

# OENB & GLOBAL MONEY WEEK 2021

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- OECD INFE full member / GMW working group member
- National coordinator for GMW in Austria
- Financial education provider all year round
- Experienced in digital measures (expanded in 2020)



# OENB DIGITAL FINANCIAL EDUCATION EXAMPLES



# GMW OPPORTUNITIES AND LIMITS

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Use a  
strong  
brand

Reach out  
to media

Connect  
(new)  
stake -  
holders

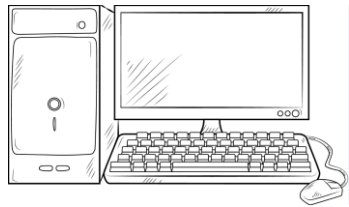
Engage  
bigger  
audience  
/ target  
groups

Make one  
week  
stand out

Work  
within a  
time limit

Share  
your  
audience

## ▪ Product level



- Promotion of existing products
- Creation of new products to stay



## ▪ Special activities level



- One time events
- Competitions for the week

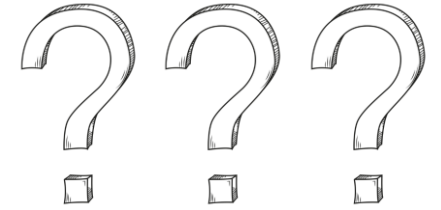
## ▪ Communication level



- Media campaign
- Stakeholder engagement

# WHAT WE WILL DO IN AUSTRIA

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1. Dedicating existing OeNB products to GMW during 22-28 March 2021
2. Motivating financial education providers to come up with own GMW initiatives
3. Creating new initiatives
  - Stand-alone product, adapted to the characteristics of GMW (outreach, participation)
  - Measure with the possibility for interested participants to involve

**GLOBAL  
MONEY  
WEEK**®

**€ N B**  
OESTERREICHISCHE NATIONALBANK  
EUROSYSTEM