

GLOBAL MONEY WEEK®

21-27
Marzo 2022



Comitato per la programmazione
e il coordinamento delle attività
di educazione finanziaria

Guidelines for the participation in “Global Money Week” 2022 and procedures of granting of use of the official logo of the initiative

The Committee on the Planning and Coordination of Financial Education Activities (Committee) coordinates for Italy the tenth edition of Global Money Week (GMW), which will be held from 21 to 27 March 2022. The GMW is an initiative promoted by the OECD and it is dedicated to young people, even preschool age children, on the importance of acquiring knowledge, abilities and behaviours necessary for making financial decisions consistent with their needs and possibilities.

The theme of this edition of the GMW is: “Build your future, be smart about money”, a theme that seeks to highlight the connection between managing one's finances and one's future.

Why participate in GMW?

Participating in GMW allows you to take part in an important international event that, since its inception in 2012, has reached over 50 million young people in 176 countries. Partners who participate are allowed to use the logo that distinguishes the annual edition of GMW and will be inserted into the official calendar of the event on the portal, benefiting from promotional initiatives at national and local level, designed by the Committee for all the events in the calendar.

Who can participate in GMW?

GMW is a project open to:

- Central and peripheral public administrations;
- Non-profit institutions, such as trade associations and professional associations, foundations, schools, universities and research centres, non-governmental organisations (NGO), consumer associations, cultural associations, teacher/parent associations;
- Organisations and companies, including operators in the insurance, social security and banking-financial sectors, excluding individuals,

individual professionals and sole proprietorships, which propose initiatives in line with the participation criteria indicated below.

To maximise the effectiveness of the initiatives and to avoid duplication of efforts, as well as to ensure an adequate dissemination of the activities throughout the country, the Committee may intervene to better coordinate the initiatives of the applicants, facilitating synergies and collaborations between them, as well as supporting their communication in an integrated and coherent way.

Which initiatives are eligible for inclusion in the official calendar of the “GMW”?

Eligible for applications are events held from 21 to 27 March 2022 that have the goal of the financial education of young people, and are addressed to children of pre-school age, to students from primary school to university and to people who take care of them and work for them (teachers, educators, parents).

The proposed initiatives, presented independently or in collaboration with other applicants, must be consistent with the indications and contents set out in the Guidelines for the development of financial education skills in schools” available on the website in the section “about us” and considered by the Committee to be of institutional importance, of certain social utility and in line with the “National Strategy for Financial, Insurance and Social Security education of Italy”.

In line with the theme of this edition of GMW, initiatives are particularly encouraged that highlight how financial culture can impact present and future well-being.

The proposed initiatives, presented independently or in collaboration with other applicants, may include, by way of example:

- educational games and educational workshops (e.g., quizzes, interactive games, etc.);
- cultural initiatives (e.g., virtual tours of museums, etc.) to raise awareness on the issues of financial education;
- seminars and training programmes addressed to students, teachers, school principals and everyone who works with young people;

- digital products such as Podcasts and video tutorials.

Although in-person events that comply with the norms in force on health safety are eligible, the organisation of online initiatives (in streaming or through the various video-conference platforms available on the market) is encouraged, to allow them to be followed via Internet, through the most recent browsers, through platforms that don't require subscription or payment services for those to whom the initiative is addressed.

On the website www.globalmoneyweek.org examples of financial education activities for young people created also through digital channels are available.

For clarifications on to propose, you can contact the Committee at this address GMW.ITA@bancaditalia.it.

The applicant's responsibilities in organising events

The applicant must be able to organise and promote the event independently, with its own resources and using its own means, including its own platforms. The applicant undertakes, under its sole responsibility, to promote and carry out the initiatives in accordance with current legislation, including - by way of example - rules on the processing of personal data.

The applicant undertakes to provide ex post information on the initiatives carried out (number of participants reached, etc.). This information, together with all other information sent during the application phase, may be used to produce a final report on the activities carried by the Committee and they will be sent to the OECD that will include them in the "Global Money Report" for 2022 that will be published on the website www.globalmoneyweek.org.

Participation criteria

The initiatives recommended by the applicants must follow the following criteria:

1. free of charge and without conflicts of interest

In order to participate in GMW, the proposed initiatives:

- must not be commercial in any way and must not pursue promotional or advertising purposes;
- must not provide for charges to be borne by the final recipients or by the Committee, not even in relation to the purchase of licenses or software in the case of online events.

The content and format of the material provided during the GMW initiatives must guarantee objectivity, that is, they must not be attributable to any commercial purposes of the applicants.

In particular, the information materials related to the initiative and disseminated to participants must not advertise paid products or services.

The visibility of any brand, logo or reference to the applicants, even if permitted, must be reduced to the minimum.

2. quality of the resources and trainers

The financial education materials proposed must be developed in the interest of the recipients and must be:

- provided to participants free of charge;
- adapted to the social, economic, cultural and linguistic context in which they will be disseminated and appropriate to the knowledge level of the recipients;
- accurate and up-to-date;
- easily accessible also to people with disabilities;
- developed without the use of technical terms and jargon, unless these are appropriate for the intended audience.

The speakers/trainers/trainers involved in the initiatives must:

- have proven and adequate knowledge of the topics covered;

- have teaching skills adequate to address the target audience, in particular to children and young people (inside or outside schools);
- in the event of initiatives carried out in cooperation with schools, work under the supervision of teaching staff, also in the case of online events.

Procedure of application and inclusion in the GMW calendar

All proposals to participate in GMW must be received through the appropriate online form available on the website from 10 February to 14 March. At the end of the registration process and following the communication by the Committee regarding the approval of the initiative for the 2022 edition of GMW The initiative will be published in the GMW calendar on the quellocheconta.gov.it website.

For greater visibility of the initiative in the GMW calendar, the applicant is invited to attach to its application:

- an image that refers to the event it intends to propose. The image must be in horizontal format, 800x500 pixels and of adequate graphic quality (examples of images are available in the official calendar of the 2021 event on the www.quellocheconta.gov.it portal);
- the image must be sent by the applicant through the appropriate online form; images of different sizes from those requested and/or not correctly viewable will be replaced by ad hoc images produced by the Committee for the different target audiences;
- a brief description of the activity (maximum 150 words). This description will be used by the Committee to produce a text to present the initiative for the official calendar of the event.

Granting of use of the official logo of the initiative

At the end of the registration process and following the communication by the Committee regarding the admission of the initiative to the 2022 edition of GMW, the applicants will receive authorisation for the use of the official logo of the initiative.

The logos cannot be modified and they can only be used by the authorised party and strictly for the period and the and the activity/event included in GMW 2022.

The logos can used together with the logos of the applicant, but they must be graphically independent, not confusing and not associated with any other logo.

The logos of the event's participants remain the property of their legitimate owners, who grant the right of use to the Committee for the purposes of sponsorship also successively at the end of the event and, in particular, for the activity of sponsorship and promotion of the edition of the GMW.

The Committee reserves the right to monitor the materials of GMW and the websites of the applicants, reminding them of the correct use of the logos if required.

The reproduction and use of the logo in ways that differ from what is prescribed involves the immediate cancellation from the official calendar of GMW.