



2025



Global Money Week Annual Report

OECD INTERNATIONAL
NETWORK ON FINANCIAL
EDUCATION

*Think before you follow,
wise money tomorrow*
17-22 March 2025



ANNUAL REPORT 2025 LAUNCH





Annual Report Overview

 **NOW LIVE** 
on **GMW website**



- Provides a comprehensive overview of the *global* reach and activities carried out during GMW2025
- Includes data from 92 countries and territories
- For a country-specific view, please refer to the 'Countries' tab on the GMW website



GMW2025 Theme



“Think before you follow, wise money tomorrow”

- Focus on digital finance and on how consumers interact with financial services online
- Role of “influencers”
- Use of Artificial Intelligence in financial services
- Aimed at supporting young people to develop sound money management skills, recognise emotional triggers and develop a critical eye towards information sources.



Global Launch of GMW2025

- Took place in virtual format on 17 March 2025
- Attended by over 400 participants
- Opening remarks
 - **Yoshiki Takeuchi**, Deputy Secretary-General, OECD
 - **Maria Luís Albuquerque**, Commissioner for Financial Services and the Savings and Investments Union, European Union
 - **Camille Beaudoin**, Director, Financial Education Expertise and Partnerships, AMF, Québec and Chair of IOSCO Committee on Retail Investors
- Panel discussion on *Understanding the role of influencers, social media and behavioural biases in shaping the financial behaviour of young people*



Recording of the GMW2025 launch on GMW Website within the 'Media' tab



The G20 and GMW2025



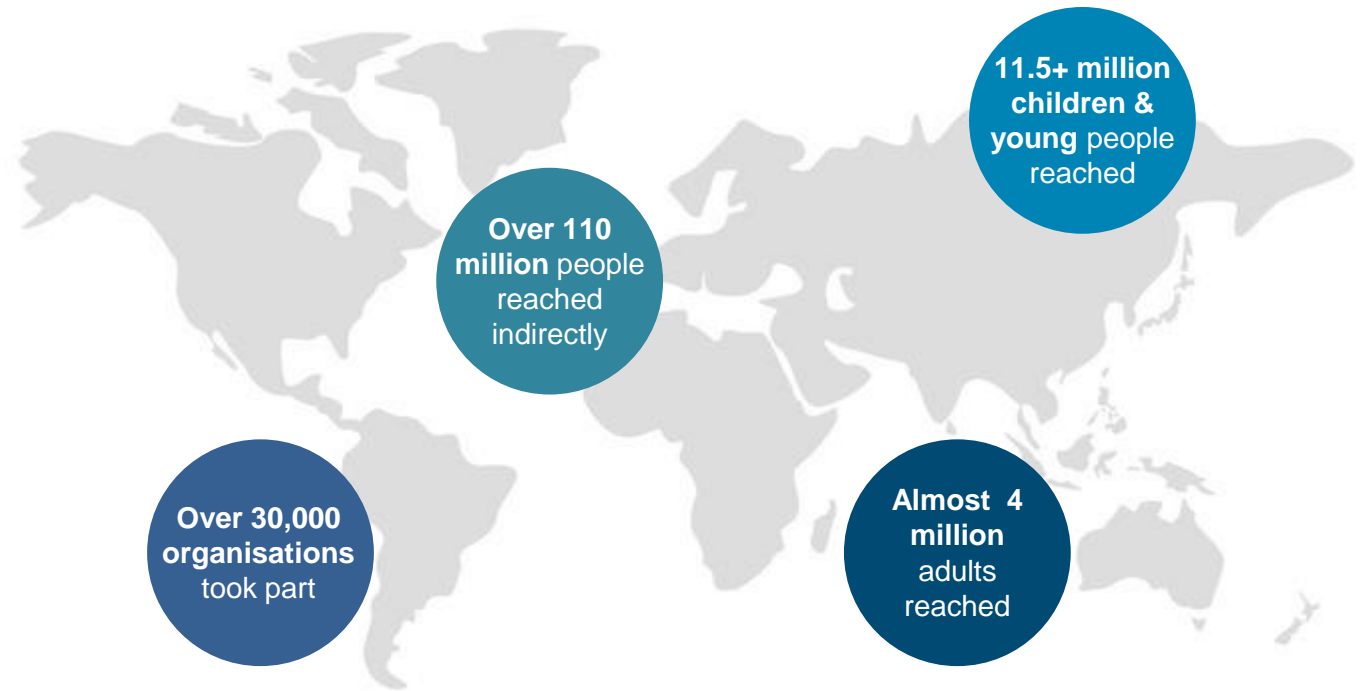
GMW2025 was supported by the
G20 South Africa Presidency



