



BANCO
CENTRAL
DE RESERVA

El Salvador

“Plan your money, plant your future”



GLOBAL
MONEY
WEEK®
2023



Central Reserve Bank of El Salvador (BCR)

- Formulate and implement public policies for the Financial System.
- Coordinator of the National Council for Financial Inclusion and Education.
- In charge of the National Financial Inclusion Policy and the National Financial Education strategy execution.
- Evaluation and monitoring of the National Financial Education Plan.
- Carry out actions focused on the education community.

GMW 2023 in El Salvador



Preparatory activities



21 institutions involved



29 virtual activities



16 on-site activities

GLOBAL MONEY WEEK®

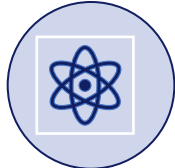
Theme: "Plan your money,
plant your future".



Topics addressed



Financial education and green finance.



Sustainable bonds.



Save for a green future.



Let's learn about saving and responsible consumption to earn.



Financial education as a driver of green entrepreneurship.



The power of sustainability and financial decisions.



7,540 young people



6.8 million people reached





Activities carry out by the BCR

- Social media campaign to promote green finance.
- Panels aimed at students of higher level education.
- The Green Route.



The Green Route

Objective: aimed to introduce children and young people into the topic of green finance and teach them about the impact of personal financial decisions on the environment and society, in addition to learning about general financial concepts in an interactive way through different dynamics.



The Green Route

The institutions that had a stand at the green fair were:

1. Superintendency of the Financial System
2. Deposit Guarantee Institute
3. Development Bank of El Salvador
4. Agricultural Development Bank
5. Davivienda Bank
6. BANCOVI
7. Banco Hipotecario



The Green Route



The challenge of saving.



Green Finance.



Rescue of water.



Know your money.



Closing activity in the Green Route: "Plogging"

"A term that comes from the word "plocka upp" and "jogging", which consists in combining physical activity with garbage collection"



Lessons Learned



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