Take care of yourself, take care of your money
If you have any questions, please contact us:
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Follow GMW online!
www.globalmoneyweek.org
@GlobalMoneyWeek

The official hashtags of GMW2021 are 
#GlobalMoneyWeek2021
#TakeCareOfYourMoney

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GMW2021 THEME

‘Take care of yourself, take care of your money’ is the theme for GMW2021. It highlights the importance of building financial resilience while staying healthy in the current context. This theme may be used by all participants to create their own GMW activities. Depending on the national context and designed activities, participants may choose to use the GMW slogan ‘Learn. Save. Earn.’, GMW2021 theme, or both to develop and design their activities. The slogan ‘Learn. Save. Earn.’ and theme may help participating organisations to create a variety of events and activities around these topics and key messages.

GMW SLOGAN

‘Learn. Save. Earn.’ is the official slogan of the GMW. Initially used as the theme of GMW2017 and transformed into the Campaign’s slogan, we believe it conveys the key messages of the GMW Campaign and supports the goal of the Week by empowering children and youth to not only learn to manage their money wisely, but to help them transfer their knowledge to their families and to entire communities. In addition, the slogan ‘Learn. Save. Earn.’ helps everyone to create a variety of events and activities around these topics that help children and youth to:

- Learn to manage money wisely
  Educating children and young people about their social and economic rights and responsibilities is key to creating a generation of capable adults, who can make wise decisions for their future.
- Save for their futures
  It is important for children and youth to build clever savings habits from an early age in order to cultivate key money-managing skills for later in life.
- Earn for themselves and their families
  Developing livelihoods skills or receiving entrepreneurial training, supports children and young people in getting a job or building their own business and developing their careers.

Tip! To highlight GMW2021 theme on social media, please use #TakeCareOfYourMoney and for GMW slogan #LearnSaveEarn

Learn more at ‘About’ section on www.globalmoneyweek.org
GMW is a wonderful tool to educate the children and youth, change the habits and build the financially responsible generation.

— Mazamal Yar, Deputy Director Social Welfare, Pakistan, GMW2018
Global Money Week 2021 may be different from how it was organised in the past due to the challenges brought about by the COVID-19 pandemic. At the same time, it is now more important and relevant than ever to continue and enhance conversations with children and young people around money issues, so that they can feel confident in their skills and knowledge about managing financial matters. We encourage everyone to be active during the GMW, while at the same time to be safe and prudent and put the health of those involved in GMW activities ahead of anything else.

When organising GMW 2021, please make sure to:

- Respect the national and local safety guidelines related to COVID-19;
- Prioritise digital interaction when in person activities are not recommended.

How does GMW Campaign work?
Organisations across the world organise their own GMW events during the Week, and share news, photos and information with the GMW Secretariat. News of all these activities are linked to each other via social media, and the GMW website.

How to plan GMW in your country?
- Explore GMW website for country overviews, available resources and inspiring ideas for your GMW;
- If you are a public institution that is already an OECD/INFE full or regular member, you may take the lead of GMW in your country, identifying goals you wish to achieve, engaging partners you wish you collaborate with, and coordinating the activities of all stakeholders in your country;
- If you are not a public institution or not an OECD/INFE full or regular member, check if there is one in your country and get in touch with them so that you can all coordinate to achieve higher impact;
- If there is no OECD/INFE full or regular member institutions in your country, but your institution would like to join, please contact the GMW Secretariat: GMW_Secretariat@oecd.org or visit www.oecd.org/financial/education/oecd-international-network-on-financial-education.

How do we support you to organise your GMW?
- Developing resources that can help plan your Week (toolkit, brochure, GMW logos, etc.) See more at ‘Resources’ section on the website;
- Exploring ideas and offering advice to help you run a successful GMW;
- Linking you to national coordinators, or other partners in your country and worldwide;
- Organising webinars prior to GMW2021 to share GMW updates and resources and meet other participants;
- Organising regional and global launches;
- Collecting data from participants all over the world to generate GMW Reports with country highlights.

Is there a fee to take part?
Absolutely not! All that we ask from you is that you keep us updated on your GMW activities.

How can you send your photos or videos to GMW Team?
- Option 1: For only a couple of photos, please email them directly to us at GMW_Secretariat@oecd.org
- Option 2: For sending all your photos or forwarding larger files, please use www.wetransfer.com to send your files to us at GMW_Secretariat@oecd.org
- Option 3: Upload your photos to Dropbox and share the link with us at GMW_Secretariat@oecd.org

PLEASE NOTE! For all media that include / show young people, please ensure that appropriate consent is obtained from parents, legal guardians, and/or from the photographer to ensure that the photos/videos may be widely published online, i.e. GMW website, publications, press and social media.

