

KEY INITIATIVE IMPLEMENTED DURING GMW2025 IN UKRAINE

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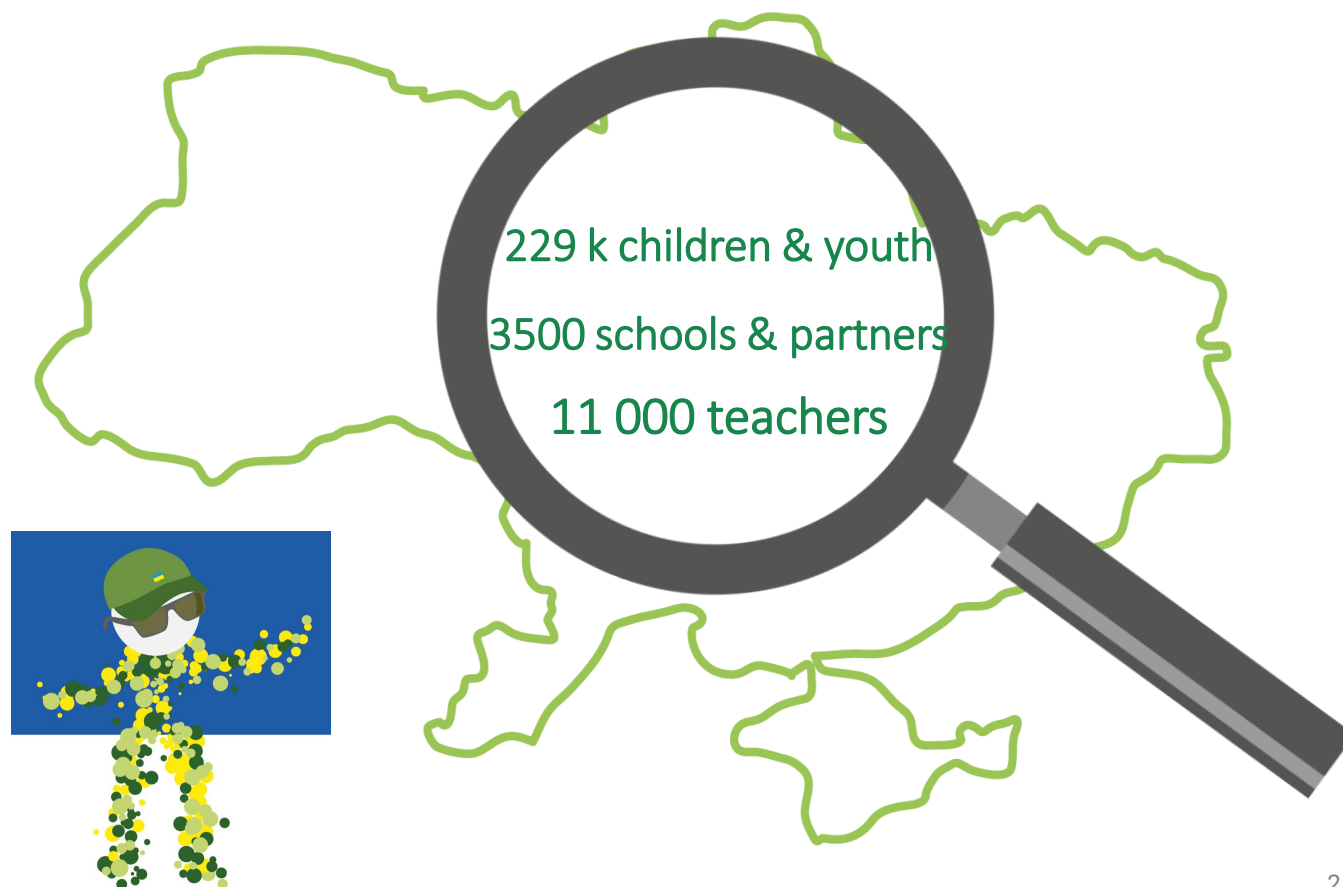


GMW 2025: UKRAINIAN EVENT SUMMARY

Despite the ongoing war in Ukraine the GMW campaign was successfully conducted. Ukraine first joined GMW in 2013, and has participated in GMW 11 times since then (except years: 2020 due to COVID and 2022 due to Russia's full-scale war). The campaign reached all regions of Ukraine, including internally displaced children and those who have moved abroad due to the war.

