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Dutch Money Week 2021

From in-person to digital

December 18, 2020





"Financial education is not a hype,
it is a matter of endurance."

H.M. Queen Máxima of the Netherlands
Honorary Chair, Money Wise Platform

Money Wise

- The Money Wise Platform was launched by the Ministry of Finance to improve the financial fitness of Dutch citizens.
- Partners from government, financial services industry, NGO's and academia collaborate in the platform.

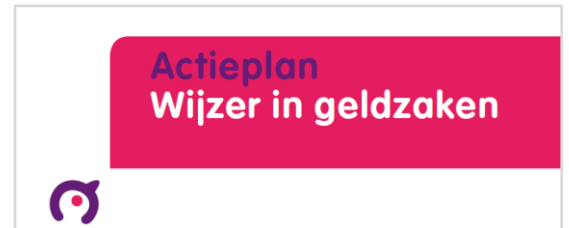
2019: financial fitness



2013: financial behavior



2008: financial awareness



Steering committee



Ministerie van Financiën

Ministry of Finance



Dutch Banking Association



Dutch Central Bank



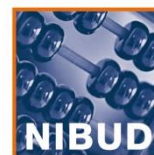
Hare Majesteit
Koningin Máxima
Erevoorzitter
Wijzer in geldzaken



Federation of Dutch
Pension Funds



Dutch Association
of Insurers



Nationaal Instituut voor Budgetvoorlichting

National Institute for Family
Finance Information



Netherlands Authority
for the Financial Markets

Focus on financial literacy

1 in 3 young people (<12) display risky financial behavior

28% of households have payment arrears

8% of households have problematic debts

41% of households are unprepared for life events

20% of 14-year olds lack very basic financial skills

- Financially prepared for the future
- **Structural attention for financial skills in schools**
- Attention to vulnerable groups
- Increasing our combined forces
- Innovation and research

A purple piggy bank is the central graphic. On its back, there is a pink circular badge with the text '10 jaar' in white. Above the piggy bank are three green circles of varying sizes, resembling bubbles or coins. The background is white with falling gold confetti and streamers.

week van het geld

Initiatief van  Wijzer in geldzaken

Dutch Money Week



- 40% of primary schools participate
- 97% of primary school teachers know the Money Week
- Focus on awareness and structural attention for financial education in schools
- **2021: 10th Dutch Money Week**
- Due to COVID-19 shift from in-person to digital
- Expansion to secondary and higher education



Properly handling money is worth gold



#weekvanhetgeld



Target groups

> Education

- Primary

- Secondary



- Vocational



> Life event 18 yrs



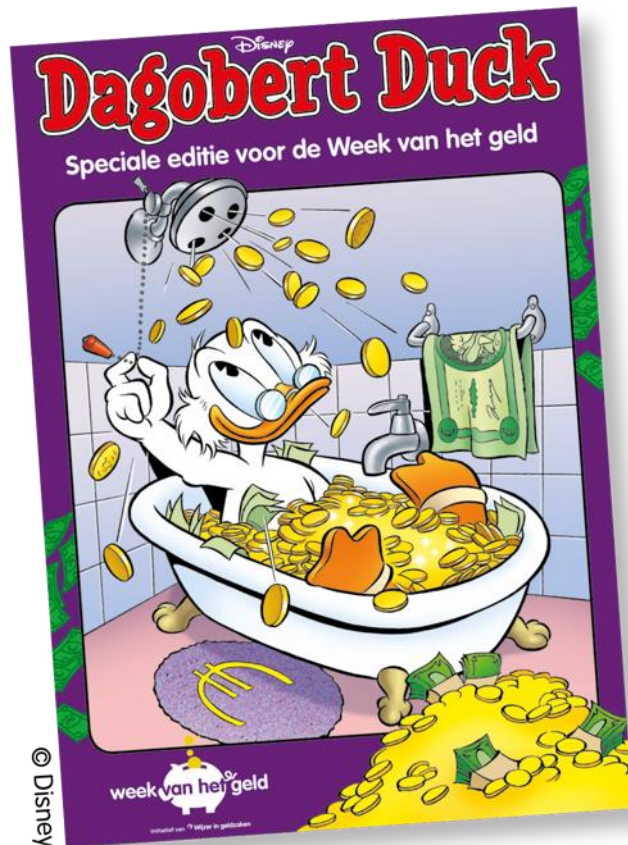
> Financially vulnerable parents



> Municipalities



Some things stay offline



Embracing the shift from in-person to digital



Pros and cons

- Interaction is a challenge
- Harder to attract attention from your audience
- Potentially bigger audience
- More diverse and focussed activities. On the following slides some of our plans



Studio Dutch Money Week



- Complete and dedicated broadcast set during Dutch Money Week
- Diverse content schedule for various target audiences
- 50% for in-class use
- Partners can add content to the schedule

