

PLANO NACIONAL DE FORMAÇÃO FINANCEIRA

TODOS CONTAM

COORDINATING GLOBAL MONEY WEEK AT THE NATIONAL LEVEL: THE ROLE OF PUBLIC, PRIVATE AND NOT-FOR-PROFIT STAKEHOLDERS

Global Money Week: the Portuguese Experience

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16 FEBRUARY 2021





... in Portugal

- ✓ **Since 2013**, a key activity for children and youth
- ✓ **An awareness campaign integrated in the PoW of the National Plan for Financial Education** led by the three financial supervisors (Banco de Portugal, Insurance and Pension Funds Supervisory Authority and Securities Market Commission)
- ✓ **Complements regular financial education activities at schools** developed with the support of the Ministry of Education



Financial supervisors join efforts to promote



- ✓ Every year, each financial supervisor joins a school that won the “Everybody counts” (“**Todos Contam**”) competition to develop different activities:
 - Games and challenges
 - Live interviews
 - Video calls between schools
 - Video calls with students from other Portuguese-speaking countries,...
- ✓ Schools are invited to visit the supervisors' head office (e.g. the Money Museum)



BANCO DE
PORTUGAL
EUROSISTEMA



ASF
Autoridade de Supervisão
de Seguros e Fundos de Pensões

CMVM
COMISSÃO DO MERCADO
DE VALORES MOBILIÁRIOS

Key figures

Initiatives conducted by
financial supervisors at schools

Around **135**
schools involved

over **7,000**
children and youth
took part

Schools across the
whole country



“The whole is greater than the sum of its parts”

- ✓ The National Plan **invites schools and stakeholders** to develop awareness activities with young people to celebrate the Global Money Week
- ✓ The different activities are shared on the **National Plan’s website** (“*Todos Contam*”) and **Facebook** page
- ✓ **Financial supervisors** design their own activities



<https://www.todoscontam.pt/>



- ✓ **Financial supervisors** will promote with high-school students in different regions of the country an **online debate** on two topics in the context of the Covid-19 pandemic:
 - **savings**
 - **cybersecurity risks**
- ✓ **Financial supervisors** will prepare specific **materials and questionnaires** to assist teachers in the preparation of their **students' participation in the online debate**



*“Take care of yourself,
take care of your money”*

The National Plan website “Todos Contam” is a *digital hub of initiatives*

- ✓ It features a **section** solely dedicated to promoting and sharing initiatives conducted by:
 - Schools – Ministry of Education
 - Financial Sector Associations
 - Not-for-profit Institutions
 - Consumer Protection Associations
 - ...



Financial institutions join through their associations

- ✓ In Portugal, the involvement of financial institutions in the GMW follows **the Principles for Financial Education Initiatives** of the National Plan
- ✓ According to these Principles, **financial institutions** will develop initiatives through the respective Financial Sector Association to prevent conflicts of interest
- ✓ The **Financial Sector Associations** are strategic partners of the National Plan



- ✓ Will join again within the scope of the **European Money Week**
- ✓ Will launch the **European Money Quiz** and an **awareness campaign on digital financial literacy**
- ✓ The National Plan cooperates by disseminating the global challenge among schools and promoting it in its **website** and **social media** page
- ✓ **In 2021**, the Portuguese Banking Association expects to reach **3,000 students**, from more than **60 schools** via digital initiatives

**FINANCIAL SECTOR
ASSOCIATIONS**





Fundação
Dr. António
Cupertino
de Miranda

Museu
do Papel
Moeda



Paper Money Museum (Porto)

Dr. António Cupertino de Miranda Foundation

- ✓ Will join the Global Money Week by promoting its own **Financial Education Olympics**, which is part of the **“No Poupar está o Ganho!”** competition
- ✓ The Financial Education Olympics aim to **raise awareness** on financial literacy subjects **among students from different grades of education**
- ✓ **In 2021**, the Dr. António Cupertino de Miranda Foundation will hold its initiatives exclusively through digital channels. **Since 2017**, the Foundation has impacted **around 17,233 students**



<https://www.todoscontam.pt/>



16 February 2021



(Portuguese Association for Consumer Protection)



- ✓ Will join the Global Money Week with **open digital classrooms**
- ✓ The open digital classroom initiative **raises awareness among young consumers** (13-17 years old) on the importance of having a sound financial knowledge **to ensure future financial well-being**
- ✓ **In 2021**, DECO expects to reach **100 students** from different schools through **five open digital classrooms**, one for **each day** of the Global Money Week



Portugal joins



✓ The National Plan and its stakeholders join efforts to disseminate this awareness campaign among schools

✓ These initiatives will be shared globally through the OECD / INFE network!

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Join us at
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