

Guidelines for the participation in “Global Money Week” 2025



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

Guidelines for the participation in “Global Money Week” 2025 and procedures for granting of use of the official logo of the initiative

The Committee on the Planning and Coordination of Financial Education Activities coordinates for Italy the thirteenth edition of Global Money Week (GMW), which will be held from 17 to 23 March 2025. GMW is an initiative promoted by the OECD and it is dedicated to young people starting from pre-school age to raise awareness on the importance of acquiring knowledge, abilities and behaviours necessary for making financial decisions consistent with their needs and possibilities.

The theme of the initiative

The theme of this edition of the GMW is: *Think Before You Follow, Wise Money Tomorrow*. This theme aims to raise awareness among young people, and in general the world of schools, on the importance of acquiring solid financial skills and the development of a critical approach to sources of information: The widespread presence of financial influencers on the web and the growing use of artificial intelligence contributed to making it increasingly difficult to distinguish reliable information from unreliable information.

Why participate in Global Money Week?

Participating in GMW allows you to take part in an important international event that, since its inception in 2012, has reached over 60 million young people in 176 countries.

Partners who participate are allowed to use the logo of GMW and they are included in the official calendar of the event published on the website www.quellocheconta.gov.it

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 (NGOs), 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 supporting their communication in an integrated and coherent way.

Which initiatives are eligible for inclusion in the official Global Money Week calendar?

Events held from 17 to 23 March 2025 are eligible for applications which, in response to these Guidelines, are 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 and with the Programme for the implementation of the National Strategy - Three-year period 2024-2026, which can be consulted on the website www.quellocheconta.gov.it in the “The Edufin Committee” section. To promote greater participation in the initiative, events that take place from 14 to 16 March and 24 March will also be eligible.

The proposed initiatives, presented independently or in collaboration with other applicants, must be consistent with the indications and contents set in the “Guidelines for the development of financial education skills in schools” available on the site www.quellocheconta.gov.it in the “Activities” section.

The initiatives should have the goal of promoting financial literacy of young people and they should be addressed to children of pre-school age, students of primary schools and lower and upper secondary schools, universities and people who take care of them and work for them (teachers, educators, parents).

The proposed initiatives may be, for example:

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

Other examples on financial education activities for young people are available on the www.globalmoneyweek.org website.

In addition to in-person events, also eligible for inclusion are remote events and events in hybrid mode (in streaming or through the various video- conferencing platforms existing on the market), which can be followed via internet, through the most common browsers, through platforms that do not provide for subscription or paid services for the recipients of the initiatives.

In line with the theme of this edition of GMW, initiatives are particularly encouraged that highlight the attention of young people on the effects of cognitive bias when making financial decisions and on the characteristics of financial information on the web also in connection with the rapid development of artificial intelligence applications.

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 and 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, nor may stands be organised during the events for the direct sale of books or other products. The visibility of any brand, logo or reference to the applicants, even if permitted, must be reduced to the minimum and not stand out from the content.

2. quality of the resources and trainers

The proposed financial, insurance and social security education materials 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;
- clearly attributable to the applicant.

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

- have proven knowledge of the topics covered;
- have teaching skills adequate to address the target audience, paying particular attention especially to children and young people (inside or outside schools);
- if the initiatives are carried out in cooperation with schools, work under the supervision of teaching staff, also in the case of online events.

How to submit proposals for participation and inclusion in the Global Money Week Calendar

All proposals to participate in GMW must be received through the appropriate online form available on the website www.quellocheconta.gov.it **from 3 to 27 February 2025**. Once approved by the Committee, the initiative will be published in the GMW calendar.

Applicants are invited to submit applications as soon as possible, but no later than the deadline indicated: starting from 21 February the GMW calendar will be shared with the schools, allowing them to reserve spots for the various initiatives available.

For greater visibility of the initiative in the GMW calendar, the applicant is invited to attach to its application also 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 event of 2024 on the portal www.quellocheconta.gov.it); 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 selected by the Committee for the different target audiences.

The application must include as an attachment, if available or upon request, the agenda of the event and/or other educational or promotional materials (posters, brochures, etc.). Any additional

information requested by the GMW's organising Secretariat must be provided to it within fifteen days of the request.

Granting of use of the official logo of the initiative

The official logo of the initiative – available on the portal www.quellocheconta.gov.it can be used solely and exclusively following the communication about the admission of the initiative to the 2025 edition of GMW.

The logo cannot be modified and can only be used by the authorised party, for the period and the initiative included in the GMW calendar 2025.

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

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 logo, if required.

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

The applicant's responsibilities in organising events and monitoring the quality and satisfaction of the initiative

The promoter of the event must be able to organise and promote the event independently, with its own resources and using its own means, including the platforms and IT tools necessary for the use of online events.

The applicant undertakes, under its sole responsibility, to carry out the initiatives in accordance with current legislation, including the rules on the processing of personal data.

The Committee reserves the right to carry out evaluations - even on a sample basis - monitoring the quality and satisfaction of the initiative through, for example, the participation of members of the Committee or their representatives in the initiative, ex post questionnaires addressed to the final recipients and/or other monitoring tools. Should any inconsistencies or critical issues be highlighted in the initiatives carried out, in particular for the presence of advertising, promotion and sales profiles, the applicant will be excluded from future requests for recognition.

The applicant undertakes to provide ex post information on the initiatives carried out (number of participants reached, etc.).

This information, together with what was sent during the application phase, may be used to produce a final report on the activities carried out by the Committee and they will be sent to the OECD, that will include them in the “Global Money Week Report” for 2025 that will be published on the website www.globalmoneyweek.org.

Contacts

For any requests for information or clarifications, for example on the activities to be proposed, on the criteria for participation or on the method of granting of use of the logo and inclusion of the initiatives in the GMW calendar, you can contact the organising Secretariat of Global Money Week at the address

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(telephone numbers: 06 71280485- 340 1799513).