

GMW 2021 in Brazil

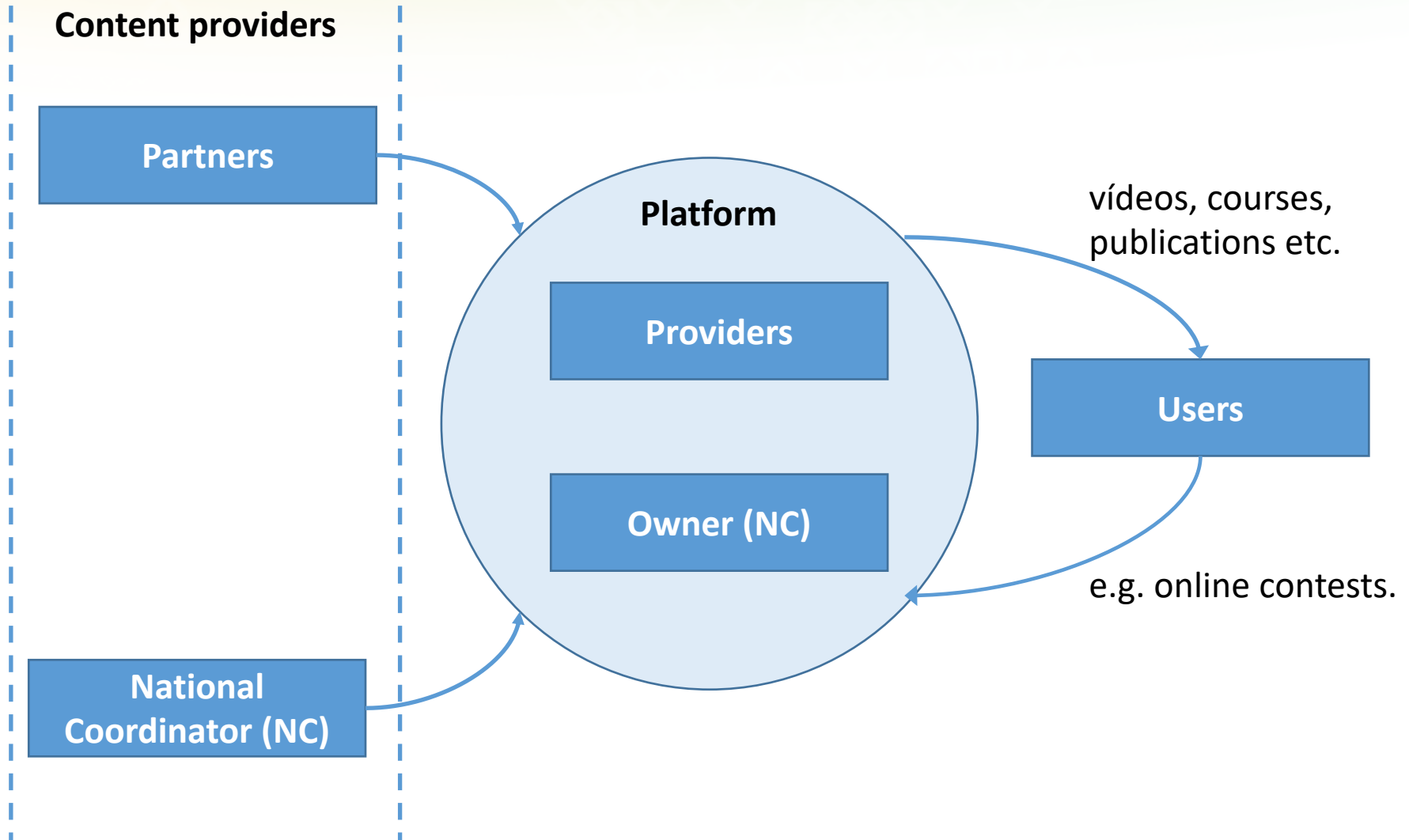


February/2021



The views expressed throughout this presentation are the exclusive responsibility of the speaker, and do not necessarily reflect the views of the Securities and Exchange Commission of Brazil (CVM).

GMW as a platform:





A partnership in 2020 – a Pilot Project for WIW

Regulator, Entities and Fintech together for innovation in Financial Education



Regulatory
Agency

Leader and WIW sponsor

Public servers also participate in the event using the new technology



Self-
Regulatory
Organization

Members are banks, asset
managers, brokers, securities
dealers and investment advisers

Support investors to expand access
to educational programs and
content.



Association

Affiliate to
FP&B

Local CFP®
Certification

Provided CFP® Volunteers and
entities selection for the event



Fintech

Created the new model and
developed the technology

Provided the voucher that enabled
the technology customization for the
event.

Partnership for WIW 2020



Social assistance entity which provides adolescents and young people with a full education and entry into the world of work.



Vida e trabalho, um só valor

Social Assistance Entity focused on generating work and income. It has already inserted more than 88 thousand people in the labor market.