The National Bank of Ukraine is the official coordinator of GMW events in Ukraine

- The GMW 2025 campaign lasted two weeks — from 17 March to 30 March.
- The total number of participants doubled to more than 240,000 (compared to 2024).
 - Throughout GMW2025, the NBU and its partners reached more than 229,000 children and youth and 11,000 adults directly.
- The total indirect reach (including youth and adults) exceeded 2.47 M people.
- During GMW 2025, financial literacy awareness sessions were delivered to preschool children, primary and secondary school students, teachers, and parents.



MAIN EDUCATIONAL INITIATIVES AND EVENTS

1

FinLit Forum –

the largest educational conference on financial literacy in Ukraine

2

Textbook

presentation for 8 grades authored by NBU experts

3

Championship

All-Ukrainian Financial Literacy Championship for 10 grades

4

EMQ

largest financial literacy competition in Europe

5

Competitions

of different kinds for educational establishments

6

Webinars

by NBU experts and partners

GMW 2025 IN UKRAINE ANNUAL REPORT



PILOTING AND INTRODUCING FINANCIAL LITERACY AND ENTREPRENEURSHIP AS A NEW OBLIGATORY SUBJECT AT SCHOOLS



Financial Education Initiative

- “Entrepreneurship and financial literacy” a new obligatory subject for all 8 grade classes starting from September 2025 and 9 grade classes – starting from September 2026.
- The textbook was "Recommended by the Ministry of Education and Science of Ukraine" (Order dated 21.02.2025 No. 347)



The **textbook** authored by the NBU experts was printed in the **largest number of copies** among all textbooks for the course – **104,351 copies** based on the results of the open competition according to the teachers' choice held by the Ministry of Education and Science of Ukraine.

Preparatory work

- **Curriculum for 8-9 grades** - nearly **400,000 students** will be learning entrepreneurship and financial literacy using textbooks developed under the curriculum.
- **Monitoring research 1**: involved 97 schools from 19 regions of Ukraine. 3,139 students aged 14–17 were surveyed in 2024.
- **Teachers' support and training on the ongoing basis**: 35 k teachers visited the distant courses and received certificates
- **The special website for teachers 8-9 grades**
<https://promo.bank.gov.ua/finlit/pidruchnyky.html>

The textbook set

- A textbook for 8 grades has 128 pages and covers 16 **basic topics** relevant to the students' experience and daily financial choices (bank account, financial goals, savings, payment security, taxes, employment & entrepreneurship and charity).
- Each chapter has a **unified structure**: motivation, problem-solving question, case studies, theory, main idea and reflection.
- **and electronic supplement** with interactive exercises for self-assessment and distant learning;
- **a student workbook** has 89 pages and covers 16 chapters of the text-book, it provides creative exercises, tasks for self-analysis and a budgeting tool,
- **a teacher's guide** has 203 pages and has two parts: general methodology on teaching financial literacy and guidelines for 16 chapters of the text-book with recommendations, correct answers and additional tasks and activities.
- **a curriculum planning** schedule for teachers;
- **16 presentations** for visual support
- A **final test** for knowledge and skills assessment.

DESPITE ALL CHALLENGES

- The ongoing war and poor safety situation, need to stay in shelters
- In 2025 the major donor was lost
- Blackouts and poor internet connection undermine the results of events, though we make recordings and send them to our target audience
- Due to electricity and heating problems students will be having long winter holidays, making it harder for us to deliver our messages.

WE ARE PLANNING GMW 2026



**THANK YOU
FOR YOUR ATTENTION**