Global Money Week Award winner, Guatemala, kick-started their exciting celebrations with a spectacular theatre play, and Bangladesh held a national closing ceremony to round up the Week.

## GMW2016 Outreach

Global Money Week 2016 celebrated



**131** COUNTRIES

**14,041** ORGANIZATIONS

**33,259** ACTIVITIES

**148,204** ADULT FACILITATORS

**5,920,735** CHILDREN & YOUTH ENGAGED

**94,990,859** PEOPLE REACHED  
through dedicated media outreach

### How do we calculate our outreach?

GMW outreach is calculated through a series of reporting forms both before and after the Week, which Network partners use to report the national engagement resulting from their GMW events and activities. The CYFI Team then use this data to gauge global, regional and national reach and the Week's year-on-year growth.

### Participating countries

CYFI recognizes all United Nations Member States, as well as States that have been granted Non-Member Observer Status at the United Nations.

### Organisations

Within each country GMW events and activities are coordinated by one or more leading organizations who are part of the CYFI Global Network. Participating organizations are those which have been involved in activities but are not leading the GMW celebrations within a country.

### Activities

Local, regional and global GMW events and activities are aimed at teaching children about Economic Citizenship Education and financial inclusion.

### Adult facilitators

Includes responsible adults from participating organizations who helped to ensure that young people could participate in GMW events.

### Children and youth engaged

This is the direct outreach to children and youth engaged in events, such as school visits, fairs, dramas, workshops, etc.

### People reached through dedicated media outreach

This is the indirect outreach to youth and adults through targeted media outreach, such as radio shows, TV programs, social media campaigns, etc.

# About GMW

## GMW and Systems Change

While Global Money Week is aimed at teaching children and youth about financial issues through interactive activities, the Week also serves a valuable and multi-faceted purpose for CYFI and the Child and Youth Finance Movement. GMW encompasses the core components of CYFI's role – as initiator and advocate, knowledge hub, connector, technical advisor and monitor.

### Initiator and Advocate

By providing the opportunity for our global network to take part in a fun and engaging event, the Week acts as an initial 'launch-pad' for countries, communities and for children and youth to get involved in financial inclusion and Economic Citizenship Education. This year, Madagascar, for example, held national celebrations for the first time and a large financial awareness media campaign reached children across the country.

### Knowledge Hub

As a thought leader in the field, CYFI and the Network produce training resources, academic papers and studies, and form working groups around financial issues which affect children and youth. In Moldova, GMW provided an opportunity for engaging teachers and educators in training activities and interaction with local youth.

### Connector

GMW acts as an 'accelerator' to creating partnerships – linking key institutions, and organizations in the spirit of collaboration for the economic empowerment of youth. This year's GMW celebrations involved the signing of a memorandum between CYFI and COMESA to support the empowerment of youth in Zambia.

### Technical Advisor

CYFI provide partners from each country with technical advice and/or connects them to expert within the Network. During GMW, the CYFI Team facilitated financial awareness events and provided resources



and knowledge to support future national efforts around Economic Citizenship Education and financial inclusion.

### Monitor

As CYFI's largest annual event, GMW provides a valuable opportunity to monitor and evaluate the Child and Youth Finance Movement, gauge the state of financial inclusion and Economic Citizenship Education for youth in each participating country, and gain insights about the financial capabilities of youth from high-level decision makers, financial institutions and young people alike. During this year's GMW, CYFI collaborated with EFSE on a cross-country project in the Balkan region focusing on the financial issues that are most important to youth.

Through each of these core components, Global Money Weeks is a 'stepping stone' to systems change. By addressing the issue of economic empowerment in a unique, exciting and engaging way, the Week offers the opportunity for both long-term partners and those who are new to the CYFI Network to contribute to reshaping financial systems and creating a brighter future for the next generation of economic citizens.

## 👉 GMW FAQs

### What is Global Money Week (GMW)?

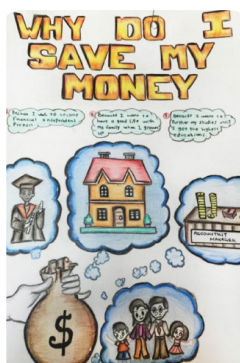
It is a worldwide celebration, with local and regional events and activities aimed at inspiring children and youth to learn about money, saving, creating livelihoods, gaining employment, and becoming an entrepreneur.

### When does GMW take place?

GMW takes place annually, during the 2nd week of March. This year the celebrations took place from 14 – 20 March.

### What is the goal of GMW?

The Week's ideas, events and lessons learned are intended to have a long-lasting impact. The goal is to promote the importance of Economic Citizenship Education (ECE), financial literacy, and the inclusion and empowerment of youth.