“...I am proud that we have the chance each year to participate in GMW activities, leaving an impact on the lives of children and youth nationwide through the various financial awareness raising activities that we implement.”

– Mrs. Azza ELDorry, Head of the Children & Youth sector, Ministry of Youth, Egypt, GMW2017

Tips for planning your GMW event!
- Don’t forget to add GMW to your annual event calendar;
- Contact your affiliated institutions, businesses, sponsors, and schools to inform them about the Week, and get them involved in GMW Campaign;
- Explore ideas for potential events in ‘Activities’ section;
- Get inspired by earlier events by reading GMW Reports published during 2013-2019;
- Take fun photos and videos with GMW logos and share them with others.
Inviting the youth to think about and engage in the discussions around money, and why money matters matter, is crucially important for their future financial well-being and economic independence. — Koba Gvenetadze, Governor of the National Bank of Georgia, GMW2018

Many different online and in person events and activities take place during the Week. Given the evolving situation of the COVID-19 pandemic, we encourage you to focus on digital and online activities for GMW2021. Here are some examples of how you could develop exciting and interesting activities on financial education for children and young people through traditional and digital means.

Digital activities

Financial education online games
For example, it is possible to organise an online Escape Room where students need to reach a goal by solving financial literacy questions. Serious games are found to be more effective in terms of learning and retention as compared to conventional instructional methods. Students can work individually or in pairs to solve questions on various financial literacy topics. The game can be accompanied by classroom lessons, discussions with teachers and background course materials.

Online money quiz or online competition on financial topics through social media or the Kahoot! game-based learning platform. The Kahoot! platform allows to create learning games based on multiple-choice quizzes that can be accessed via a web browser or an app, thereby offering an opportunity to transform previously physical quizzes into "digital" ones.

Online competitions based on manual activities for children at home or in the classroom. Children can be asked to do some money-related practical activity (such as making a piggy bank with recycled material), ask parents or other adults to film the process, and share the results with national GMW organisers.

Other activities you could do online:

• Online financial education lessons and lectures, hackathons, motivational online sessions for teachers, volunteers and students;
• Short video contest on social media (Facebook, Instagram, TikTok) on different topics such as "Take care of yourself, take care of your money," etc;
• Online Q&A on money matters using social media (such as Instagram stories), by setting up video calls between students in the classroom and financial experts;
• Word games on different money topics (e.g., world currencies, clever savings, family budgeting, financial planning, financial fraud and payment security, consumer protection);
• School online drawing contest or comics competition on money issues;
• Online excursions to Money Museums

Visits to stock exchanges
Over 79 stock exchanges have participated in GMW

Stock exchanges can be part of the ‘Ring Around the World’ initiative, by inviting children and youth to ring the opening or closing bell at the stock exchange. This is a great opportunity for children and youth to learn more about the work of stock exchanges around the world.

Visits to money museums
85 money museums have taken part in GMW

Visits to money museums offer young people a great opportunity to draw on the past – learn about the history of money – to understand the importance of saving for their futures.

Visits to the museum do not need to be limited to a walking tour, but can include various workshops where students can learn about different currencies and the history of money.

Learn more and explore example case studies at ‘Activities’ section on www.globalmoneyweek.org
Visits to local businesses

GMW is a great opportunity for students to get to know the world of work.

Student groups can visit local businesses, their branches or head office to learn about how different departments work, the kind of jobs employees do, which skills are needed, and how a business works. These visits are a great opportunity for youth to learn lessons about creating livelihoods and getting entrepreneurship tips.

Visits to central banks & government

Organising youth visits to central banks, parliaments, and government departments, e.g. the Ministry of Finance or the Ministry of Education, and including them in activities such as participatory budgeting, fosters understanding of how policies are made, and the impact these decisions have.

Visits to schools & universities

Not only should students visit different organisations and institutions, but central bank staff, bank employees or entrepreneurs can visit schools and universities as well. It would be a great idea to hold workshops and sessions for youth!

Visits to banks & other financial institutions

Student groups can visit bank branches or headquarters, to get to know more about how banks work and what they do.

Plan workshops & lessons

Hold sessions to raise awareness on the importance of financial education amongst youth and other participants of GMW. Through these workshops you will help to empower young people, with practical skills involving money and livelihoods.

Examples could be: ‘how to manage money wisely’, ‘starting a business’, ‘applying for a job’, etc.

GMW bus delivering financial literacy workshops around the country

Do not forget to think outside the box and make it possible for everyone to take part in your GMW! Create a GMW bus that can tour through all counties in the country and reach children and youth in rural areas, too! The buses can have learning facilities to teach youngsters about money and savings, such as computers with financial games, books, and brochures.