Overview of GMW in Numbers

Global Money Week 2025 Outreach

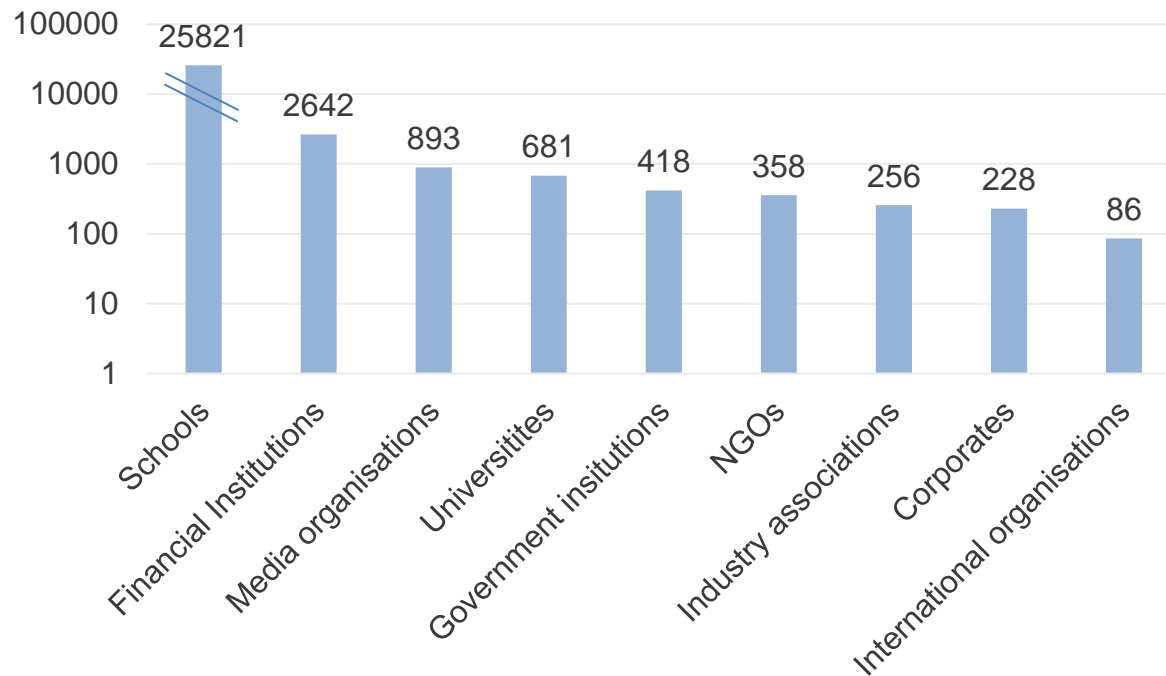
- **92** countries and territories
- **+11.5 million** children and young
- **~ 4 million** adults
- **> 110 Million** people reached indirectly
- **> 30,000** organisations





Organisations participating in GMW2025

Types of organisations involved in GMW2025



Variety of activities

- In classroom financial education lessons
- Conferences and seminars
- Panel discussions
- Use of public and community spaces
- Competitions
- Games and quizzes
- Field trips
- Theatre shows
- Marches
- Youth-led and grassroots initiatives



