

GLOBAL MONEY WEEK 2022

Presentation of the 2022 GMW Post-Form

3 February 2022





The GMW Secretariat's role in reporting and amplifying your activities

GMW participants are free to organise the activities they wish. Organisations are encouraged to inform the GMW Secretariat about GMW activities in their countries: once before the GMW and once after the GMW.

GMW2022 Pre-campaign Form



GMW2022 Post-campaign Form



The reported information is used for **social media** and for the **GMW Annual Report 2022**.



Remember to share your **#GMW2022** plans with the GMW Secretariat

GMW2022 Pre-campaign Form



Share your plans with the GMW Secretariat through the Pre-campaign form by 1 March 2022

- The information will be used to keep track of how many countries and institutions are participating, and to share and amplify the global reach of your activities
- If you organize **national or regional launches/events**, please inform us by also sending an email to GMW_Secretariat@oecd.org



GMW2022 **Post-form**

- While preparing for the GMW2022, **start thinking of the “after”**: what indicators you want to track, how will you measure success? What processes you need to put in place? Useful for your own evaluation and learning!
- Each year we ask GMW participants to fill in the **GMW Post-form** after Global Money Week to report on the events and activities that took place during the campaign.
- This presentation aims to provide **an overview of the information and indicators that will be collected by the GMW Secretariat** after the week, so that participants can anticipate and organise the data collection
- **GMW National Coordinators** are encouraged to collect information on GMW activities carried out in their countries and report back to the GMW Secretariat through one single form per country.
- In countries where there is no GMW country coordinator, the form will be shared with all organisations participating in GMW in the respective country.
- You can **consult the example of the GMW2022 Post-form** on the GMW website > Resources > Example GMW2022 Post-campaign Form. The form will be live/online after the GMW campaign



GMW2022 Post-form main parts

1. GMW coordinators/Leading organisations

- Institution, contact person

2. Participating organisation

- Name of participating organisations
- Number of participating organisations & type (government, private sector, NGOs, schools...)
- Number of new participating organisations (participating in the GMW for 1st time)

3. Activities

- Type of activities
- Description of any new or innovative ideas/activities implemented
- Specific target group for the implemented activities



GMW2022 Post-form: Reporting Outreach

Section 4 focused on outreach. We differentiate activities' reach in **direct** and **indirect** reach and distinguish between **young people** (3-30 y.o.) and **adults**

This year, a new indicator will try to capture the “inclusiveness” of the GMW

Direct reach

- number of participants engaged through events, workshops, sessions, competitions, visits, etc. These activities may either be online or offline.

Indirect reach

- number of participants engaged through media, TV show, press release, newspaper articles, social media and media campaigns, etc.
- **May also include:** access to open source web tutorials or other materials during the week (number of clicks or views of specific materials)

Inclusive reach

- **Quantitative** OR
- **Qualitative:** describe efforts to, for example, ensure that both boys and girls have equal opportunities to participate, efforts to reach most parts of the country, including rural and remote areas, and efforts to outreach to vulnerable target groups



GMW2022 Post-form main parts (continued)

5. Summary of events and activities

- Summary of events and activities (to be used in the report – in English)
- Describe activities that have addressed the GMW theme “Build your future, be smart about money!”
- Actions to monitor and evaluate the impact of GMW events organised in your country
- Describe challenges and any lessons learnt

6. Media

- Social media accounts
- URL links to press articles or media mentions of your events

7. Testimonial and quotes

- Children/Young people
- High-level personalities

8. Photos & permission forms

9. Feedback for the GMW Secretariat



GMW2022: Sending photos/videos to the GMW Secretariat

- Any photo or video sent to the GMW Secretariat should be accompanied by a **photo (or video) permission form** (see example here: <https://globalmoneyweek.org/resources/gmw2021/GMW2021-photo-request-form.pdf>)
- By signing the permission form, the organisation sending the photos guarantees that they are the **legal owner of the copyright in the Photo(s)** and/or that they are **authorised to grant the rights to the OECD** to use this photos. These rights are worldwide, non-exclusive, perpetual and irrevocable rights to publish the Photo(s) in the Campaign's content.
- Each organisation sending photos to the OECD, is responsible to **obtain the consent of recognisable individual(s)** in the photos **or consent of their legal representative** (in the case of young people), including permission to grant the requested rights to the OECD. It is up to each organisation to decide how this consent it is collected/arranged.
- Videos and photos submitted, accompanied by the appropriate consent, may be published online by the GMW Secretariat (i.e. Global Money Week website, publications, press releases, social media platforms, etc.) and made available for public use.



Looking forward to celebrating GMW together with you!

