

Guidelines for the participation in Global Money Week 2026



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



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Guidelines for the participation in “Global Money Week” 2026 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 fourteenth edition of Global Money Week (GMW), which will be held from 16 to 22 March 2026. 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 GMW is “*Smart money talks*”. Young people often find themselves facing financial choices, but they aren’t always comfortable talking about money. Sharing experiences and asking questions to the right people, together with a good financial, insurance and social security culture, can help them develop skills, prevent errors and build healthy habits for reaching their economic well-being.

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 70 million young people in 176 countries.

Partners who participate are allowed to use the GMW logo and to be included in the official calendar of the event published on the [Edufin Committee's](#) website.

Who can participate in GMW?

The following can apply for inclusion of initiatives in GMW:

- 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;
- Private 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.

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

Events held from 16 to 22 March 2026 are eligible for applications which are addressed to children of pre-school age, students of primary schools and lower and upper secondary schools, university students and people who take care of them and work for them (teachers, educators, parents) with the aim of raising public awareness on the importance of a financial, insurance and social security culture. These initiatives also must comply with the characteristics shown below.

a) Themes and Format

The initiatives should deal with the main themes of basic economic-financial education - among them, income and planning of resources, money and prices, payment instruments, prevention of online scams, savings, investment, credit, insurance and pension. Also encouraged are initiatives dedicated to the theme of financial legality.

The proposed initiatives may be:

- educational games and educational workshops (e.g., quizzes, interactive games, etc.);
- cultural initiatives (visits to financial institutions, tours of museums, etc.);

- awareness raising activities on the topics of financial, insurance and social security culture that take place within events or fairs;
- seminars and individual lessons addressed to students, teachers, school principals and everyone who works with young people;

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

Structured financial, insurance and social security education programmes are not eligible for inclusion in GMW, nor are promotional events that present such characteristics. Structured financial, insurance and social security education programmes, with educational and training content, if they comply with the requirements set out can apply for the **Quality Seal**.

For further information consult the page www.comitatoeducazionefinanziaria.gov.it/attivita/iniziativa-blue-certificate.

The events can take place in person, remotely or in hybrid mode (in streaming or through the various video-conferencing platforms existing on the market), through the most common browsers, through platforms that do not provide for subscription or paid services for the recipients of the initiatives.

b) Free of charge and without absence of conflicts of interest

The initiatives eligible for GMW:

- must not be commercial in any way and must not pursue promotional purposes, nor can they promote consultancy or sale of financial, insurance and social security products and services.
- 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 for the direct sale of books or other products. For the purposes of the evaluation, the communication channels used which, in some cases, are specific to promotional activities, may also be assessed. The visibility of any brand, logo or reference to the applicants, even if permitted, must be minimised and not stand out from the content.

c) Quality of the material and trainers

The proposed financial, insurance and social security education material must be developed in the interest of the recipients and must be:

- provided to participants free of charge;
- suitable for the social, economic, cultural and linguistic context in which it will be disseminated and appropriate to the knowledge level of the recipients;
- accurate and up-to-date;
- usable by persons with specific learning disabilities;
- developed without the use of technical terms and jargon, unless these are appropriate for the intended audience;
- clearly attributable to the applicant.

Particularly appreciated are initiatives accessible to people with disabilities.

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);
- in the case of initiatives carried out in cooperation with schools, work under the supervision of teaching staff, also in the case of online events.

As already specified, carrying out activities of awareness-raising activities and training on economic and financial topics is in any case

incompatible with the activity of promotion, consultancy or sale of financial, insurance and social security products and services.

The proposed initiatives, presented independently or in collaboration with other applicants, must be consistent with these Guidelines, with Italy's [National Strategy for financial, insurance and social security education](#), with the [Programme for the implementation of the National Strategy – Three-year period 2024/2026](#) and with the “[Guidelines for the development of financial education skills in schools](#)”, all available on the [Edufin Committee's](#) website. The events addressed to schools should also be consistent with the indications contained in the “[Guidelines for the teaching of Civic Education](#)” published by the Ministry of Education and Merit in September 2024.

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 [Edufin Committee's](#) website **from 2 to 25 February 2026**. 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. 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 .jpeg, .jpg or .png format, horizontal, 800x500 pixels and of adequate graphic quality (examples of images are available in the official calendar of the event of 2025 on the [Edufin Committee's](#) website. The image must be sent 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 the agenda of the event and/or other educational or promotional materials (posters, brochures, etc.) that will be used. 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 can be used solely and exclusively following the communication about the admission of the initiative to the 2026 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 2026.

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 - of the quality and satisfaction achieved (monitoring) through initiatives, 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 with other monitoring tools.

The monitoring will concern the following aspects:

- focus of the initiative on basic knowledge;
- correctness of the information provided;
- suitability of the information with respect to the target;
- consistency between the description provided during the application phase and the event carried out;
- presence of advertising profiles to products/services;
- correctness of the use of the logo.

Should there 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 participation in the activities of the Committee. The outcome of the monitoring can be shared with the applicant. Particularly worthy initiatives will be mentioned as best practices for future editions.

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 2026 that will be published on the www.globalmoneyweek.org website.

Contact us

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 segreteria.gmw@clan-group.com (telephone: 06 71280485 - 340 1799513).