

# Global Money Week Slovakia 2024

Powered by National Bank of Slovakia



**Julia Čillíková**

Executive Director

Supervision and Financial Consumer  
Protection Division

# GREAT REACH → STRONG IMPACT

205

PARTICIPATING  
ORGANISATIONS

5 MILLION

IMPRESSIONS ONLINE



30 000

REACHED YOUNG  
AND CHILDREN

7 DAYS

ON-AIR IN RADIO & TV

# 205 PARTNERS NATIONWIDE

Primary & secondary schools  
Associations  
Banks and financial institutions  
Non-government organizations



# KICK-OFF: ONLINE & OFFLINE

Online Campaign via Local &  
Nationwide TV

Offline Experiential Learning  
at schools



Global Money Week Slovakia 2024



# OUR IN-HOUSE ACTIVITIES

## Generation €uro

2169 students

Final round of the High School  
International Competition



# 465

CHILDREN IN  
SPENAZI CENTRES

# OUR IN-HOUSE ACTIVITIES

Predstav si, že vlastníš obchod s bicyklami. Jeden bicykel už dlhšie nevieš predaf. Chceš ho predaf za 1 000 €. Skús pomocou využitia kotvy urobiť cenu bicykla lákavejšou, a tým zvýšiť šancu na predaj.  
**Klikni na možnosť, ktorou vytvoríš kotvu.**

 1 010 €  
 3 000 €  
 Akcia  
 Limitovaná akcia  
 990 €



1000 €

5peňazi

**2,2 mil.**  
**IMPRESSIONS**  
**ONLINE CAMPAIN**



**RÁDIO SLOVENSKO**

**800 000**  
**RADIO LISTENERS**  
**AFTERNOON WITH NBS**

## 2 Worksheets – Dragon Leaves Wolf Hunger



**SKVELÁ SPRÁVA**

Milí milovníci drakov,  
vyberá to tak, čo príbeh je na konci.

Máme však pre vás skvelú správu.  
Prípravili sme dva listy, s ktorými odoberte si svoj milý príbeh o drakovi. Vyberte si, či chcete mať život s drakom, alebo si naplánovať cestu do Dračej doliny.

P.S. Zobrať sa napríklad v škole. Veď ako sa draci hovorí, viac hovorí viac: oslava 3. stupňa sa do skupiny. Každá skupina dostane jeden list a na záver porovnáte, ktorý koniec príbehu sa vám viac páči.

Príjemnú zápravu prajú milovníci drakov a čítajú z 5peňazi Národná banka Slovenska



**MALA SLABÉ HESLO**

Milí zorníci, hľadajte v tomto texte niektoré slová, ktoré sa vám páčia a napíšte ich do tabuľky. Každé slovo môžete použiť iba raz.

**DALA SA OKLAMAT**

Všetchno, hľadajte v tomto texte niektoré slová, ktoré sa vám páčia a napíšte ich do tabuľky. Každé slovo môžete použiť iba raz.

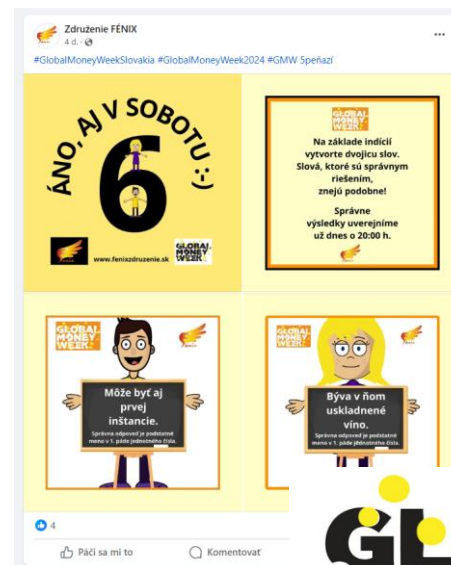
# PARTNERS ENGAGEMENT & ACTIVITIES

Online Quiz for Everyone  
(Brainee)

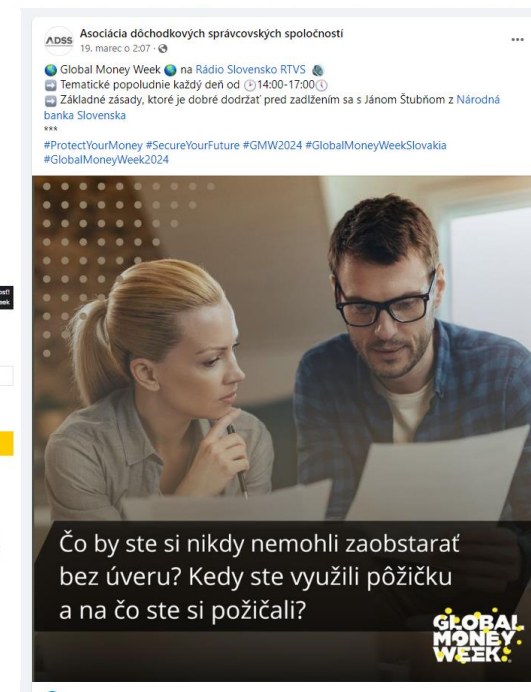
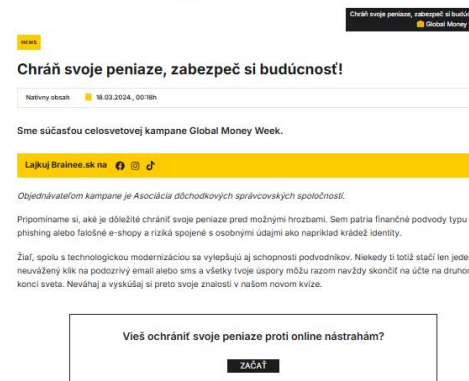
Innovation Camp – JA Slovakia

