Global Money Week 2021

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Digital transformation...accelerated

One of the fundamental changes brought about by the pandemic is the acceleration of digital transformation.

With people homebound, we’ve had to relook at the way we deliver financial and investor education.
Financial Education addressing COVID-19 Needs

A dedicated COVID-19 portal with practical resources and tips ...

- Using online banking services
- Financial management online
- Stay home and invest
- Fact-checking online purchases
- Money management tips to survive pay cut and unemployment
- Borrowing during the pandemic
- Stay resilient during adversity
- Are you showing signs of online game purchase addiction?
- Avoiding online scams
- Turning stay-at-home time into learning opportunities
- Immunity boosting diet tips
- COVID-19 insurance dashboard
Home-based financial learning for schoolchildren

- This kit is filled fun everyday activities to foster age-appropriate money concepts, positive attitudes and behaviours in children.

- Encourage parents to support their children in money learning activities.

- Tasks are based on the Financial Competency Framework for Schoolchildren.

- 5 home-based activities: Snacks challenge to learn needs and wants; toys and books stocktake to learn how to value and care for personal items, reduce wastage; virtual holiday to learn about foreign currencies; save, spend and share challenge; little chef challenge.
I Want To Be Santa Challenge

- Organised by the IFEC and supported by the Education Bureau for kindergarten and primary school children.
- Foster financial learning by becoming a money smart Santa -- to set goals and achieve them through action plans.
- Includes campaign video, interviews with school principals, parenting influencer blogs, widespread dissemination through various channels.

Promotion channels: IFEC website, social media, instant messaging groups, parenting media
Initial Ideas for GMW 2021 (22-28 March)

An integral part of the Hong Kong Money Month (HKMM) – an annual territory-wide initiative to raise awareness and extend learning opportunities of financial education to the public. This year’s HKMM aims to raise digital financial literacy.

- Schoolchildren programme
- Youth programme
- A dedicated GMW portal as a central point access to programme details and resources
- Promotion channels: IFEC website, social media platforms, stakeholders’ networks & platforms, online banners
Tentative programs being developed

**Schoolchildren**

Quiz to find out the level of digital money management knowledge e.g. cash versus stored value currency, where does money from the ATM come from?

Results will lead to practical tips on improving his/her knowledge, and bite-size videos to reinforce our Financial Education messages.

**Young People**

Enlist young participants (aged 17-29) to crowdsource content on smart digital money management (Scams, Security, Spending), encourage use of Money Tracker App.

Social media activities, student ambassadors to disseminate information to their peers, TV talkshows, etc.
Thank you!

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