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
6:00am	Bootcamp	7:30am Martial Arts	6:00am Swimming	7:00am Bootcamp	6:00am Bootcamp
7:30am	Cardio	8:00am Spin	7:30am Cardio	7:30am Cardio	7:30am Cardio
9:00am	Yoga	9:00am Yoga	9:00am Yoga	9:00am Swimming	9:00am Yoga
12:30am	Swimming	12:30am Swimming	12:30am Aquafit	13:30am Yoga	12:30am Swimming
5:30pm	Row	5:30pm Row	6-45pm Bootcamp	5:30pm Row	5:30pm Row
7:30pm	Martial Arts	7:30pm Cardio	7:30pm Martial Arts	7:30pm Martial Arts	7:30pm Martial Arts

Daily Money Week News



- > Daily news broadcast (10 min) in the morning
- > Targeting primary education
- > Goal is to stimulate teachers to daily join the Dutch Money Week

Yesterday reporting

Scheduled events

Challenge

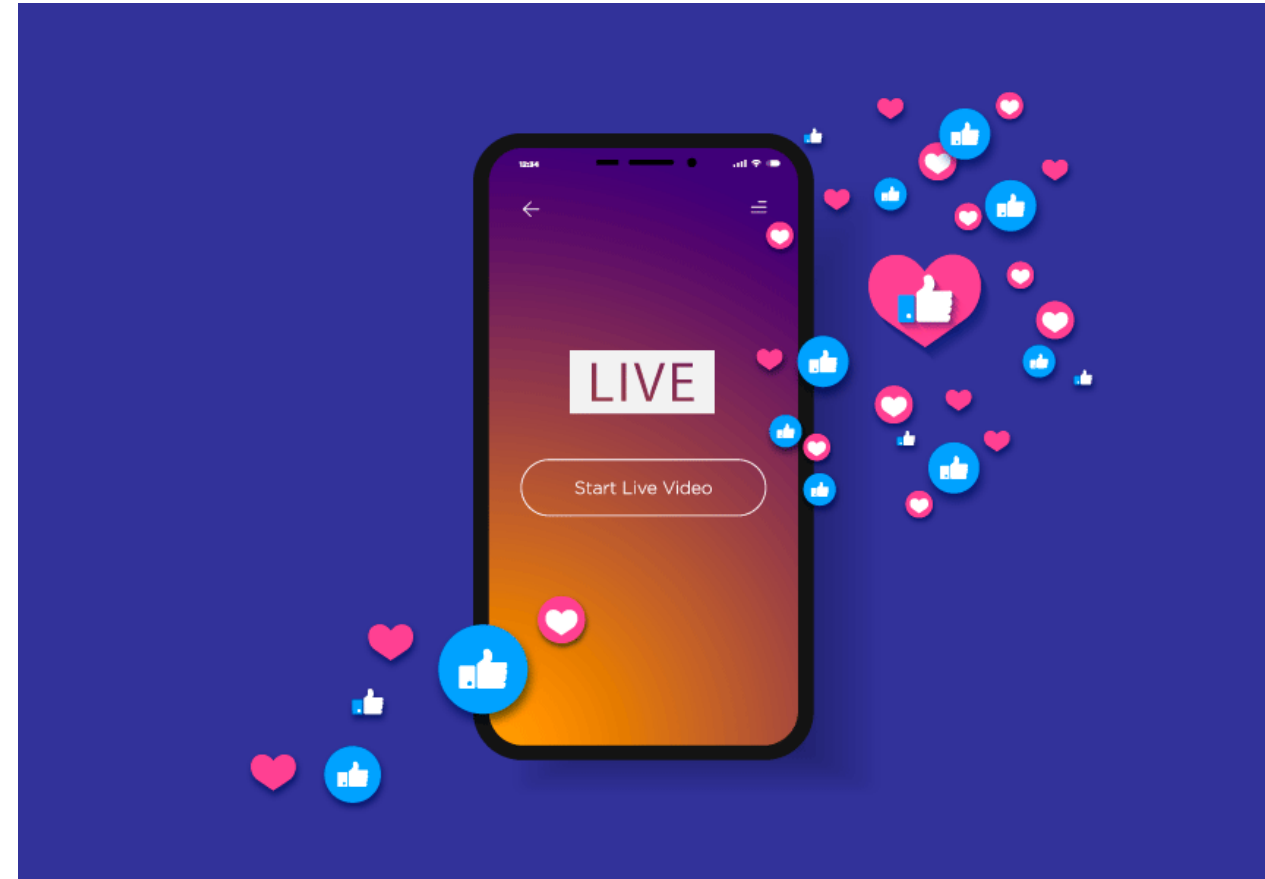
Kids miniseries

Special guest

Instagram Live: 18 and your money



- Daily moneytalks on Instagram Live between 18 y/o and expert
- Targeting secondary and vocational education
- Targeted social media campaign to attract the audience



Online tasting



- Series of short online videos to introduce financial education in class
- Targeting secondary and vocational education
- Promoting (full) teaching materials at [Geldlessen.nl](https://geldlessen.nl)



Webinars / podcasts



- > Online meetup for parents of 18 year olds
- > Municipalities, youth and debt reduction – best practices
- > Vocational education & financial skills
- > Global Money Week collab?





Thanks for your attention!

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Money Wise
Ministry of Finance

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