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

- 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

- Local web page updated
  - GMW 2022
  - Resources list
- Reaching out strategy
  - Local survey
- Meetings with stakeholders
  - Planning
  - Types of activities
- GMW Campaign
  - 21-27 Mar
- Final Report
  - Preparation

GMW Results

- Local survey
@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).
➢ 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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