## GMW2016 Theme: 'Take Part. Save Smart!'

This year's theme for Global Money Week was 'Take Part. Save Smart!' because it is important for children and youth to learn and take part in clever cost-careful habits from an early age, in order to avoid financial exclusion and develop key money-managing skills for later in life. The Week's three key messages linking to the theme were Save knowledge, Save for your career, and Save money, and many activities worldwide embraced these messages as part of their GMW celebrations.

# Global Endorsement

Over the past 5 years GMW celebrations have gathered international support and created momentum around improving the financial awareness of children and youth worldwide. This year, GMW received endorsements from a range of influential figures and organisations, all of whom expressed their support for the economic empowerment of youth.



## H.M. Queen Máxima of the Netherlands

A long-time supporter of financial inclusion for youth. She holds the role of UN Secretary-General's Special Advocate for Inclusive Finance for Development and Honorary Chair of the Money Wise Platform.

"Learning how to save is the single smartest financial move young people can make. From piggybanks to electronic accounts, savings tools are vital for helping the next generation build independence, establish security, and achieve their dreams—whether the dream is a small purchase or a significant life investment. And encouraging children and youth to develop the habit of saving can deliver a huge compound effect down the road for individuals and their communities. As Global Money Week reminds us, it is never too early—or too late—for young people to gain the financial skills they will need to shape their lives and enhance their future wellbeing."

## Her Highness, Sheikha Shamma Bint Sultan bin Khalifa Al Nahyan

During GMW celebrations in the United Arab Emirates, Her Highness, Sheikha Shamma Bint Sultan bin Khalifa Al Nahyan inaugurated the Esref Sah Central Bank visit by announcing her role as ambassador to the program.

## G20 Global Partnership for Financial Inclusion (GPFI)

CYFI is an affiliated partner in the G20 Global GPFI, which has provided international support for GMW in recent years.

## Organisation for Economic Cooperation and Development (OECD) & International Network for Financial Education (INFE)

GMW is held in partnership with the OECD. The OECD/INFE has been a strong supporter of CYFI and encouraged its member and partner countries to join the GMW celebrations.

## World Savings and Retail Banking Institute (WSBI)

Each year WSBI, as a partner of CYFI, encourages its members to take part in the celebration. Many exciting activities were organised by WSBI members in Austria, Kenya, Luxembourg, Malta and Spain.

## Common Market for East and South Africa (COMESA)

The launch of GMW in Zambia saw the COMESA and CYFI celebrate the start of a partnership to financially empower youth. The partnership is intended to be a cornerstone to ensuring economic citizenship education, inclusion and youth entrepreneurship in the region.



## H.E. Mrs Aisha Muhammadu Buhari, the First Lady of the Federal Republic of Nigeria

This year, a Goodwill Message was delivered by H.E. Mrs Aisha Muhammadu Buhari, the First Lady of the Federal Republic of Nigeria, at the Global Money Week Forum on 23rd March 2016.

"I understand that the Global Money Week is a period for financial literacy aimed at engaging the youths and stakeholders at global level to project the practice of managing and saving money for the future. [...] I therefore, commend your foresight and choice of theme for this event which is "Take Part, Save Smart" [...]"

want to appeal to children and youth to see this as a great opportunity to prepare for greater challenges ahead and make me proud, make your parents proud and your beloved country very proud of you and your endeavor as leaders of tomorrow."



## The Microcredit Summit Campaign

During the 18th Microcredit Summit in Abu Dhabi March 14-17th 2016, The Microcredit Summit Campaign partnered with CYFI to promote Global Money Week, where a panel discussion on New Frontiers in Youth Financial Services, encouraging Microfinance practitioners to get involved in the global celebrations and take the issue of Child and Youth Friendly banking more seriously.

## European Fund for Southeast Europe (EFSE)

During GMW, CYFI and EFSE conducted a research in 7 countries from the region to explore the financial behavior and financial attitudes and knowledge towards financial products of children and youth. As part of EFSE's objective to address rates of youth unemployment, cooperation will continue around two programs, Ye! Community and the SchoolBank Initiative.



# GMW Ambassadors

This year's GMW celebrations were supported by our inspirational GMW Ambassadors – including noted experts and youth who are active around financial literacy and the economic inclusion of young people. With their support, the GMW Team continues to raise awareness about money matters, saving, creating livelihoods, gaining employment and becoming an entrepreneur!

## Kalpana Fitzpatrick

Kalpana Fitzpatrick is a well-respected financial journalist and founder of MummyMoneyMatters.com – which provides financial information, news and tips to families. As well as managing Mummy Money Matters, Kalpana is a columnist for Daily Mail's Femail, writing about money for a wider consumer audience. Kalpana joined CYFI for the UK launch of GMW, where she spoke about the importance of parents teaching their children about money matters.