In-classroom financial education





Conferences, panel discussions, presentations and seminars





Field trips





Financial education in community and public marches



Games, competitions, hands-on activities and quizzes



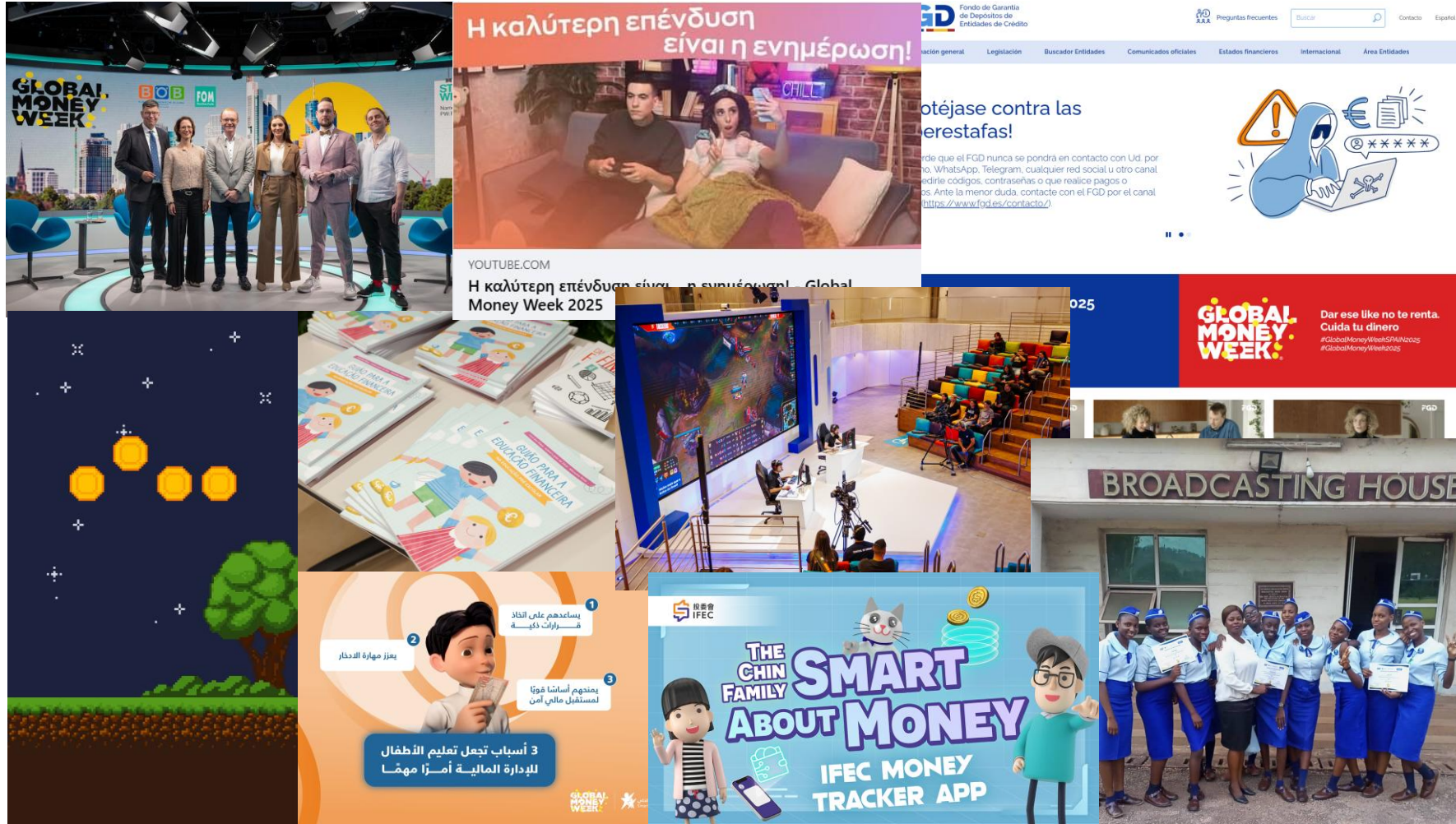


Theatre and Artistic





GMW2025 Delivery Channels



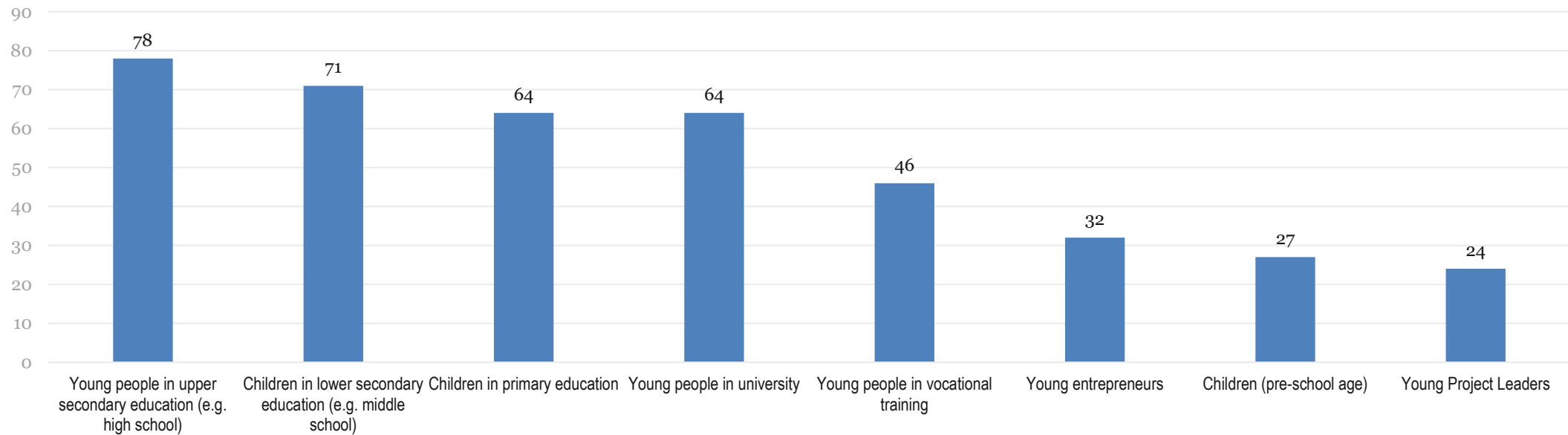
Delivery Channel

- Television and radio
- Websites
- Podcasts and webinars
- Social media campaigns
- Trusted influencers and celebrities
- Creative animations in physical books and digital platforms



Specific Target Groups Reached During GMW2025

Number of countries and territories that organised activities for the specific target group



GMW remained inclusive:

- Young people living in both **urban centres and rural areas**
- **Balanced gender representation**
- **Young people under vulnerable circumstances**
- Special attention to **children and young people with disabilities and learning difficulties or other special needs**



Monitoring and Evaluation

Monitoring and evaluation activities implemented by countries during GMW2025:

- Social media monitoring
- Satisfaction surveys
- Evaluation forms
- Pre- and post-intervention tests





Today, I discovered some fascinating insights about money. What lessons did I uncover?

THANK YOU!