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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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)
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

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“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
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
- …

https://www.todoscontam.pt/
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

https://www.todoscontam.pt/
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.

Paper Money Museum (Porto)
Dr. António Cupertino de Miranda Foundation

https://www.todoscontam.pt/
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
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!
Join us at
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