



GLOBAL MONEY WEEK®

#gmwbrasil

GMW Brazil Planning

Feb/2022



A few sound practices:

- Cooperate with the educational systems (and not only schools): Covid-19 added a lot of more complexities to school systems and teachers;
- Plug your campaign to your jurisdiction programs supporting distance learning: take advantage of the government programs resources;
- Develop content not only for GMW, but for a permanent shift in the way FE is taught in classrooms, virtual or in person classes;
- If you have a national curriculum: pool your resources to support schools to include FE in the school curriculum. Curate and align open educational resources (OER) with the national curriculum; and
- Inclusion: develop content that can be accessible to teachers and schools that lack access to high-speed internet or appropriate technological devices.



Main results - GMW Brazil 2021

- More than 1,900 initiatives;
 - 668 events (lives, webinars, podcasts, radio and TV programs);
 - 1240 marketing initiatives(posts in social media, e-mail mkt).
- 27 partners(regulators, banks, brokerage firms, cooperatives, associations, universities, schools, public companies, private companies, NGOs, etc);
- Reach 1.2 million people
- Survey: 98,8% audience satisfaction

Global Money Week Brazil - Website



#gmwbrasil

GMW ▾ Alunos ▾ Parceiros ▾ Professores ▾ Podcasts ▾ Competições ▾ Agenda ▾ Contato



De 22 a 28 de Março de 2021

A GMW visa a conscientizar jovens sobre a importância de adquirir consciência financeira, além de conhecimentos, habilidades, atitudes e comportamentos necessários para tomar decisões financeiras sólidas, alcançando o bem-estar financeiro e a resiliência financeira.



O Que É a GMW

No período de 22 a 28 de março, a OCDE promoverá a nova edição da Global Money Week (GMW), campanha global voltada à promoção da educação financeira junto a crianças e jovens.



Educação Financeira dos Jovens Brasileiros

Como está a Educação Financeira dos jovens brasileiros? Uma análise a partir do Programa Internacional de Avaliação de Alunos (PISA)



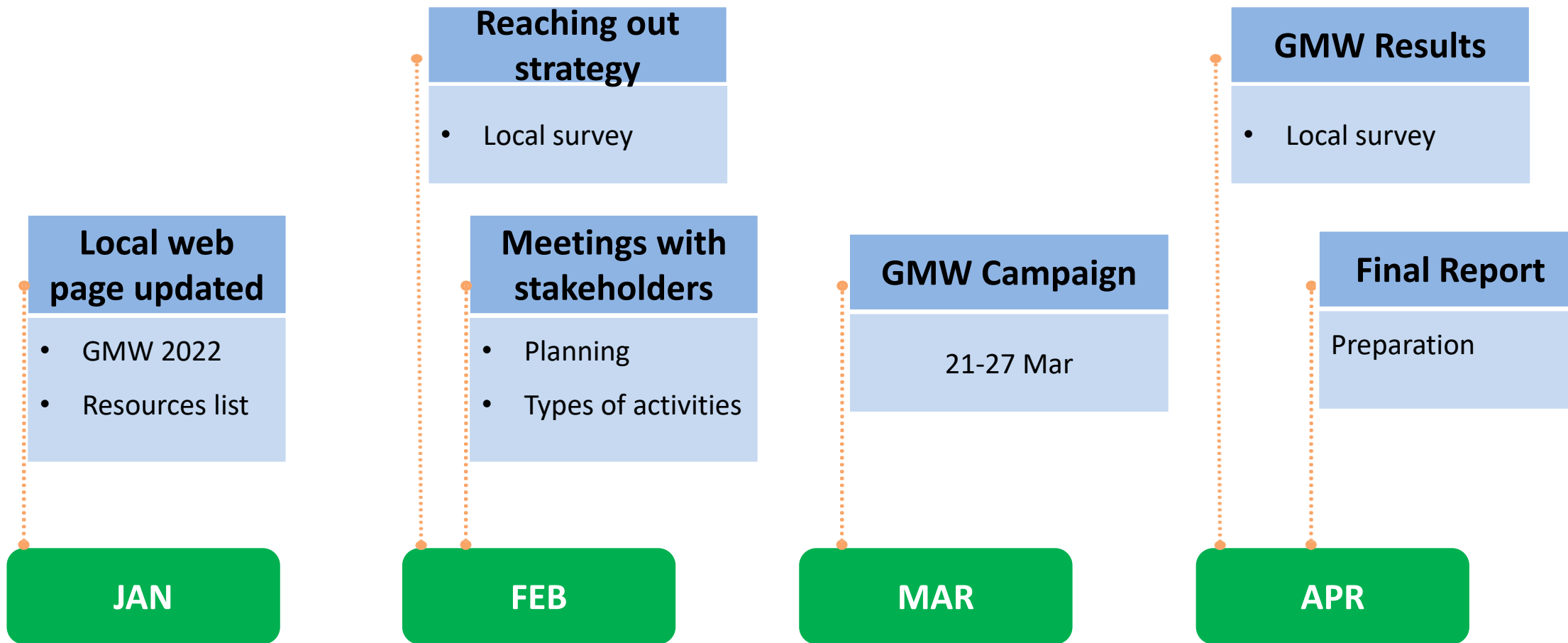
Como o comportamento dos pais influencia os filhos?