**“Financial education is a process that triggers enthusiasm. This is not a nostalgic teacher speaking, but the real benefits of financial education that we enjoy every day.”** – Elisabeta Gjoni, First Deputy Governor of Bank of Albania

**“I would like to extend our gratitude for the initiative of CYFI to promote the educational visit to Mozambique Stock Exchange.”** – Anabela Chambuga, CEO of The Mozambique Stock Exchange (Bolsa de Valores de Moçambique - BVM)

## Sofia Macias

Sofia Macias is a Personal Finance and Financial Literacy consultant. She is the author of “Pequeño Cerdo Capitalista: Finanzas Personales para Hippies, Yuppies y Bohemios”, and also wrote “Pequeño Cerdo Capitalista Inversiones”. In 2008, Sofia became a financial education consultant for Consumo Inteligente, Mastercard's financial education program for Latin America, an active participant in Global Money Week and Child and Youth Finance Education supporter.



**“This organisation [CYFI] has understood that economic citizenship has to be built from an early age. Because the citizen of tomorrow is truly the child of today. The theme of this year “Take Part. Save Smart!” is very evocative and invites each of the children to internalize the culture of saving.”** – Mr. Alain Koné, Head of the Lycée Classique d'Abidjan, Ivory Coast

## Prakash Koirala

Prakash Koirala is a Country Committee Representative for Child & Youth Finance International and has worked with more than 127 classes and with more than 13,000 youth in Nepal to teach community members, children, and youth about financial education and money management. Prakash has organised and led many of the Global Money Week celebrations in Nepal since 2015.



**“Ladies and gentlemen, how many among us present here had the chance in their childhood, in their youth, or even before their entry in working life, to meet and exchange with a banker? How many adults had the opportunity to become familiar from an early age with banking instruments, products and services? I don't think we are many. This is why we rightly appreciate [...], with Mrs. the Minister, the Global Money Week celebration initiative, which offers our children the opportunity to go to this school of basic finance. It will allow them, considering the different activities that the program contains, to learn more about money issues, saving culture, how banking institutions function, the economy, livelihoods and entrepreneurship.”** – Speech from Mr. Bacary Kamara, the director for project implementation representing the Minister of National Education for Global Money Week, Ivory Coast

## Jhose Adolfo Qinsocala Condori

When he was only seven, Jhose Adolfo created the first Cooperative Students' Bank “Bartselana” with the purpose of providing financial education and inclusion for children and youth in Arequipa and Peru. Now eleven years old, Jhose Adolfo is an entrepreneur; with a bank for children and youth, a Financial Education school, an “environmental mini-market”, a social enterprise for environmental management (The Green Place), and a school of Business Management.



**“GMW celebrations are highly important for enhancing the culture of saving amongst the youth, and for raising their levels of financial literacy”** – Natia Chkonia, Head of Consumer Protection, Georgia

👉 For more information on GMW Ambassadors, please go to:  
📄 [www.globalmoneyweek.org/about/supporters.html](http://www.globalmoneyweek.org/about/supporters.html)

# Global Coverage

News of this year's GMW celebrations travelled around the world and local, national and regional events received extensive press coverage globally – with over 450 press mentions published about GMW Weeks from January – April 2016.

Some of the highlights are:

## • Financial Times

'A history of money in a thousand objects' (UK)

## • The Daily Telegraph

'Tips to teach children about money' (Australia)

## • This is Money.co.uk

'Why it pays to teach children about money' (UK)

## • Milenio

La historia del dinero contada en mil objetos (Mexico)

## • OK! Russia

'Звезды российского телевидения, кино и спорта примут участие в Неделе финансовой грамотности' ('Stars of Russian television, film and sports will participate in the Financial Literacy Week') (Russia)

## • Business Day Online

'First Bank promotes financial literacy to commemorate Global Money Week' (Nigeria)

## • Means of Exchange

'How 'piggy bank' got its name, and announcing Global Money Week' (UK)

## • Agenda de la Empresa

'La Fundación Cajazol se une a la celebración de la Global Money Week (Spain)

## • Dhaka Tribune

'Money Talk with Sabhanaz Rashid Diya' (Bangladesh)

## • Metro TV News

'Global Money Week, Edukasi Literasi Keuangan di Museum' ('Global Money Week, Financial Literacy Education at the Museum') (Indonesia)

## • El Universal

Bacaribe realiza su Global Money Week (Venezuela)

## • Independent.ie

'Bell rung at Irish Stock Exchange' (Ireland)

## • The Brunei Times

Financial planning workshop for youth and students' (Brunei)

## • Arab News

'CMA's smart investor programme participates in Global Money Week' (Saudi Arabia)

## • The New Times

'Financial literacy among children and youth crucial' (Rwanda)

The screenshot shows the Financial Times website with the article 'A history of money in a thousand objects' by James Pickford. The article features a photograph of a large stone coin and discusses the history of money. A yellow callout box at the bottom left of the page contains the text: **4200 GMW media mentions**.

The screenshot shows the Arab News website with the article 'CMA's Smart Investor program participates in Global Money Week'. The article features a photograph of a young boy holding a sign that says 'GLOBAL MONEY WEEK'. The article discusses the CMA's financial literacy program for children. A yellow callout box at the bottom left of the page contains the text: **4200 GMW media mentions**.

