GMW 2021 in Brazil
The views expressed throughout this presentation are the exclusive responsibility of the speaker, and do not necessarily reflect the views of the Securities and Exchange Commission of Brazil (CVM).
GMW as a platform:

- **Content providers**
  - Partners
  - National Coordinator (NC)

- **Platform**
  - Providers
  - Owner (NC)

- **Users**
  - e.g. online contests.
  - vídeos, courses, publications etc.

A partnership in 2020 – a Pilot Project for WIW

Regulator, Entities and Fintech together for innovation in Financial Education

CVM
Regulatory Agency
Leader and WIW sponsor
Public servers also participate in the event using the new technology

ANBIMA
Self-Regulatory Organization
Members are banks, asset managers, brokers, securities dealers and investment advisers
Support investors to expand access to educational programs and content.

PLANEJAR
Association
Affiliate to FCFB
Local CFP® Certification
Provided CFP® Volunteers and entities selection for the event

n²
Fintech
Created the new model and developed the technology
Provided the voucher that enabled the technology customization for the event.

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Partnership for WIW 2020

Social assistance entity which provides adolescents and young people with a full education and entry into the world of work.

Up to 200 Financial Planner CFP®s available for the event

Social Assistance Entity focused on generating work and income. It has already inserted more than 88 thousand people in the labor market.

Remote and asynchronous services:
- **Connection** based on both Investors’ and CFP®s’ interests
- **Orientation** based on Investors’ needs
Partnership for WIW 2020

The Voucher

- Customization is based on a User Type (Investor or CFP®) matrix with 3 pillars:
  - Information
  - Objective Advice
  - Financial Market viewing
- The regulator or entity is free to define the right voucher setup based on their local needs and regulation.

Information:
- Hub of videos from different channels and providers
- Learning sections
- Podcasts
- Lives streaming

Objective Advice:
- Connection based on CFP® and client interests.
- Remote (not real time) service.
- Fixed number of days and interactions
- Interactions with text, audio, video and files
- Interactions starts from a client's need.

Financial Market viewing:
- Allows investor to be closer to the market, regulators, agencies and entities.
- Information, webpages, education programs, all in one single place.

The APP is Customized

Download the App

Investor and CFP® input the Voucher Code

Content is also customized

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Brazilian GMW - timeline

GMW launch (2020) - Brazilian GMW landing page launched and press release published (raising awareness about the campaign)

Event planning (Nov20-Mar21) – stakeholder mapping, organization of meetings and discussions with public, private and not-for-profit organizations:
- Financial regulators and ministries
- Departments of Education
- NGOs (e.g. Ação Jovem – Educação e Finanças) - https://ajmc.com.br/
- Institutes
- Universities
- Market participants
- Institutes

New GMW Web page (1st week of March): agenda (planned events) and FE materials etc.)

Coordination: the Securities and Exchange Commission of Brazil (CVM)
GMW 2021 Activities:

Activities in Brazil:

1. Events: GMW launch event, lectures, podcasts, lives, radio interviews, courses etc.


3. New publications > sustainable finance

4. Marketing actions: social media posts and email marketing.

International events:

1. Conversation with teachers – a dialogue on the challenges for teaching FE in different countries, the FE practices, and the covid-19 impact on personal finances and education.

2. A LAC Webinar.
GMW 2021: new PODCASTs CVM Educacional
Instagram LIVES –

Foco Integrado como Instrumento do Cálculo

Realizado por: Mirna Borgerth

12/11 | às 17h30min

Assista gratuitamente no Instagram da CVMEducacional
CVM Digital App – new tools
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