Uma discussão sobre como o papel dos pais influencia o comportamento financeiro dos filhos.

- Hub of financial education to children, young people and teachers;
- Videos, publications and other materials from partners;
- Podcast: “Conexão Jovens & Finanças”;
- Financial Education program in schools
 1. Methodology;
 2. Books (students/teachers).
- GMW Events agenda;
- Competitions and contests on financial education for young people;



GMW PLANNING

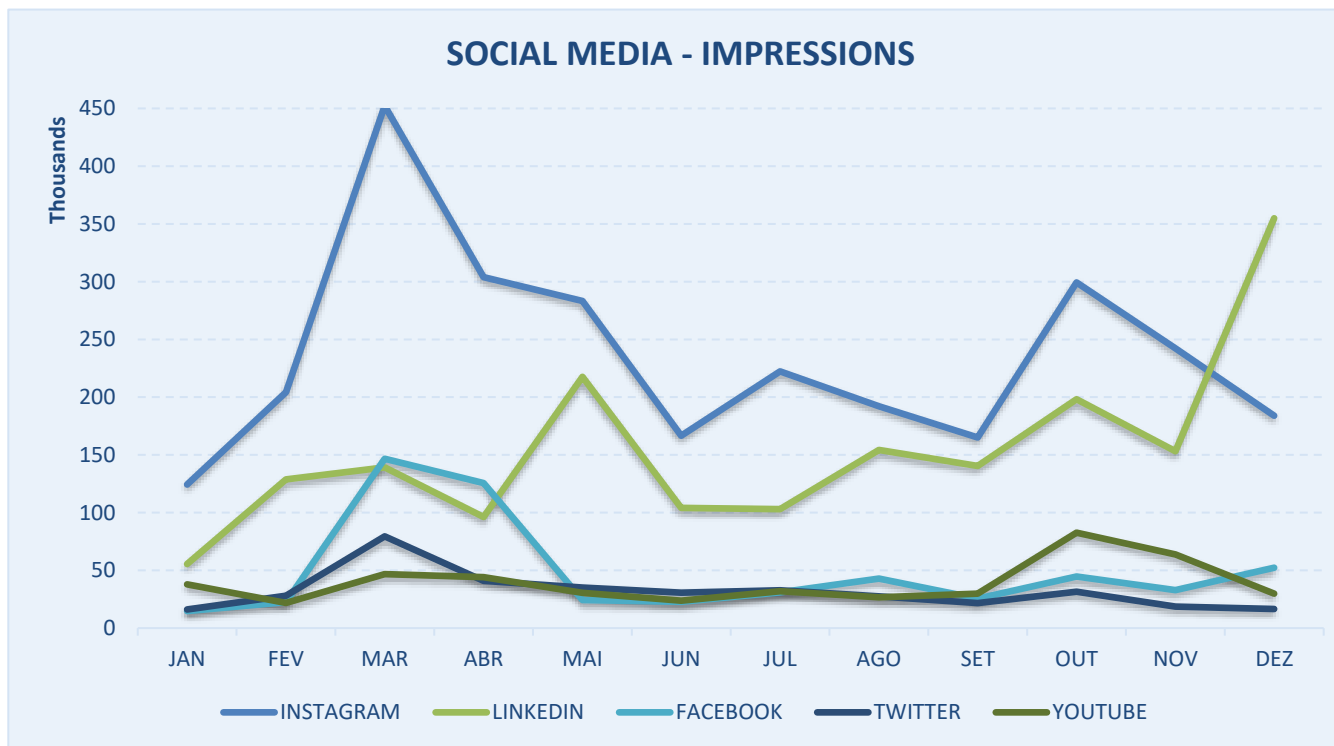




@CVMEducacional: timeline/stats

- Twitter (2009)
- Youtube (2010)
- Facebook (2010)
- LinkedIn (2016)
- WhatsApp (2016)
- Instagram (2020)
- Spotify (2020)
- TikTok (2021)
- Telegram (2021- tbl)

Other CVM profile: @cvmgovbr:
Twitter - Facebook (2018), and
Instagram (2020).

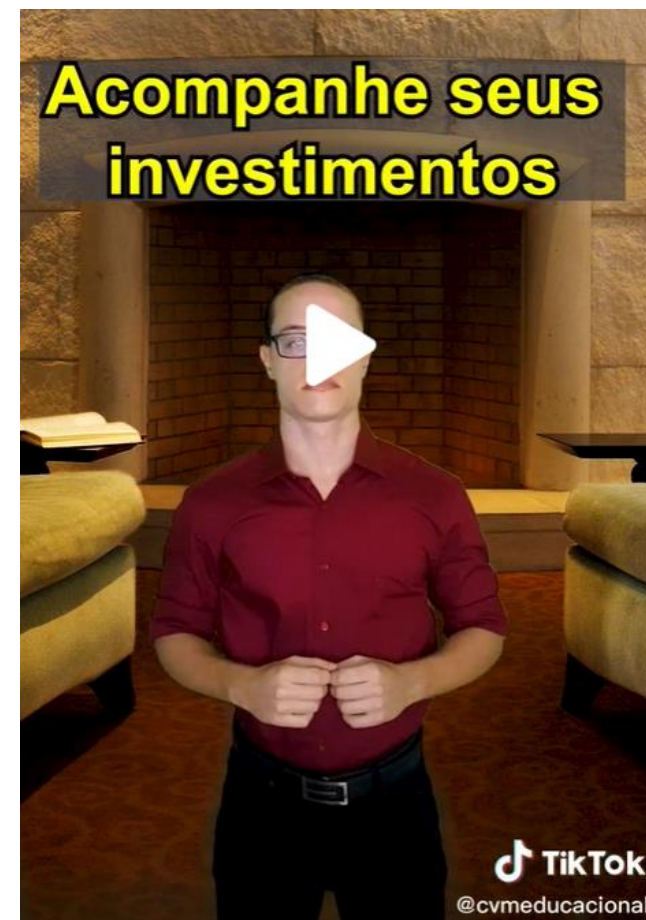


	JUL	AGO	SET	OUT	NOV	DEZ	2021
INSTAGRAM	222.287	192.052	165.027	299.414	242.307	183.973	1.305.060
LINKEDIN	102.906	154.188	140.385	198.170	153.086	354.909	1.103.644
FACEBOOK	30.873	42.756	25.505	44.660	32.826	52.312	228.932
TWITTER	32.705	27.442	21.589	31.508	18.604	16.476	148.324
YOUTUBE	31.809	26.572	29.770	82.627	63.712	29.774	264.264
TIKTOK	1.522	2.421	1.753	3.388	2.941	602	12.627

Tiktok @CVMEducacion



- **Launch:** July 19th, 2021
- **Target audience:** young people
- **Social media management:** in-house
- **Type of message:** simple, short and straightforward
- **Main themes:** investing, sustainable finance, fraud prevention, investor protection, behavioural insights, the role of CVM etc.



THANK YOU!

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Website Brazil: <https://gmw.investidor.gov.br>

