



“Smart money talks”

Young people’s financial lives are full of decisions, from earning money to managing student loans, from understanding investments to watching out for scams, keeping track of spending while keeping up with friends.

Personal finances can feel daunting, stressful, or even taboo – many young people may not feel confident in asking money-related questions, do not know who they should talk to about money or may be afraid to open up about money problems. By speaking up, sharing stories, and asking questions to the right people, young people can gain the confidence and skills they need to manage money wisely.

Financial education gives the tools – from budgeting basics to navigating digital finance – to open conversations that can prevent anxiety and mistakes. Financial literacy empowers young people to build healthier financial habits, avoid pitfalls, and take control of their journey toward financial well-being.

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

Connect with GMW

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 GMW2026 hashtags **#SmartMoneyTalks** **#GlobalMoneyWeek2026** **#GMW2026** **#LearnSaveEarn**

Contact us

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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

- 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

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



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 or click [here](http://www.globalmoneyweek.org).



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 or click [here](http://www.globalmoneyweek.org).

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