

PARTICIPATION IN THE GLOBAL MONEY WEEK: THE ROLE OF PUBLIC, PRIVATE AND NON-FOR-PROFIT STAKEHOLDERS



RUSSIA'S PARTICIPATION IN GLOBAL MONEY WEEK

Russia participate in GMW from 2015

**About 8 mln of young people
reached directly, millions
more indirectly**

Leading agency – Ministry of Finance

41

MAJOR FINANCIAL
ORGANISATIONS

**OVER FIVE
THOUSANDS**

OF EDUCATIONAL
ORGANISATIONS

SCHOOL AND
UNIVERSITY
EDUCATORS,
PARENTS,
CONSULTANTS

Key partners

- Governmental agencies
- Regional organizations
- Financial organizations
- Private business
- Educational organizations
- Media
- NGOs
- others

NATIONAL MONEY WEEKS



Global Inclusion Award 2016

National Week of Financial Literacy for Children and Youth 2016 was awarded by Child & Youth Finance International for participation in Global Money Week.

The international jury praised Russia for the variety of activities and the large number of participants

It would be impossible without partners and coordination!



**GLOBAL
MONEY
WEEK**

A FEW EXAMPLES OF COOPERATION FROM PREVIOUS WEEKS

- **Online marathon, quests and tests on financial literacy at major on-line educational platforms and portals (Dnevnik, Ya-class and others)**
- **Research and mystery shopping with Research Agency**
- **Hackathon on cyber financial security and digital financial literacy with Universities: competition among students**
- **Information campaign - “Financially smart lunch” with KFC**
- **Webinars for parents in major social network “Classmates” with national media and experts (Odnoklassniki)**
- **Digital Financial Literacy Championship among school teams with regional administrations, schools, financial institutions**



LESSONS FROM OUR EXPERIENCE:

- Coordination is a key: leading role of government to develop a framework, common goals and rules**
- Base on the OECD recommendations about participation of private sector**
- Combination of private partners which are not competitors helps, find the champions!**
- Schools and teachers are important partners, but don't forget about parents! Coordination with Ministry of Education is needed**
- Follow your client, use online channels which are already popular among target audiences**
- Build local capacity and cooperate with grass roots initiatives, don't do everything yourself!**