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## Bancaribe realizó su Global Money Week

El evento dura una semana y está dirigido a fomentar, en niños y jóvenes, el hábito del ahorro.



Es una semana dedicada a los más jóvenes (Cortesía)

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NACIONAL Y POLÍTICA. Capriles: "El Revocatorio es la única alternativa viable" [Comentarios \(0\)](#)

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## Why it pays to teach school children about the world of finance


By PERSONAL FINANCE REPORTER FOR THE MAIL ON SUNDAY

PUBLISHED: 20:53 GMT, 13 February 2016 | UPDATED: 20:53 GMT, 13 February 2016

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Secondary school pupils in England are in their second academic year of officially learning about money, under a compulsory element of maths and citizenship lessons. But many people think this education should go further.

Professionals from across the financial services industry, the Government and charities have formed an alliance to strengthen personal finance education among all age groups – from school children to people in retirement.



Project: Pupil Charlotte with one of the chickens producing eggs to sell

NETROTV NEWS.COM

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Presiden Tak Mempersiapkan Nama Kefau BPK Masuk Panitia Papers

PKS/SEN tak mempersiapkan hal-hal selama tak membentuk ketetapan negara.

BERITA LAINNYA

- Intra Minta Ordeasun Keluaran Dokumen, Sanaama Dapeng
- Aranta Clogu Adui Dukungan Dina untuk tetamu di Sarana Koper
- Kulita sark vantu Jelaskan Model Usana Cribhoo

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- Warisan Insting Bisnis Jadi Model Shelly Koemah Jalkanam Bisnis
- Hari Ini, Ruziah akan Berperak di Rp12.950-Rp15.050/USD
- Komondag Sita Korek Cao Berulas Bym Miler
- SDA Perikanan Perlu Dimaksimalkan untuk Dalam negeri

FOTO GALLERY

**Global Money Week, Edukasi Literasi Keuangan di Museum**

Angga Bratahadama • 20 Maret 2016 13:58 WIB

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Ilustrasi: Ail/kyayno.

**Metronews.com, Jakarta:** Berpartner dengan Global Money Week yang berlangsung selama 11-20 Maret 2016, Aillanz Indonesia mengajak 100 orang remaja pra-ekuitas dari kelas Belajar Oly untuk berbagi pengetahuan dengan cara yang menyenangkan lewat kegiatan edukasi dan literasi keuangan.

Dalam acara yang akan diselenggarakan di Museum Bank Mandiri pada 20 Maret 2016 ini, para remaja akan mengikuti tur museum guna mengenal kegiatan yang berlangsung dalam institusi keuangan perbankan, pelatihan sederhana mengenai pengelolaan keuangan, serta kegiatan inspiratif lainnya.

Aillanz Indonesia juga bekerja sama dengan Youth Finance Indonesia, lembaga non profit yang memberikan literasi keuangan untuk generasi muda, yang akan berbagi kisah inspiratif dan pengalaman interaktif kepada para peserta ta acara ini.

Global Money Week adalah inisiatif global dari Child & Youth Finance International yang dilakukan untuk meningkatkan pemahaman dan pengetahuan mengenai keuangan bagi anak dan remaja di seluruh dunia, sehingga mereka dapat mengelola keuangan dengan penuh tanggung jawab dan dapat mewujudkan mimpi.

Tahun ini Global Money Week mengusung tema *Take Part, Save Smart* yang menyerukan tentang pentingnya mempelajari dan berpartisipasi dalam pengelolaan keuangan sejak dini untuk generasi muda, khususnya dengan cara menabung yang pintar.

"Hal ini bertujuan agar mereka dapat berhadapan dengan kesulitan ekonomi serta terbuka untuk mengembangkan kemampuan mengelola keuangan dengan baik di masa depan," kata Head of CSR Aillanz Indonesia Indra Yulivan, dalam ketetapan tertulisnya, di Jakarta, Minggu (20/3/2016).

Indra mengatakan, Aillanz Indonesia telah berkomitmen untuk berbagi pengetahuan dan literasi keuangan secara konsisten dan berkelanjutan kepada berbagai lapisan masyarakat, termasuk diantaranya remaja usia sekolah melalui Program *My Finance Coach*.

Lebih lanjut, ia menambahkan, mereka yang memperoleh pendidikan melalui jalur sekolah non-formal, membutuhkan informasi lebih banyak dan juga akses ke produk-produk keuangan. Tentunya Aillanz Indonesia ingin berbagi dengan para remaja ini dengan cara yang menyenangkan.

"Kami harap melalui kegiatan-kegiatan seperti ini, dapat meningkatkan kesadaran dan juga pengetahuan generasi muda akan produk-produk keuangan dan juga akses lembaga keuangan," pungkasnya.

