

Outline

- **Global Money Week in Morocco**
- **GMW Coordination : Best practices**
- **National & Regional coordination process**
- **Involvement of the private and Not for profit Stakeholders**
- **GMW's evolution over the years**





Global Money Week in Morocco



Visit to Central bank Branch

- The Global Money Week is the leading national event that gathers institutions from the educational and financial sectors to bring children and young into the world of finance.
- Since its launch in 2012, nearly 1 Million children have been reached directly through different activities (information sessions and banks visits..)
- Starting with the 2017 edition, the Foundation has been running a special GMW digital campaign. An opportunity to deliver financial education messages through the Social media; more than two millions moroccans are reached each year.

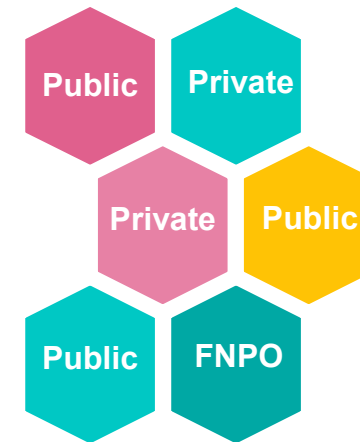




Coordination of the GMW

Key of Success

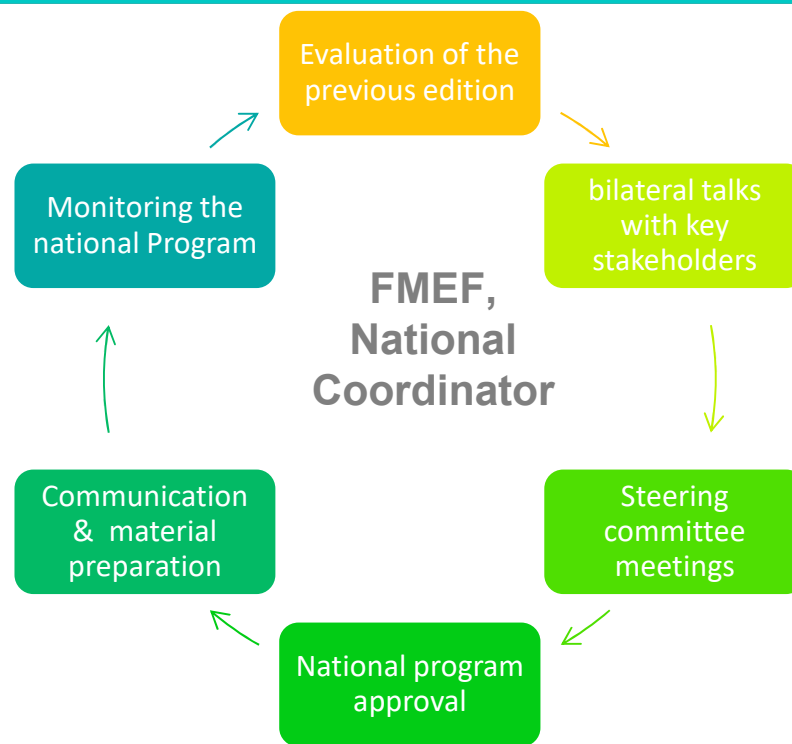
- A national Coordinator since 2013: The Moroccan Foundation for Financial Education and the establishment of a national steering committee
- Mobilization of the Central bank Branches in regional coordination
- involvement of stakeholders in decisions; consultation, brainstorming, proximity and feedbacks to gain their commitment
- Designation of a regional correspondents of the different stakeholders in charge of the implementation of the GMW program (sharing contacts information to facilitate the coordination)
- A very large communication to promote the Event at a national and regional level





Coordination Process

National Coordination



Stakeholders :

- Ministries
- Regulators
- Federations of Banks – Insurance - Microfinance Associations...





GMW National coordination

The launch of GMW's organizational work starts early through the involvement of all stakeholders.

A meeting, of the **GMW Steering committee**, is held to gather ideas and to discuss the national program.



2^d E-meeting of the GMW Steering committee

JANUARY 15, 2021



GMW Steering committee

JANUARY 16, 2020



Targets

- Define targets
- Decide on the number of beneficiaries and their distribution
- Remind the Importance of Including Children with Special Needs and beneficiaries from rural areas...

Discussion items during the GMW Steering committee meetings



Programs

- Themes and topics to be covered
- Formats and channels to be used
- Contribution of each stakeholder..



Conducting a press conference for the launch of GMW in the presence of stakeholders.

