



# European Money Week 2018

IABS Paris Summit  
Friday, 29 June 2018



# The challenges of financial education



## Importance of financial education

« Win-Win Win situation » (for consumers, banks & authorities)



## Shared Responsibility

The commitment of both the public and private sector is important



## Efficiency of financial education

Need for financial education at school?

Report on financial education from the European Banking Authority (EBA) 2017/18

# European Money Week in 2018

[www.europeanmoneyweek.eu](http://www.europeanmoneyweek.eu)



**> 500.000 young people reached**

With national banking associations active in school programmes



**> 20.000 events**

Including classroom sessions, seminars, visits



**National banking associations in 32 countries**

Including Serbia and Albania

# 'Bankers in the classroom'



## The Netherlands inspired other countries

- bankvoordeklaas.nl → embedded in existing national programme
- First launched in 2010, as part of national money week



## Key success factor:

- Fun and playful way to speak about money
- No mention of bank brand. This is not a marketing programme.



## Other countries also embraced this approach:

- Hungary: [www.penz7.hu](http://www.penz7.hu)
- France: <https://unbanquierdansmaclasse.com/>
- Spain: [via AEB](#)



# 'Bankers in the classroom'

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not giving up

Open Evening 6 June

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Israel News

## Israel Putting Bankers in Classrooms to Teach Finance and Economics

A new program will send bank employees to high schools to teach financial literacy to ninth-graders

Lior Dattel | [Send me email alerts](#)

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Youth Banking Resource Center

### Youth Banking Resource Center

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[The Promise of Youth Savings Programs](#)

[Lessons from the FDIC Pilot](#)

[Youth Banking Network](#)

[Implementation Resources](#)

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The FDIC is sharing resources to encourage banks and schools to work together to improve the financial skills and experiences of youth. Financial education and school-based savings programs introduce young people to financial services at an early age, while helping youth learn how to manage their money more effectively. Youth savings programs not only encourage the development of savings habits at a formative age, but also have the potential to promote economic inclusion for entire families.

A research report from the U.S. Treasury Department concluded that having a bank account boosts the effect of financial education instruction on students. The report also said that in schools where there was a branch of a federally-insured financial institution, students had more positive attitudes towards banks and were more likely to have a bank account.

Through this website, learn about proven strategies to enhance youth financial education activities with access to a savings account.

**What's New!** Look at new templates on the Implementation Resources page. They were developed to support youth banking efforts. The first two are for your consideration when seeking internal buy-in to start a program. The third resource, Key Elements of Your Youth Savings Program, is a planning tool for developing a program. We also have sample letters to send to parents or guardians introducing them to your program. These are available upon request at [youthsavings@fdic.gov](mailto:youthsavings@fdic.gov).

[Lessons from the FDIC Pilot](#)

Proven approaches based on the experiences of 21 banks

[Youth Banking Network](#)

Get connected with other banks and FDIC experts

[Implementation Resources](#)

Materials helpful for youth savings initiatives

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www.ebf.eu





[www.europeanmoneyquiz.eu](http://www.europeanmoneyquiz.eu)





[PLAY VIDEO](#)

<https://www.youtube.com/watch?v=I4aKYJ6qzIE>

# European Money Quiz



## First edition in 2018

- 2018: 41.000+ kids played, 1.800 classrooms, 28 countries
- More than 180.000 game plays via Kahoot!
- Target audience: classrooms of students from 13-15 year old



## Planning 2019:

- 2019: ambitions raised → objective = 1 million players
- campaign starts in September 2018
- national finals in January/February 2019
- European finals in March/April 2019 in Brussels



# European Platform for Financial Education

## *Founding Partners*

