

Green Finance: How is my money affecting the climate crisis?

Green Financial Literacy in Austria

Anna-Lena Frisch, Mabel Reitbauer

Department VI/3 – Green Finance and Sustainable Economy

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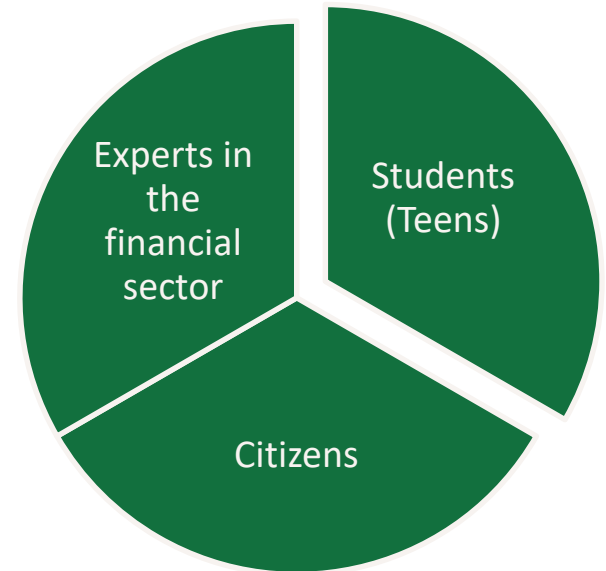
Implementing the Austrian Green Finance Agenda



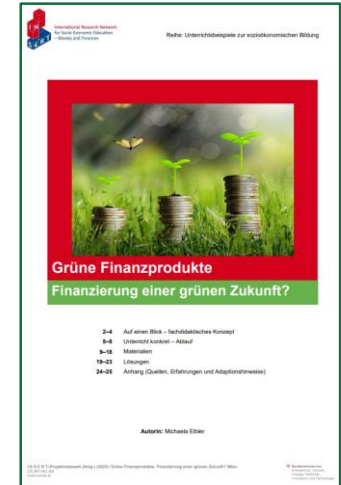
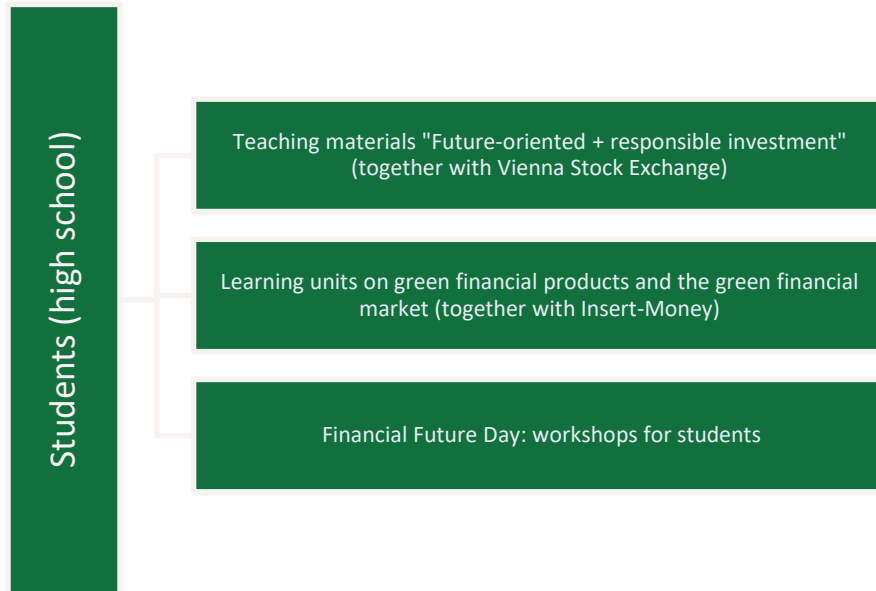
Green Financial Literacy – our target groups

Green financial literacy is one important topic of our Green Finance activities:

- Education and training programs in the financial sector are being expanded to include climate-relevant topics.
- Specific events and formats are available for different stakeholder groups.
- The Ministry for Climate Action cooperates closely with the National Financial Education Strategy (Ministry of Finance). Green finance is an overarching objective of this strategy.



Green Financial Literacy for students



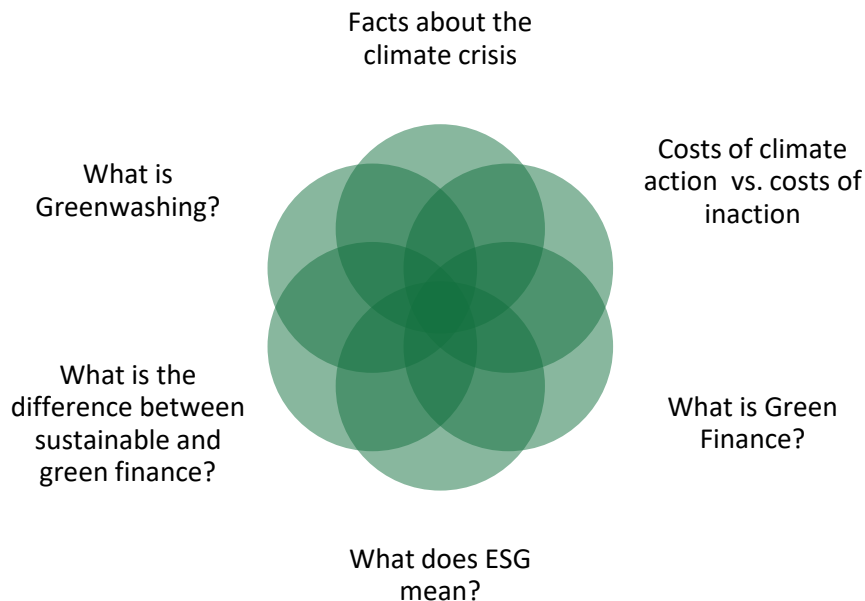
Creating awareness: connecting climate & finance