An opportunity to ensure media mobilization and give more visibility to the event at the national level.

2019, 80 press articles published to support this event



Press Conference



Education financière : au Maroc, la FMEF sensibilise les consommateurs et les investisseurs de demain



Pour le huitième anniversaire de son lancement, la Fondation marocaine pour l'éducation financière (FMEF) tient ses promesses. Et suite à ses succès, elle organise du 25 au 27 mars 2019 la édition des Journées de la finance pour les enfants et les jeunes, en collaboration avec ses principaux partenaires. L'événement coïncide avec le Global Money Week auquel prennent part 180 pays et dont le nombre de participants s'élève à 22 millions de jeunes.

Un anniversaire de la Fondation révisé que « l'édition 2019 des Journées de la finance pour les enfants et les jeunes tient le rôle de la culture, celle de 2019 se veut encore plus inclusive en intégrant de nouvelles idées et projets à venir, des initiatives de RSE au profit de l'investissement approuvé ainsi que des rétroactions, à travers des activités interactives.

أيام المالية تجوب المملكة

تنظم الجمعية المغربية للتثاقف المالية عبر مختلف جهات المملكة، بالتعاون مع شركائها، الفعول التابعة من أجل التوعية المالية للأطفال واليافعين، وذلك خلال الفترة من 25 إلى 27 مارس، وقال بلاغ للجمعية إنه وتحت إشراف نائب المدير العام للجمعية مع جمع الأطراف على تعزيز الحدث إلى 30 من أبريل المقبل. وقد استفاد أكثر من 800 ألف من الشباب من هذه الأيام سنة 2012 وتكرر استضافة الجمعية المغربية للتثاقف المالية على الصعيد الوطني، إذ دأبت الجمعية على القيام بأعمالها وخدماتها مستخدمة في هذا المجال وسيسرا على عاتقها، تنظم بوزارة هذا العام في إطار الحدث الدولي الثامن الأسبوع المالي العالمي، والذي يجمع ما بين 100 دولة، والذي بلغ العدد الإجمالي المشاركين بنحو 30 مليون شاب وشابة، وسيتم تنظيم برنامج جديد للأنهار، يجمع ما بين التوسعات التكنولوجية، سيشاهدونها مؤتمرات ومهتدون محققون مختلفين عبر الجمعية بالتعاون مع شركائهم، وذلك في إطار هذا الحدث، ويشارك منظمة الأمم المتحدة للتربية والعلم والثقافة (يونسكو) من المؤسسات المالية.

Les Journées de la finance pour les enfants et les jeunes sont devenues un rendez-vous important en matière d'éducation financière. Initiées par la Fondation Marocaine pour l'Éducation Financière (FMEF), ces journées visent à « rapprocher le monde de la finance des enfants et des jeunes qui sont d'ailleurs les adultes et donc les responsables de demain », rappelle Fatima Zahra Aziz, directrice exécutive de la fondation, en marge d'une conférence de presse organisée aujourd'hui à Casablanca.

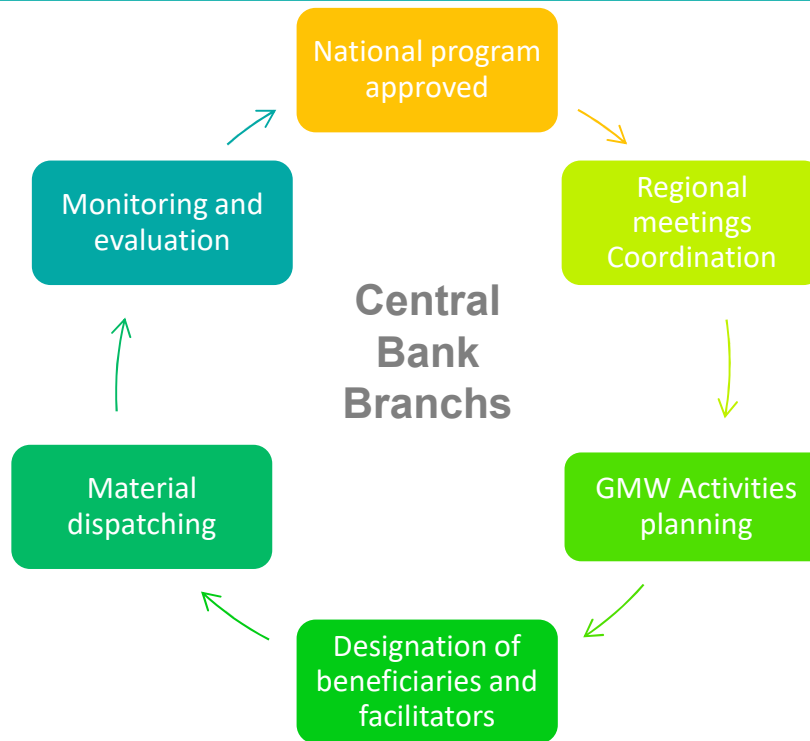
Et de préciser : « Nous sommes convaincus que l'éducation financière est importante pour tout citoyen permettant de prendre des décisions responsables en matière de gestion financière ».