Organising youth visits to central banks, parliaments, and government departments, e.g. the Ministry of Finance or the Ministry of Education, and including them in activities such as participatory budgeting, fosters understanding of how policies are made, and the impact these decisions have.
Financial literacy rally

Organise a Financial Literacy Rally with partners in your country to promote financial education and the rights of the children and youth together.

Participants can include all the institutions that plan GMW events in your country. Plan high-level keynote speeches with a clear message. Inform press and media to come and document.

Note! Do not forget to print GMW t-shirts for the rally!

Research projects

Give youth research projects about ‘Money history’, ‘Different currencies in the world’, etc. Not only can students learn, but they can go and explore money museums and libraries!

Organise financial education fairs or plan open markets

Educative and interactive fairs are a great idea to showcase the work of different institutions and bring youth together. Interactive financial games and workshops can be part of it so that the students learn new skills and can interact with others.

Open Market

Children and youth can hold an Open Market at school or other location – where they can run their own lemonade stands, sell homemade jewellery or baked goods. When starting their own small businesses, children should consider factors such as starting capital, inventory, payback plans, and operating expenses – a fantastic way to develop useful financial and entrepreneurial skills, whilst having fun.

Organise savings, drawing, photo, video & essay competitions

Launch drawing, photo and essay competitions around creative themes like: ‘Why is it important to save?’, ‘My dream bank’, ‘My money tree with dreams’, ‘What are you saving for?’, ‘Money Matters Matter’, ‘If I were an entrepreneur, which business I would own?’, ‘My dream job in the future’ or ‘My business idea’. Also, savings competitions would be a great idea! And, so many more!

Organise books exhibitions

Make a special exhibition of books at school or local library. Books about well-known entrepreneurs can be informative and inspiring!

TV or radio talk shows

Youth can hold interviews on live TV or radio shows about the importance of financial education.

Help to raise awareness about GMW and its goal!
PUBLICITY & MEDIA

Through media coverage you can promote your work in your community, expand the reach of your message, and spread the word about GMW!

How to work with the media?

• Identify the story you want to tell
  Before you begin to develop media outreach material, consider your goals in gaining media coverage and define your focus.

• Communicate your message effectively
  Be prepared to tell your story and respond to questions. All media outreach materials should be clear, concise and persuasive, with a core set of messages.

• Create media outreach materials
  Different types of materials are used for different media outlets; create a live-read radio script for on-air announcements about your event, prepare a ready-made blog post article, or prepare a press release about your activities.

• Create a media list to contact
  Contact media outlets and reporters directly to let them know about your GMW activities. Be strategic and pick those who are most likely to cover your event, and send tailored outreach materials by email to these reporters and outlets.

• Prepare a media kit for journalists
  Include all media materials you have prepared as a background to your business, organisation or institution, and your GMW. Media kits can be handed out before or during your event, or to those who are unable to attend but have responded to media outreach efforts.

SOCIAL MEDIA

Social networking sites can reach a large audience with little or no cost – use existing accounts, or ask colleagues, partners and volunteers to promote the event through their personal profiles.

Facebook
Create a GMW event and send invitations to your network, share information and status updates with others. Use the search facility to find other local GMW events and Facebook users with shared interests.

Instagram
Take photos or videos at your GMW event and share them on your Instagram account. Use the official GMW hashtag #GlobalMoneyWeek2021.

YouTube
Upload videos to YouTube to promote, inform, and educate on your GMW – include the link to your YouTube video or channel in Facebook updates and Tweets, and embed videos on your website.

Twitter
Use tweets for positive messages, calls for action, or to highlight key information about your event. Using hashtag #GlobalMoneyWeek2021, makes it easy for Twitter users to search for information about events locally and to connect with the global celebrations.

Tips for social media!

• Tag @GlobalMoneyWeek and use #GlobalMoneyWeek2021 in your posts and photos to get the chance to be featured on our page!
• To highlight GMW2021 theme on social media, please use #TakeCareOfYourMoney and for GMW slogan #LearnSaveEarn
• Remember to update your Facebook and Twitter statuses regularly, and cross-promote all of your social media content!

Learn more at “Media” section on www.globalmoneyweek.org

We have compiled ‘GMW Social Media Toolkit 2021’ that you can download at ‘Media’ section on www.globalmoneyweek.org

This guidebook is for everyone who is going to participate in GMW and would like to raise awareness about the Campaign.

This guidebook includes: details about the Campaign, suggestions for social media, sample posts for before, during (22-28 March 2021) and after GMW, visuals, and more.
GMW BRANDING & STYLE GUIDELINES

For GMW, maintaining a consistent, high quality and structured image means that we can build a stronger awareness of the Week amongst members of the public. To make this happen, we need your help!