Workshop “**Green Finance: How is my money affecting the climate crisis?**”

- Part of Financial Future Days (Ministry of Finance) during Global Money Week 2023
- Creating awareness and thus knowledge about the climate crisis is key to understanding the topic of green finance
- 3 Workshops with 100 Students (15-17 years)



Workshop: content & structure



Is green finance only relevant for large investors, companies, banks or insurance companies?

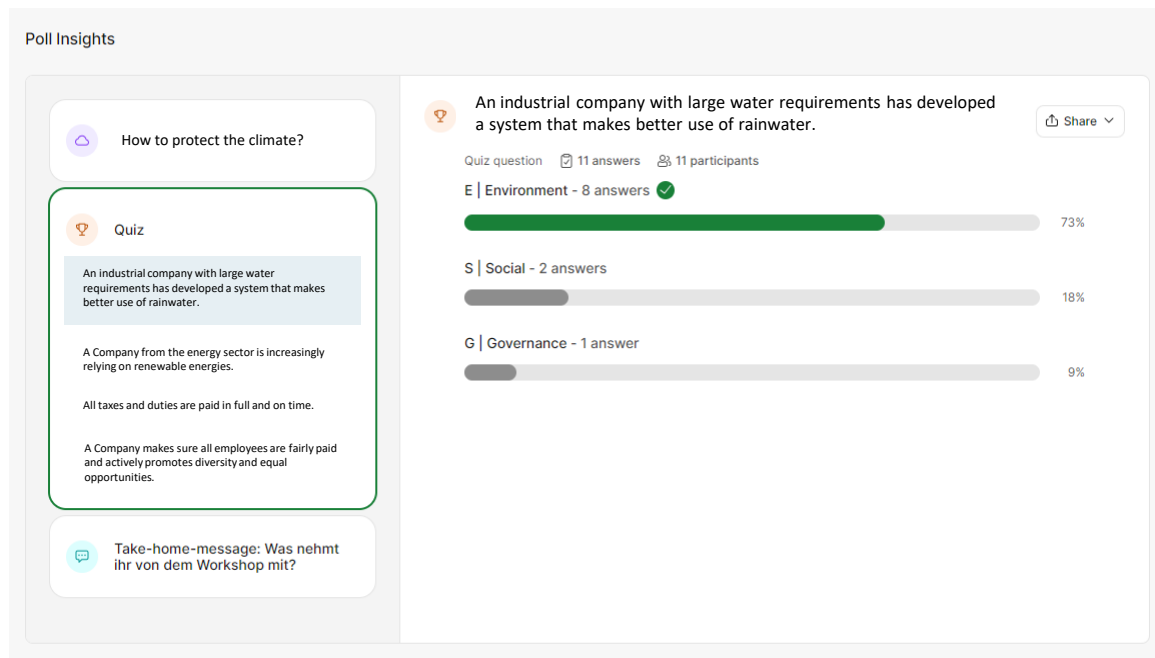
No, because as long as cash is not hidden under the mattress, each one of us has money invested in some way, e.g. in a checking account, a savings account or perhaps in an investment fund. When invested according to ESG-criteria, it can have a positive impact for our climate.

What can I do?

Building knowledge and looking out for green or sustainable finance labels. For example the Austrian UZ49 label for sustainable financial products – including investment products like funds as well as savings accounts or checking accounts.

Workshop: interactive elements

- Ice-Breaker Poll: How can we protect the climate?
- ESG-Quiz with 4 Questions
- Write down your personal take-home-message



Workshop: Take-home-messages



The **climate crisis is real and man-made**. It is in our hands to limit the climate crisis and avert serious consequences.

We are the **last generation** that has the opportunity to stop the climate crisis.

We know what needs to be done: Facts and solutions are on the table. The task is to **implement them quickly**.

Climate protection is affordable: Climate action is significantly more cost-efficient than inaction!

If climate targets are to be met, **funding for climate protection and climate mitigation** must increase.

Workshop: Learnings and limitations

- climate crisis is a major issue among young people
- climate crisis as a new perspective to talk about and view money
- prior knowledge about the links between finance and the real economy or finance and society is required
- broad links rather than details (e.g. regulation)
- personal scope of action is limited for students
 - information will encourage students to explore the topic further
 - showing them tools to help detect greenwashing
 - guidance how to find sustainable or green saving/checking-products



Thank you for your attention!

[Website: Green Financial in Austria](#)

[Green Finance Newsletter](#) (only in German)