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## “Think before you follow, wise money tomorrow” is the GMW2025 theme

“Think before you follow, wise money tomorrow” highlights how digital finance trends, “influencers,” and AI complicate identifying reliable financial advice, especially for young people. Emotional and behavioral biases, like herd mentality, can worsen decision-making under peer or social media pressure. In this context, it is crucial that young people develop sound money management skills, recognise emotional triggers, and develop a critical eye towards information sources. Strengthening financial literacy can help young people better navigate financial markets, resist temptation, and spot biased advice, ultimately leading to smarter financial decisions.

#ThinkBeforeYouFollow #WiseMoneyTomorrow #GMW2025

Learn more at ‘About’ section on [www.globalmoneyweek.org](http://www.globalmoneyweek.org) or click [here](#).

## Connect with GMW

[www.globalmoneyweek.org](http://www.globalmoneyweek.org)  
Check out the GMW website for more information on activities, resources, participating countries, media and previous GMWs.

Follow us on social media @GlobalMoneyWeek and on YouTube @OECDGlobalMoneyWeek. Use the official GMW2025 hashtags #ThinkBeforeYouFollow #WiseMoneyTomorrow #GMW2025 #LearnSaveEarn

## Contact us

The OECD International Network on Financial Education (OECD/INFE)  
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# GLOBAL MONEY WEEK

## Brochure







## Join Global Money Week!

GMW is an annual global awareness-raising campaign on the importance of ensuring that young people, from an early age, are financially aware, and are gradually acquiring the skills, knowledge, attitudes and behaviours necessary to make sound financial decisions and ultimately achieve financial well-being and financial resilience.

## Plan Your GMW

Joining is easy, and free! Learn more at 'About' section on [www.globalmoneyweek.org](http://www.globalmoneyweek.org)

- Make sure you use the GMW resources to brand your event and connect to the GMW campaign;
- Contact the GMW national coordinator in your country to coordinate all activities and achieve greater impact;
- If you have any questions or do not know the national coordinator in your country contact the GMW team at [GMW\\_Secretariat@oecd.org](mailto:GMW_Secretariat@oecd.org)

Join the OECD International Network for Financial Education (OECD/INFE): Public authorities are welcome to become full or regular members of the OECD/INFE. For more information, please visit [here](#).

## What happens during GMW?

During GMW, ministries, central banks, financial institutions, not-for-profit, youth organisations, local businesses, universities, schools and others, work together to organise different types of financial literacy activities for children and youth, such as:

- online activities, such as financial education lessons and lectures, hackathons, motivational online sessions for teachers volunteers and students; short video contest on social media; online Q&A on money matters with financial experts; online drawing contest or comics competition on money issues; online excursions to money museums;
- visits to stock exchanges, money museums, parliaments, central banks, currency exchanges, local businesses, schools and universities;
- financial workshops and sessions; financial education fairs, open market events, financial literacy rallies;
- financial education games and savings competitions, financial football matches;
- drawing, photo, essay, video contests, and more!

Learn more and explore example case studies at 'Activities' section on [www.globalmoneyweek.org](http://www.globalmoneyweek.org) or click [here](#).

## Resources

Check out resources that can guide you to help plan your GMW activities. GMW resources include: • GMW Toolkit • GMW Brochure • GMW Branding Guidelines • GMW Social Media Toolkit • GMW Reports • GMW Logos & Designs

All these resources are available online at 'Resources' section on [www.globalmoneyweek.org](http://www.globalmoneyweek.org) or click [here](#).

## About OECD/INFE

The OECD International Network on Financial Education (INFE) brings together public authorities from around the world to collect evidence on financial literacy and develop policy analysis on financial education. OECD/INFE methodology and high-level principles on financial education have been endorsed in international fora like the G20 and APEC. Members meet twice a year to share experiences, discuss strategic priorities and develop policy responses.

Learn more: [www.oecd.org/financial/education](http://www.oecd.org/financial/education)