Hereby a few essential tips for GMW Branding.

Essential
These must be used when preparing promotional material.

Global Money Week Logo

Typeface
Font is called Gotham and the style is ‘Ultra’

Please note. Throughout the GMW activities and promotional materials, you may feel free to use GMW Logo. However, please refrain from using the OECD logo, or any logo related to the OEC International Network on Financial Education (OECD/INFE) without explicit written permission from the OECD.

Recommended
We strongly recommend you include the following in your promotional material:

- GMW web address
  www.globalmoneyweek.org
- GMW dates
  22 - 28 March 2021
- GMW official hashtag
  #GlobalMoneyWeek2021
- GMW’s slogan/theme
  Learn.Save.Earn.
  Take care of yourself, take care of your money

Logo
The GMW logo should be included in every piece of material produced for the Week.
The logo is available in one primary layout - as a vertical (‘stacked’) version.

To a reasonable extent, the logo you use is left to your discretion.

Appearance
When placing the GMW logo on the page, please consider the following:

- GMW logo should, wherever possible, be used as a heading being large, if not larger, than the event title.
- On the rare occasions where this is not possible:
  - the logo must always be the largest logo on the page;
  - where Global Money Week is not clearly visible in the heading, the logo should be included at the top of the page, with any partners’ logos listed at the bottom.
- The logo used should be the highest resolution version available.

Colour use
It is intended that the GMW logo be reproduced mainly in two colours variation - core colour for text and yellow for coins. However, the coins can be in multiple colours.

To add flexibility the logo comes in 8 other colour options.

Limitation to keep in mind:
- The logo should not appear in the same colour as the background. It should stand out.

Usage
Choosing a logo
To a reasonable extent, the logo you use is left to your discretion. We only ask that the logo you select is of high quality and highly visible.

Please feel welcome to use a logo colour variation that better matches your logos and background material.

With other logos
As stated earlier, the GMW logo should be the most prominent logo when used alongside other logos. Please ensure this is not jeopardized.

Incorrect usage
Consistency of the logo is critical to establishing consistency across the countries participating in GMW.

Please make sure you avoid the following:
- Do not tilt the design
- Do not enlarge or alter the proportion any part of the design
- Do not rearrange the design
- Do not use the design in a low contrast manner

Tip! For ideas and examples of GMW promotional materials please read more in ‘GMW Branding & Style Guidelines’ on GMW website.

We have compiled ‘GMW Branding & Style Guidelines’ that you can access at ‘Resources’ section on www.globalmoneyweek.org.

In this guidebook, you will find applications for the Campaign’s logos, colors, typefaces and design templates that express GMW brand. It covers all materials produced for the Campaign, including ideas with examples for GMW promotional materials.

Learn more at ‘Resources’ section on www.globalmoneyweek.org
RESOURCES

Check out resources that guide you to either plan your GMW activity or help you promote the Week. GMW resources include:

GMW Toolkit

A guidebook for everyone interested in participating in GMW. The Toolkit will help you plan your events and includes information about the Campaign, steps of how to plan your GMW, ideas for activities, publicity and media tips, branding guidelines, as well as an overview of the resources available.

GMW Branding & Style Guidelines

In this guidebook, you will find applications for the Campaign’s logos, colours, typefaces, and design templates that express the GMW brand. It covers all materials produced for the Campaign, including examples for GMW promotional materials.

GMW Reports

GMW Team has published 6 GMW Reports from 2013. These Reports will provide you with an overview of activities and events that took place in different countries around the world. They are full of fantastic ideas of how children and youth, communities and countries around the world have taken part in GMW Campaign.

GMW Brochure

A two-pager that you can use in events prior to the GMW so you can promote the Campaign and raise awareness about it! The brochure includes information about GMW, activities, resources, and the organisation.

GMW Logos & Designs

There are several different GMW designs and logo versions available online that you can use as promotional materials for the Campaign.

Tip! Learn more from ‘GMW Branding & Style Guidelines’ document about how to correctly use the logo and brand your event as GMW.

“GMW is an important educational event. Developing skills of wise money management should be one of the key elements of educational process. Not every adult possesses these skills, which results in many personal finance problems. It is critically important to teach children to make a financial plan, to plan expenses and savings, to promote long-term financial planning, to explain the value of saving in reaching financial goals. So, I think that the GMW events teach these important practical skills and support leading our children to financial well-being.”

─ Oksana Sampara, teacher of the Ukrainian Gymnasium named after Ivan Franko, GMW2016

All these resources are available at ‘Resources’ section on www.globalmoneyweek.org