The Moroccan National coordination

February 16, 2021
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
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

Evaluation of the previous edition

Steering committee meetings

National program approval

Communication & material preparation

Monitoring the national Program

FMEF, National Coordinator

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

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.
<table>
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<th>Targets</th>
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<td>▪ Define targets</td>
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<td>▪ Decide on the number of beneficiaries and their distribution</td>
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<td>▪ Remind the Importance of Including Children with Special Needs and beneficiaries from rural areas...</td>
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<th>Programs</th>
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<tr>
<td>▪ Themes and topics to be covered</td>
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<td>▪ Formats and channels to be used</td>
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<td>▪ Contribution of each stakeholder..</td>
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**Discussion items during the GMW Steering committee meetings**
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.
Coordination Process

National program approved

Regional meetings Coordination

GMW Activities planning

Designation of beneficiaries and facilitators

Material dispatching

Monitoring and evaluation

Central Bank Branchs

Regional Coordination

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

A continuous coordination between the FMEF and Central Bank Branchs...
## Coordination Process

### Roles of the main stakeholders

<table>
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<tr>
<th>Central Bank</th>
<th>National Education Ministry</th>
<th>Banks – Insurance – stock-exchange – Microfinance</th>
<th>Regulators ACAPS-AMMC</th>
<th>Vocationnel training institutions</th>
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| • 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 | • 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 | • Visits of students  
• Animation of information sessions in schools  
• Animation of workshops for vocational students | • Visits of students  
• Animation of information sessions in schools  
• Animation of Seminars for Universities Students  
• Digital campaign | • 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
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

Targets

- University students
- Young micro-entrepreneurs

2012-2017

Primary, intermediate and secondary school students

2018

Students of Vocational Training Centers

2019

Integrating new targets in each edition...
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

Virtual tours ...
Challenges, games ...
Seminars / Webinars / information sessions ...
Digital campaign ...
Thank you!

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