BACA JUGA

- Sera Bilang Cakui Kecil (4)
- Sera Bilang Cakui Kecil (3)
- Sera Bilang Cakui Kecil (2)

OK!

В Москве вручили премию «Итака»

7 фильмов, после которых захочется влюбиться

Худшие звездные образы церемонии MTV Movie Awards

Персона | Новости | Светская хроника | OK! Top-10 | Красота | Moda | Стиль жизни | Дети | Колумнисты OK! | Кино | Фотогалерея

Мелочи жизни | 11-03-2016 | 85

Звезды российского телевидения, кино и спорта примут участие в Неделе финансовой грамотности

СВЕЖИЙ НОМЕР OK! № 16 (487) в продаже с 14 апреля

Катерина Шпица

Катерина Шпица о жизни в шоу-бизнесе

NOVOSTI

Татьяна Навка отдыхает вместе с семьей на море

Ульяна Диласан с женой отпраздновали годовщину

14.04.2016 Принц Уильям и его супруга Кэти Миддлтон прилетели в королевство Бурунди

14.04.2016 Виктория Бекхэм позвала, как поет ее сын

14.04.2016 Ирина Шейк показала свою наму

Все новости

Стиль жизни | Путешествия

Неделя финансовой грамотности для детей и молодежи 2016

14 марта 2016 года стартует в Всероссийской неделе финансовой грамотности для детей и молодежи в рамках проекта Минфина России «Содействие повышению уровня финансовой грамотности населения и развитию финансового образования в Российской Федерации». Цель мероприятий Всероссийской недели финансовой грамотности для детей и молодежи проведут одновременно с Всероссийской неделей денег (Global Money Week).

Проект поддержали популярные телеведущие Елизавета Арзамасова, Артем Корольев, Мария Ситтель, Тунга Ларсен, Петр Куликов, депутат Государственной Думы РФ Светлана Журова, известные российские спортсмены Дмитрий Саутин, Альберт Демченко, Светлана Феофанова, Евгений Кортушныи, Анастасия Гребенкина и многие другие.

В рамках Недели пройдут мастер-классы, семинары, тематические праздники, экскурсии и деловые игры, которые помогут подросткам и молодежи лучше разобраться в финансовых вопросах. Школьникам и студентам в адаптированной для их возраста форме расскажут о том, что такое бережное потребление, как грамотно получить и принести свои первые реальные доходы и расходы, а также о защите прав потребителей и финансовой безопасности. Родительская аудитория узнает о том, как правильно планировать семейный бюджет, когда начинать говорить с детьми о деньгах, как научить их основам обращения со средствами.

Закрывает Неделю финансовая грамотности 22 марта во Дворце пионеров на Воробьевых горах. Телеведущий, актер Артем Корольев и актриса Елизавета Арзамасова проведут увлекательную финансовую квест-игру для школьников. Команду победителей поздравят телеведущие и российские спортсмены.

Если вы думали, что высокое искусство можно увидеть только в стенах всемирно известных музеев, то вы ошиблись. В наше время...

# Stock Exchanges: Ring Around the World

As part of Global Money Week 2016 celebrations, Stock and Security Exchanges from 50 countries participated by opening their doors to youth, making the 'Ring Around the World' bigger and better than ever before!

Activities included the opportunity for children and youth to 'ring the bell' to open and close the day's trading, a historical tour of the trading floor, financial education workshops, informative interviews with key executives about the workings of the stock exchange and discussions about entrepreneurship.

These key Global Money Week events supported national bodies commitment to ensuring that financial literacy and education amongst youth is upheld.

Across 41 countries stock exchanges welcomed youth as part of the Global Money Week celebrations. These included:

- **Argentina** – Buenos Aires Stock Exchange
- **Bangladesh** – Dhaka Stock Exchange
- **Belarus** – Belarusian Currency and Stock Exchange
- **Belgium** – Brussels Stock Exchange (NYSE/Euronext)
- **Brazil** – BM&F Bovespa
- **Bulgaria** – Bulgarian Stock Exchange
- **Croatia** – Zagreb Stock Exchange
- **Ecuador** – Bolsa de Valores de Guayaquil
- **Germany** – Deutsche Börse
- **Iceland** – Nasdaq
- **India** – Bombay Stock Exchange
- **Ireland** – Irish Stock Exchange
- **Ivory Coast** – La Bourse Régionale des Valeurs Mobilières (BRVM)
- **Jamaica** – Jamaica Stock Exchange
- **Lithuania** – Vilnius Stock Exchange (Nasdaq/OMX)
- **Mongolia** – Mongolia Stock Exchange
- **Morocco** – Casablanca Stock Exchange
- **Mozambique** – Bolsa de Valores de Moçambique
- **Namibia** – Namibia Stock Exchange
- **Nepal** – Nepal Stock Exchange Ltd.
- **Netherlands** – Amsterdam Stock Exchange AEX (NYSE/Euronext)
- **Norway** – Oslo Børs
- **Peru** – Bolsa de Valores de Lima
- **Portugal** – Euronext Lisbob (NYSE/Euronext)
- **Russian** – Moscow Exchange
- **Romania** – Bursa de valori Bucuresti
- **Rwanda** – Rwanda Stock Exchange
- **Saudi Arabia** – Tadawul
- **Spain** – Borsa de Barcelona
- **Thailand** – Thailand Stock Exchange
- **Turkey** – Borsa Istanbul
- **United Arab Emirates** – Abu Dhabi Stock Exchange
- **United Kingdom** – London Stock Exchange



