OECD
BETTER POLICIES FOR BETTER LIVES

GLOBAL MONEY WEEK

Coordinating GMW: the role of public, private and not-for-profit stakeholders

Preparatory Webinar
16 February 2021
#GlobalMoneyWeek2021

"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 2021

- Coordinated by the **OECD/INFE** for the first time, with the support of the **GMW WG**
- Occurring during a global pandemic: most, if not all activities will be carried **online/digitally**
- Theme of 2021 "**take care of yourself, take care of your money**" highlights the importance of building **financial resilience** and **staying healthy** in the current context.
- Organised with the support of the **Italian G20 Presidency**.

Participation of private & not-for-profit participants in GMW: carefully managed

- The OECD/INFE introduced the formal role of **GMW National Coordinator**. Typically, full or regular OECD/INFE members or public authorities. Private or not-for-profit stakeholders encouraged to participate in GMW but will not be formally considered as national coordinators, unless otherwise agreed with OECD/INFE full members.

- New **high-level guidance on the involvement of the private and not-for-profit** sector in GMW based on OECD Recommendation on Financial Literacy

> *"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

GMW National Coordinators: suggested tasks

- **Ex-ante coordination** including report to the OECD/GMW Secretariat (pre-form)
- **Promoting participation** in GMW at country level
- Being the **focal point** at country level for information requests by interested institutions in GMW
- Liaising and communicating with private sector participants, if any, to clarify that their initiatives should **not contain commercial messages**
- **Ex-post coordination** including collecting information on GMW activities and reporting back to the GMW Secretariat (post-forms)

"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

High-level guidance on the involvement of the private and not-for-profit sector in GMW

Private and not-for-profit stakeholders participation in Global Money Week should:

- Be **aligned and coordinated with public authorities-led** programmes. Private sector participation through national industry associations or self-regulatory bodies preferable
- **Comply with principles or codes of conduct** on the involvement of private and not-for-profit stakeholders in financial education
- Clearly **avoid commercial activities**, no promotion of specific financial products and/or services
- Leverage and use financial literacy programmes or educational resources that are **impartial, objective, of high quality and fair**

“

“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

If you are a GMW coordinator/ participating in this webinar…

We will **report GMW activities in your country** based on your GMW post-form submission (ideally 1 per country)

Please send us **your #GMW2021 plans** & those of other participating org. in your country through the “**GMW Pre-form**”

OECD/GMW Secretariat will direct **other GMW participants from your country** to get in touch with you

Global Money Week Global Launch

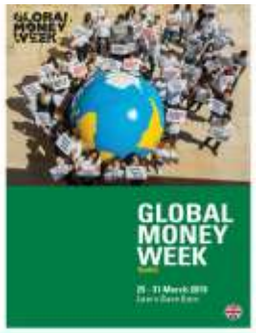
22 March 2021 | 12:00 – 13:30 CET

- Online meeting – Zoom
- Live streaming via YouTube
- High-Level opening
- Global panel of policy makers

Let us know your plans for national launches

You can integrate it into your activities

Resources are available on GMW website in



GMW Toolkit

GMW Branding & Style Guidelines

GMW Brochure

GMW Logos & Designs

Plans for the Launch & global activities during the Week:

VOICES OF YOUNG PEOPLE

VIDEO CALLS ACROSS THE WORLD

Get in touch if you would like to participate!

Contact us!

If you have any questions, please contact us:

GMW_Secretariat@oecd.org

Follow GMW online!
www.globalmoneyweek.org
@GlobalMoneyWeek
#GlobalMoneyWeek2021

New GMW channels on YouTube and LinkedIn – follow us !

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This webinar is *not* being recorded... So feel free to ask questions and speak up your mind