Oscar de Grave
o.p.grave@minfin.nl

Dutch Money Week 2021
From in-person to digital

December 18, 2020
"Financial education is not a hype, it is a matter of endurance."

H.M. Queen Máxima of the Netherlands
Honorary Chair, Money Wise Platform
Money Wise

➢ The Money Wise Platform was launched by the Ministry of Finance to improve the financial fitness of Dutch citizens.

➢ Partners from government, financial services industry, NGO’s and academia collaborate in the platform.
Steering committee

Ministry of Finance
Dutch Banking Association
Dutch Central Bank

Federation of Dutch Pension Funds
Dutch Association of Insurers
National Institute for Family Finance Information
Netherlands Authority for the Financial Markets

Dutch Money Week – From in-person to digital
Focus on financial literacy

- Financially prepared for the future
- **Structural attention for financial skills in schools**
- Attention to vulnerable groups
- Increasing our combined forces
- Innovation and research

1 in 3 young people (<12) display risky financial behavior

- 28% of households have payment arrears
- 8% of households have problematic debts
- 41% of households are unprepared for live events
- 20% of 14-year olds lack very basic financial skills

Dutch Money Week – From in-person to digital
Dutch Money Week

- 40% of primary schools participate
- 97% of primary school teachers know the Money Week
- Focus on awareness and structural attention for financial education in schools
- **2021: 10th Dutch Money Week**
- Due to COVID-19 shift from in-person to digital
- Expansion to secondary and higher education
Properly handling money is worth gold

#weekvanhetgeld
Target groups

> Education
  > Primary
  > Secondary
  > Vocational
> Life event 18 yrs
> Financially vulnerable parents
> Municipalities
Some things stay offline
Embracing the shift from in-person to digital
Pros and cons

- Interaction is a challenge
- Harder to attract attention from your audience
- Potentially bigger audience
- More diverse and focussed activities. On the following slides some of our plans
Complete and dedicated broadcast set during Dutch Money Week

Diverse content schedule for various target audiences

50% for in-class use

Partners can add content to the schedule
Daily Money Week News

- Daily news broadcast (10 min) in the morning
- Targeting primary education
- Goal is to stimulate teachers to daily join the Dutch Money Week

- Yesterday reporting
- Scheduled events
- Challenge
- Kids miniseries
- Special guest
Instagram Live: 18 and your money

- Daily moneytalks on Instagram Live between 18 y/o and expert
- Targeting secondary and vocational education
- Targeted social media campaign to attract the audience
Online tasting NEW

- Series of short online videos to introduce financial education in class
- Targeting secondary and vocational education
- Promoting (full) teaching materials at Geldlessen.nl
Webinars / podcasts

- Online meetup for parents of 18 year olds
- Municipalities, youth and debt reduction – best practices
- Vocational education & financial skills
- Global Money Week collab?
Thanks for your attention!

Oscar de Grave
Projectmanager Dutch Money Week
Money Wise
Ministry of Finance

o.p.grave@minfin.nl