👍 Stock exchange  
events across  
41 countries





# Global Activities

The creativity and scope of this year's Global Money Week activities was endless! 2016 saw many colorful celebrations, exciting events and inspiring innovations.

Throughout the Week, youth from around the world had the chance to get involved in visits to banks, stock exchanges, businesses and money museums, to learn more about the financial world and how money operates globally. Education and hands on projects were a key part of many

activities, and offered the opportunity to promote financial literacy amongst young people in fun and engaging ways.

Many of the activities during GMW consisted of games and competitions, where youth were challenged to take part in quizzes and drawing contests. This encouraged youngsters to work together in order to learn more about financial issues which affect children and youth. In many countries activities were focused around

art and creativity, and youngsters were able to take part in exhibitions, theatre and songwriting to engage with their peers and communities about money matters.

In addition to the many different types of GMW activities that took place worldwide, this year's CYFI-initiated activities for the global community gave children and youth the chance to take part in social media competitions and challenges as part of the wider worldwide community!

## GMW Selfie Challenge

For the second year in a row, as part of the Global Money Week celebrations, a selfie challenge was held via the Global Money Week Twitter, Facebook and Instagram. Participants joined in the fun by using the official hashtags #GMWSelfie #GMW2016 and #GlobalMoneyWeek. We received hundreds of entries from countries as diverse as Rwanda, Syria and Kyrgyzstan!

Congratulations to everyone! Here you can find a selection of some of the colourful, vibrant and energetic photos taken throughout the week!



The winner Levis Mbote Ngigi (19) with Oscar Mathinji Muchiri (19), David Mokenye Onywoki (19) and David Mbugu Mbugua (19) from Kenya received 2202 on Instagram.



SPECIAL MENTION: Kazakhstan



SPECIAL MENTION: Kazakhstan



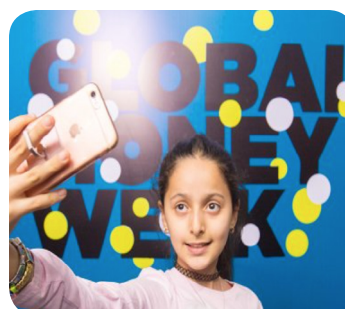
SPECIAL MENTION: Rwanda



SPECIAL MENTION: Nepal



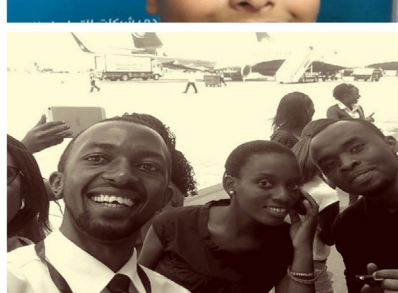
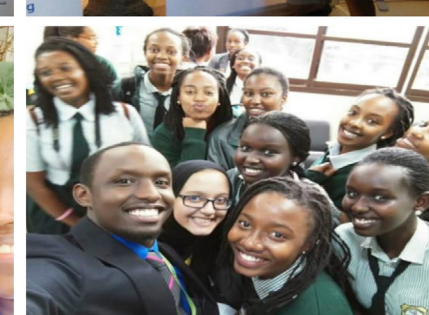
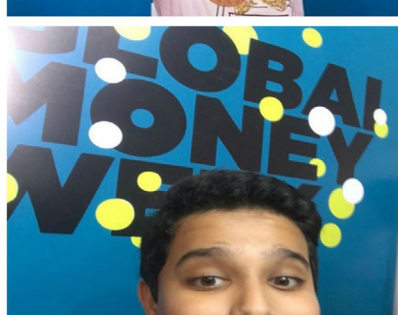
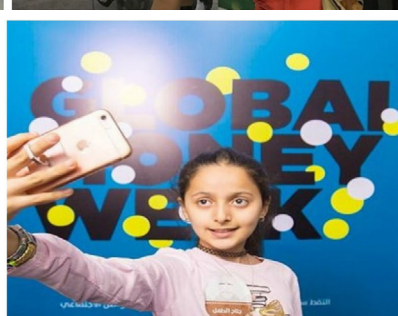
SPECIAL MENTION: Panama



SPECIAL MENTION: Saudi Arabia



SPECIAL MENTION: Colombia



# Challenge 1: My Money Box

To celebrate Global Money Week, an international money box challenge was held to inspire children and youth to take part and save smart!