L'événement a constitué également une occasion pour présenter le plan stratégique 2019-2023 de la fondation. « Ce plan s'inspire essentiellement de la stratégie nationale d'inclusion financière qui a identifié l'éducation financière comme levier fondamental de cette inclusion », souligne la directrice exécutive de la Fondation. Et d'ajouter que ce plan a pour but, entre autres, de mettre en place des



Coordination Process

Regional Coordination



Stakeholders :

- Regional Academy
- Vocational training centers
- Banks
- Insurance
- Microfinance Associations...

A continuous coordination between the FMEF and Central Bank Branches...





Coordination Process

Roles of the main stakeholders

Central Bank	National Education Ministry	Banks – Insurance – stock-exchange- Microfinance	Regulators ACAPS-AMMC	Vocational training institutions
<ul style="list-style-type: none">•Regional coordinator•Visits to agencies, museum, banknote printing ...•University seminar animation•Animation of information sessions in schools•Monitoring and consolidation of regional achievements•Digital campaign	<ul style="list-style-type: none">•Coordination at national and regional level (schools)•Determination of beneficiaries and their distribution by region and level of study•Organisation of the activities•Monitoring and consolidation of their achievements	<ul style="list-style-type: none">•Visits of students•Animation of information sessions in schools•Animation of workshops for vocational students	<ul style="list-style-type: none">•Visits of students•Animation of information sessions in schools•Animation of Seminars for Universities Students•Digital campaign	<ul style="list-style-type: none">•Coordination at national and regional level•Determination of beneficiaries and their distribution by region and level of study•Organisation of the activities•Monitoring and consolidation of their achievements





Coordination Process

Involvement of the private & not-for-profit stakeholders; rules and principles

A commitment of various actors allows the implementation of a multitude of activities, thus reaching several beneficiaries

- The Foundation shares the principles concerning the non-commercial purposes of GMW and the rules to be observed by all actors. All the ecosystem is aware about this (teachers, facilitators, private institutions...)
- The participation of both regulators and financial private institutions contributes to the non-commercial purposes of GMW
- The use of the same material and content by all the facilitators (prepared by the Foundation) promotes the neutrality and the objectivity of the messages disseminated
- The participation of private sector and not-for-profit stakeholders is mainly manifested through the mobilization of facilitators, agencies, mobile units of financial institutions, in coordination with the Central bank...





