



GLOBAL MONEY WEEK

22 – 28 March 2021

#GlobalMoneyWeek2021





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“I am proud that we have the chance each year to participate in GMW activities, leaving an impact on the lives of children and youth nationwide through the various financial awareness raising activities that we implement.”

– Mrs. Azza ELDorry, Head of the Children & Youth sector, Ministry of Youth, Egypt, GMW2017

Global Money Week in 2021

GMW Theme in 2021: **“Take care of yourself, take care of your money”**

- The theme highlights the importance of building **financial resilience** and **staying healthy** in the current context. This theme may be used by all participants to create their own GMW activities.
- GMW’s slogan **“Learn. Save. Earn.”** may also continue to be used, depending on country context and designed activities.

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“The theme Money is relevant for everyone! Sadly, people do not learn enough about it at school, but the fact that it plays a role for everyone (has an impact on everyone) is clear!”

– Caro (22), Fair Hostess, Germany, GMW2018



How to start with your GMW planning?

Get in touch with the “**national coordinator**” in your country, which are OECD/INFE full or regular members

Fill in the “**contact form**” to get regular updates on #GMW2021 from the GMW Secretariat

Send us your #GMW2021 plans through the “**GMW Pre-form**”

If you do not know your national coordinator, or you do not have access to these forms, write us at GMW_Secretariat@oecd.org



"BIG thanks to young people, teachers, youth workers & volunteers who made this the best #GlobalMoneyWeek yet! #FinancialEducation in action" – @MyBnk



"One billion children are living in poverty. This week we observe @GlobalMoneyWeek. Check out how the @PStoplight is addressing poverty in all its dimensions to #EndPoverty in this generation. #GMW2018" – @PStoplight



"What a fantastic week it was engaging with children from different schools on financial literacy #GMW2017" – @RBA_Kenya

How to shift financial education activities “from in-person to digital”

We encourage everyone to be active during GMW 2021,
While at the same time **be safe and prudent and put the health of those involved in GMW activities ahead of anything else.**

When organising GMW 2021, please make sure to:

- **Respect** the national and local **safety guidelines** related to COVID-19
- Prioritise **digital interaction** when in person activities are not recommended



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“Inviting the youth to think about and engage in the discussions around money, and why money matters matter, is crucially important for their future financial well-being and economic independence.”

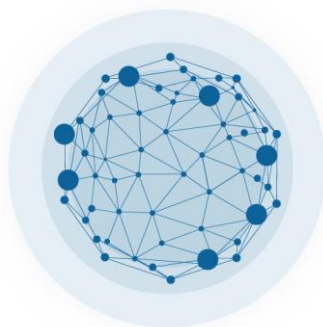
– Koba Gvenetadze, Governor of the National Bank of Georgia, GMW2018

Global & Regional Activities by the GMW Secretariat



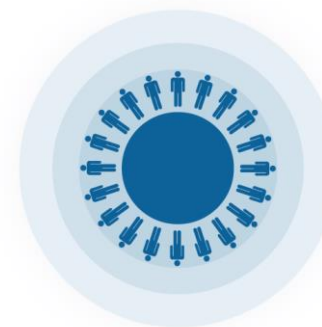
GLOBAL LAUNCH

Global and regional online launches from around the world



SOCIAL MEDIA

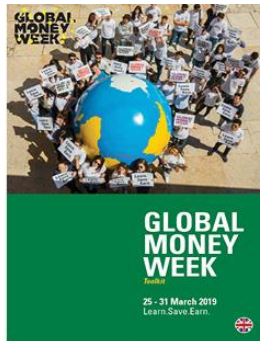
Connect GMW participants and disseminate activities



SHARE GOOD IDEAS

Share international experiences and good practice

Resources will be available in January on GMW website



GMW Toolkit



GMW Branding & Style Guidelines



GMW Brochure



GMW Reports 2013 - 2018



GMW Logos & Designs

Today's Webinar: How shift financial education activities from “in-person” to “digital”

- José Alexander Cavalcanti Vasco, CVM, Brazil
- Oscar de Grave, MoneyWise, Netherlands
- Jill Tan, IFEC, Hong Kong, China
- Martin Taborsky, Central Bank of Austria
- Q&A: ask your questions to speakers or to the GMW Secretariat



Contact us!

If you have any questions, please contact us:

GMW_Secretariat@oecd.org

www.oecd.org/financial/education/

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