'My Money Box', where children and youth created their own money saving boxes and using Global Money Week material, took photos of their projects in order to be published in our official social media and this report!

We received many unique pictures of money boxes, ranging from the classic pig shape to more inventive and creative forms!

Piggy banks and money boxes have been around for thousands of years! The origins of the name 'piggy bank' dates back to the Middle Ages when Pygg, an orange colored clay, was used to make pots to store money. The name pygg jars evolved to be known as 'Pig Banks', and the rest is history!

Through the history of money boxes, it is evident that savings have been important for centuries across many cultures and countries. During Global Money Week we highlighted the role piggy banks and money boxes play in helping young people across the world to save smart.



SPECIAL MENTION: Syria



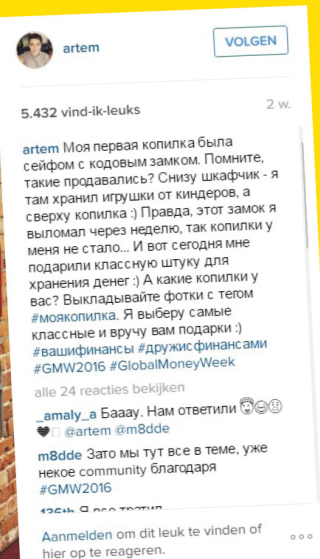
SPECIAL MENTION: Philippines

## THE WINNER

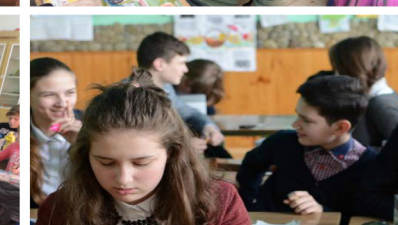
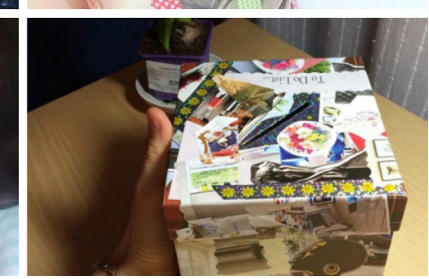
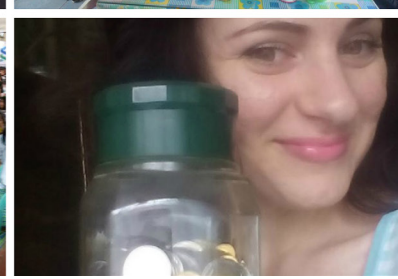
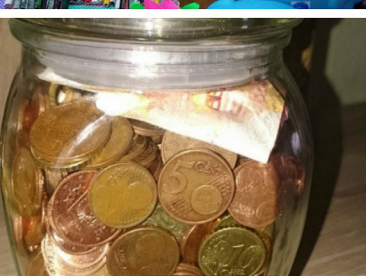
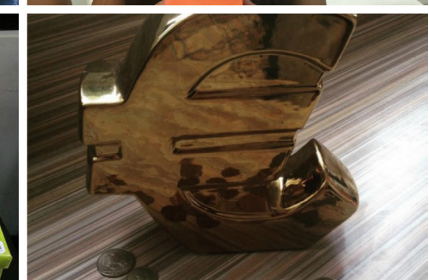
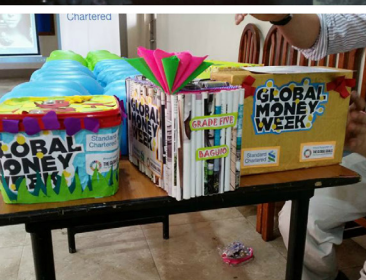
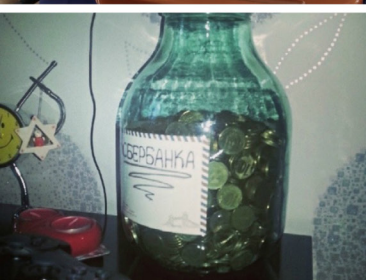
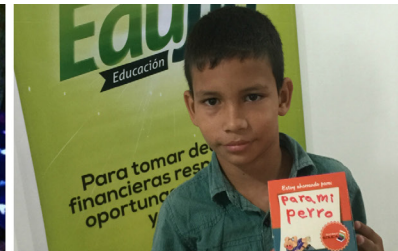
**Artem Korolev from Russia** received 5432 on Instagram.

"My first piggy bank was in the form of a safe with a combination lock. Remember, these ones were sold before? In the bottom cupboard I kept toys from Kinder Surprise, and the top cupboard was a saving place :) Unfortunately I broke the lock in just one week, and the piggy bank was gone ... And so today I was given such a cool thing to save my money :) And what kind of money boxes do you have? You can post pictures with the hashtag #МОЯКОПИЛКА. I will choose the coolest ones and give you gifts."