GMW's evolution over the years





GMW's evolution over the years

Targets

Programs

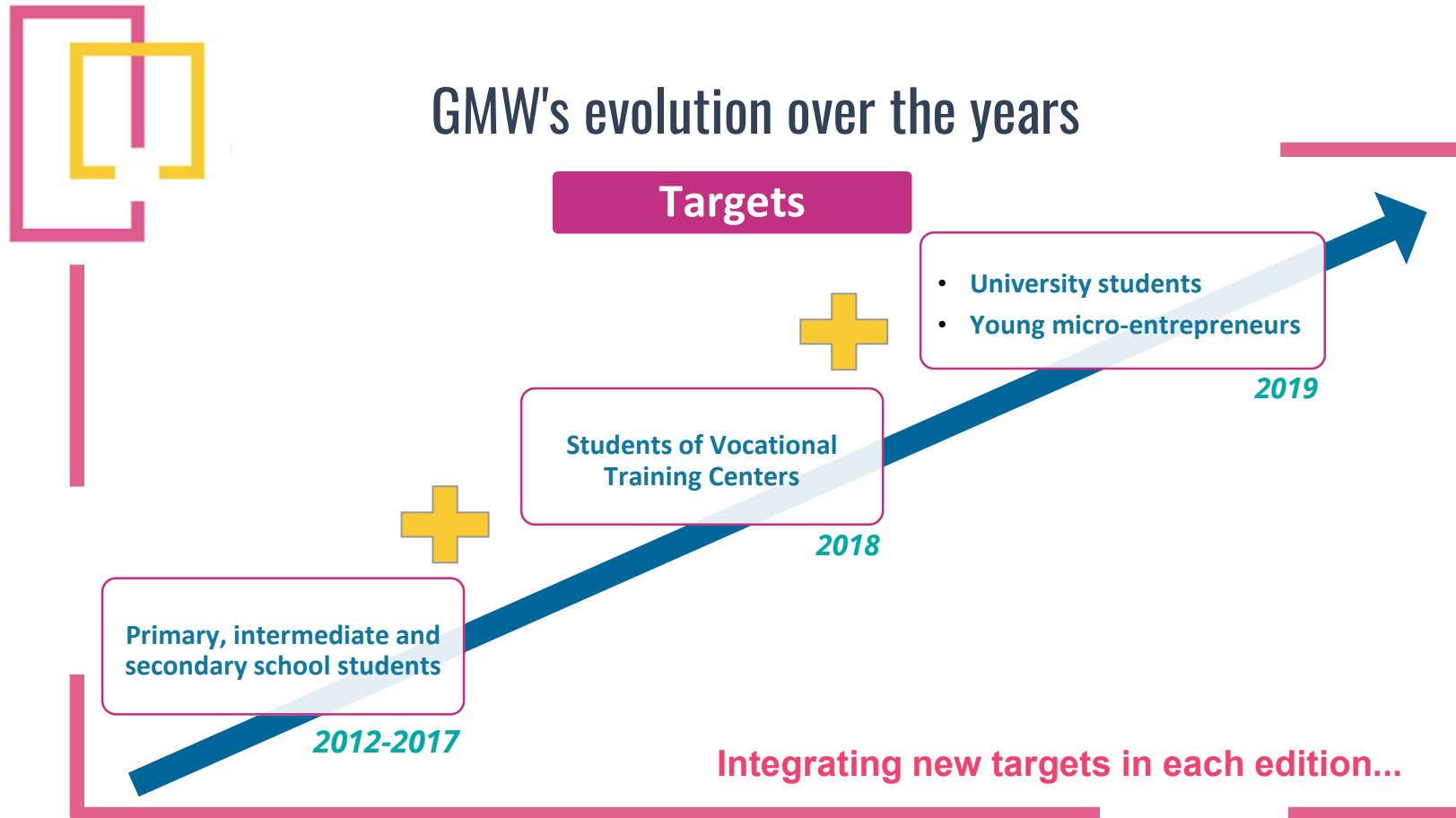
Stakeholders

New achievements in each edition

Over the years, the GMW has become a Financial Literacy event that is in line with the objectives of the national FE strategy in terms of targets and levers



GMW's evolution over the years





GMW's evolution over the years

Programs



Visits to financial institutions



workshops in schools and vocational training institutions



Seminars on various topics



Training sessions on Financial Education modules



Information sessions in Rural Area



Digital Awareness Campaign

A continuous Improvement and diversification of activities...





GMW's evolution over the years

Evolution of the number of direct GMW beneficiaries

Since 2012, the number of participants has increased by **600 %**



GMW's evolution over the years

Stakeholders

- Ministries : National Education - Handicrafts, Agriculture, Vocational Training
- Regulators, banks, insurances, microcredit associations
- Stock Exchange
- Universities



Continuous development of partnerships...



GMW 2021 Diversified Digital activities



Challenges, games ...

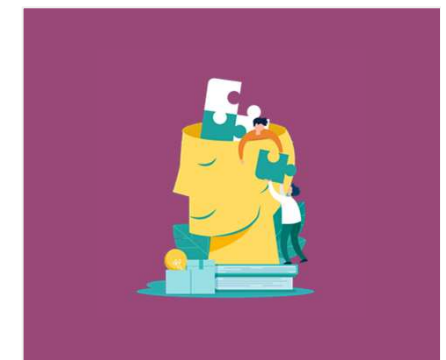
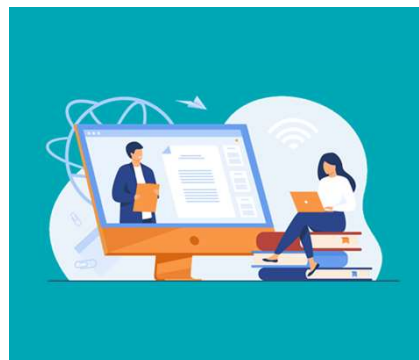
Virtual tours ...



Seminars / Webinars /
information sessions ...



Digital campaign ...



Thank you!



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