OENB & GLOBAL MONEY WEEK 2021

Martin Taborsky
Head of Financial Education Unit, Oesterreichische Nationalbank
OENB PARTICIPATION IN GMW

- OECD INFE full member / GMW working group member
- National coordinator for GMW in Austria
- Financial education provider all year round
- Experienced in digital measures (expanded in 2020)
OENB DIGITAL FINANCIAL EDUCATION EXAMPLES
GMW OPPORTUNITIES AND LIMITS

Use a strong brand
Reach out to media
Connect (new) stakeholders
Engage bigger audience / target groups
Make one week stand out
Work within a time limit
Share your audience
POSSIBLE GENERAL STRATEGIES

▪ Product level
  • Promotion of existing products
  • Creation of new products to stay

▪ Special activities level
  • One time events
  • Competitions for the week

▪ Communication level
  • Media campaign
  • Stakeholder engagement
WHAT WE WILL DO IN AUSTRIA

1. Dedicating existing OeNB products to GMW during 22-28 March 2021

2. Motivating financial education providers to come up with own GMW initiatives

3. Creating new initiatives
   - Stand-alone product, adapted to the characteristics of GMW (outreach, participation)
   - Measure with the possibility for interested participants to involve