# WINNER for the #GMW2016 My Money Box Challenge!







# Challenge 2: World's largest Piggy Bank/Money Box

The second challenge was an international competition to create the world's largest piggy bank! We invited schools, youth organizations, NGOs, local businesses and communities to take part in breaking the world record for the biggest money box!

While there were several valiant attempts, Kreissparkasse Ludwigsburg, a German savings bank, still holds the Guinness World Record for the largest piggy bank - standing at 8.03 m long and 5.58 m tall! In addition to being the world's largest piggy bank, a money museum was constructed inside for visitors!



Chile's entry for GMW2016 World's largest Piggy Bank/Money Box challenge  
Check our video here: [www.youtube.com/watch?v=5TtDnl-rpSM](http://www.youtube.com/watch?v=5TtDnl-rpSM)

## Regional Rally

The Global Money Week Regional Rally took place across Latin America in an effort to connect the region and their celebrations. Both local and regional events were conducted to encourage children and youth to learn about money, savings, livelihoods creation, the labor market and entrepreneurship. The activity was hosted under the auspices of MasterCard Consumo Inteligente, together with CYFI partners in the region: Asobancaria, Bancaribe, Banco Caja Social, Banco Central de Chile, Davivienda, Fundación AMCHAM, Junior Achievement Americas and Pequeño Cerdo Capitalista.

How was this achieved? Via the official @ChildFinance and @GlobalMoneyWeek Twitter handles, contestants solved financial education questions through exercises tailored to youth between 14–24 years of age from Venezuela, Paraguay, Mexico, Colombia and Chile. The winner were the participants who correctly answered eleven questions via Twitter, using the official hashtags #RallyLAC and #GMW2016. The activity was tweeted approximately 671 times, causing more than 4 million timeline deliveries during Global Money Week!

The questions allowed the participants to learn about online financial education tools, in addition to learning about their own financial behaviors and the challenges faced when entering the formal financial systems.

The first winner of each country received a code to download the financial education eBook "Little Capitalist Pig: Personal Finance for Hippies, Yuppies and Bohemians" plus amazing prizes sponsored by our local partners. Each of the winners can be found below, congratulations to all!

@GlobalMoneyWeek 118 países #RallyLAC #GMW2016 México



1:27 · 17 mar. 2016



Monterot Guzmán @Monterot\_GON · 10 mar.  
@Portal\_MF @GlobalMoneyWeek #RallyLAC #GMW2016 México

Ara Benitez @arabbenitez · Seguir

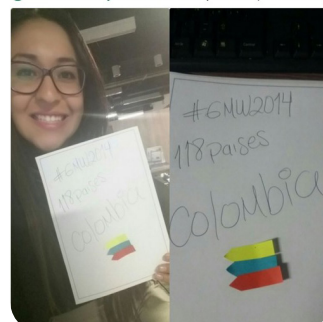
@Portal\_MF @GlobalMoneyWeek se celebró en 118 países, from Paraguay #RallyLAC #GMN2016



Karina Soreda Vargas @sakarozca · 17 mar.  
En el 2014 participaron 118 países!! #RallyLAC #GMW2016 CHILEEE

Paola Andrea. @PaolaCantoso · Seguir

@Portal\_MF #RallyLAC y #GMW2016 @GlobalMoneyWeek en 118 países (Colombia)





## Child & Youth Finance International

CYFI is an organization based in Amsterdam, but working globally. We have taken on the challenge of reshaping financial systems – by making sure that everyone works together to help children and youth become empowered economic citizens (receive financial, social and livelihood education and be financially included). Through collaboration we ensure that national authorities, CEOs, heads of NGOs, academics, media personalities and young people work together today to make tomorrow more sustainable, equal and stable.

✔ [www.childfinanceinternational.org](http://www.childfinanceinternational.org)

✔ [ChildFinance](#)

✔ [ChildFinance](#)

PO Box 16524 • 1001 RA Amsterdam  
• the Netherlands • + 31(0)20 5203900

## Global Money Week (GMW)

GMW is a global celebration, initiated by the Child & Youth Finance International, with local and regional events and activities aimed at inspiring children and youth to learn about money, saving, creating livelihoods, gaining employment and becoming an entrepreneur. GMW takes place every year during the second week of March.

✔ [www.globalmoneyweek.org](http://www.globalmoneyweek.org)

✔ [GlobalMoneyWeek](#)

✔ [GlobalMoneyWeek](#)

## Ye!

The Ye! online platform is targeted at young entrepreneurs between 16 and 30 years old. Ye! connects young entrepreneurs around the world and links them to various tools, resources and opportunities to support the growth of their ventures. The Ye! platform provides young entrepreneurs with business knowledge, an online community and social network, a coaching program and links to funding opportunities.

✔ [www.yecomunity.com](http://www.yecomunity.com)

✔ [Ye Community](#)

✔ [@ye\\_community](#)



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