Financial Education through  
Financial Institutions &  
Associations (e.g. Association of  
Pensions Found, Slovak Banking  
Associations)

European Money Quiz for Schools  
Lectures & Workshops



GLOBAL MONEY WEEK



# ENGAGING ACTIVITIES AT SCHOOLS

Most Common Activities:  
Quizzes & Kahoot  
Business Game  
Households' Budget  
Financial Social Games



# 167

PARTICIPATING  
SCHOOLS





# How We Made It Happen?

# 5peňazí – FINANCIAL EDUCATION PROGRAMME



**160+**

EDUCATIONAL ARTICLES &  
VIDEOS

**4 700+**

FOLLOWERS  
ON INSTAGRAM

**12 000+**  
FOLLOWERS  
ON FACEBOOK

**5peňazí**

4 YEAR OF EDUCATON

**4**

EDUCATIONAL CENTRES

**12 000**

TRAINED STUDENTS

**15**

EDUCATIONAL  
COLLABORATIONS

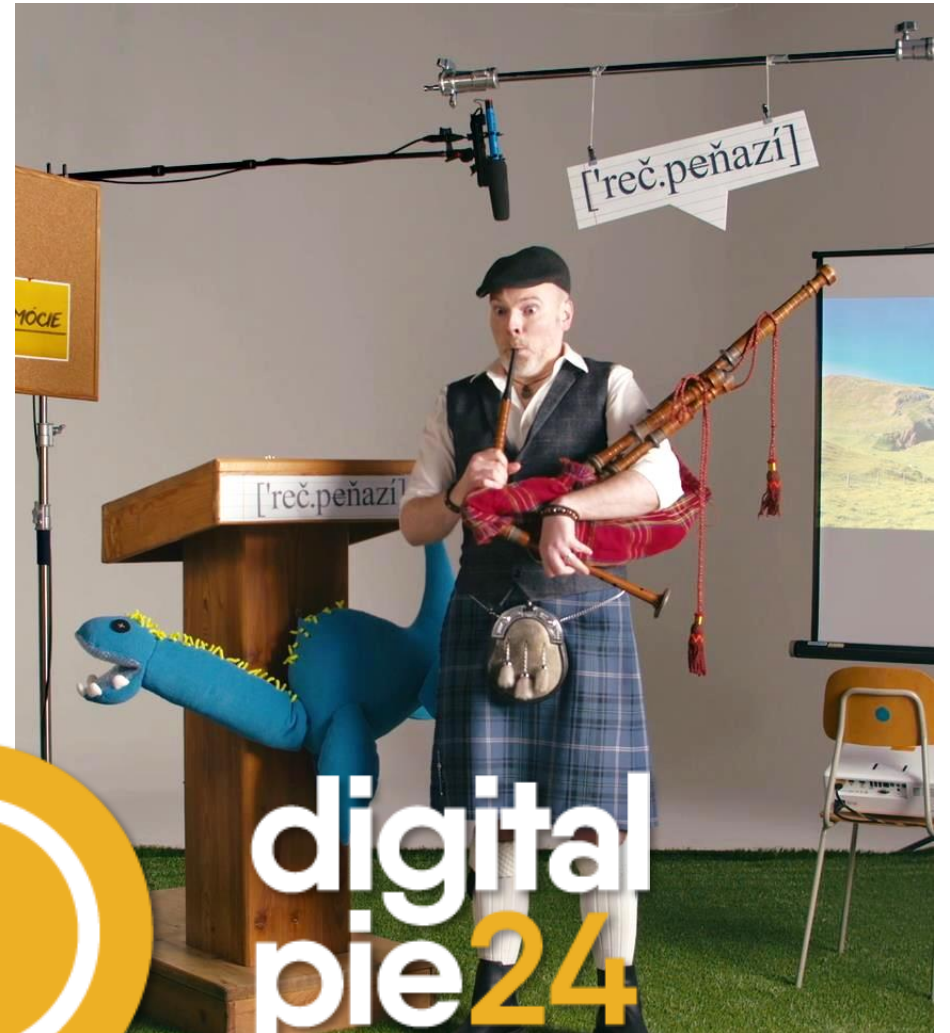
# HONORS ACHIEVED FOR OUR EFFORTS



**Public Service  
Activity of the  
Year**



Global Money Week Slovakia 2024



**digital  
pie24**



# NEXT YEAR EDITION GMW2025 ...

Teasing GMW March 15th – „World Consumers Rights Day“  
New online Fraud Course via [recpenazi.sk](https://recpenazi.sk)  
Educational festival for children „Vševvedko“ – active participation  
New worksheets for families and children „Permonické Stories“ (audio, video)  
New competition for schools (interconnection with others „World Water Day“)



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# ANY CONSISTENT REGULATION IS NOT ENOUGH EFFECTIVE WITHOUT FINANCIAL EDUCATION



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