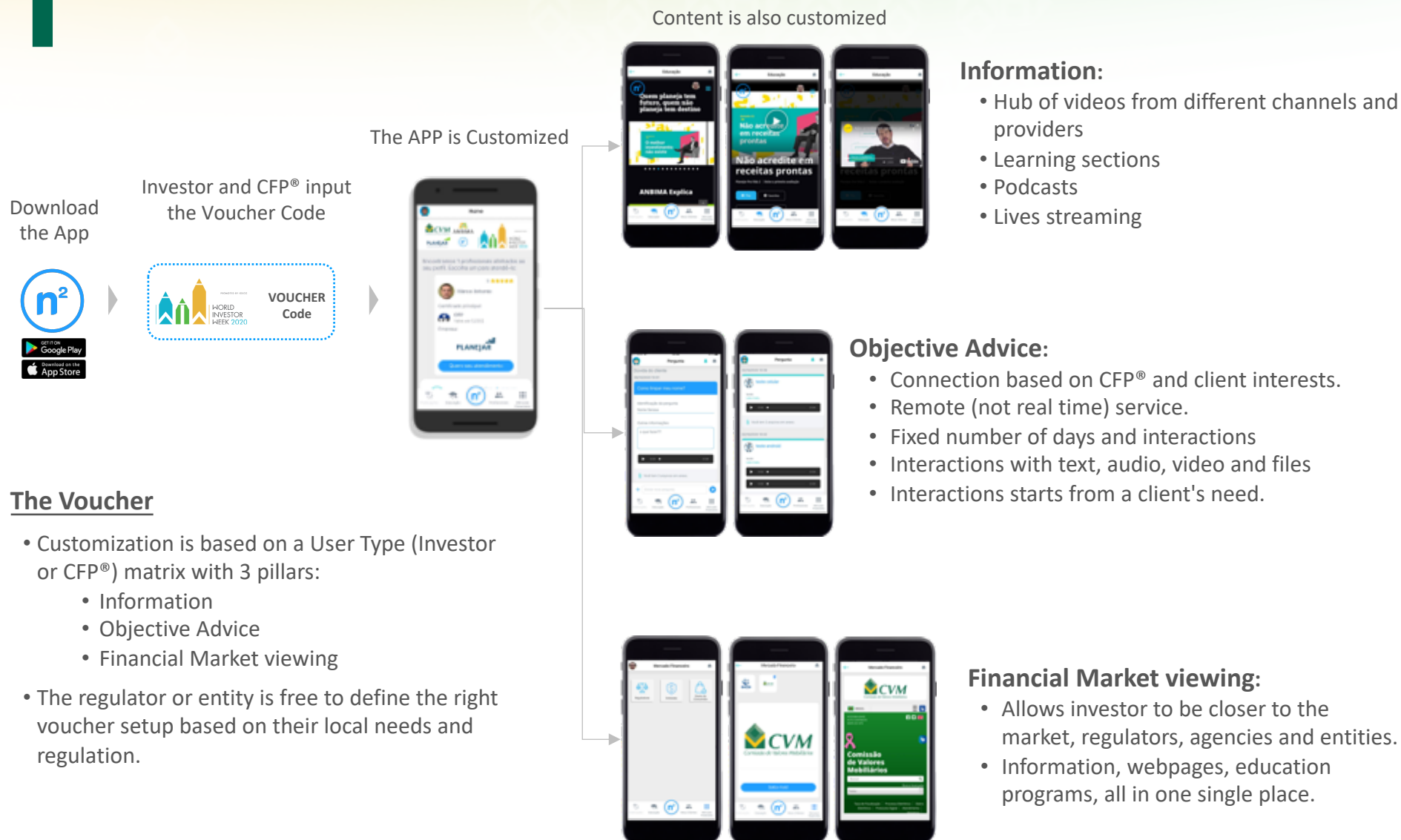
Up to 200 Financial Planner CFP®s available for the event



Remote and asynchronous services:

- Connection based on both Investors' and CFP®s' interests
- Orientation based on Investors' needs

Partnership for WIW 2020





Brazilian GMW - timeline

GMW launch (2020) - Brazilian GMW landing page launched and press release published (raising awareness about the campaign)

Event planning (Nov20-Mar21) –stakeholder mapping, organization of meetings and discussions with public, private and not-for-profit organizations:

- Financial regulators and ministries
- Departments of Education
- NGOs (e.g. Ação Jovem – Educação e Finanças) - <https://ajmc.com.br/>
- Institutes
- Universities
- Market participants
- Institutes

New GMW Web page (1st week of March): agenda (planned events) and FE materials etc.)

Coordination: the Securities and Exchange Commission of Brazil (CVM)

GMW 2021 Activities:



Activities in Brazil:

1. Events: GMW launch event, lectures, podcasts, lives, radio interviews, courses etc.
2. Web page and tools: new Web pages for teachers and electronic tools (CVM Digital App).
3. New publications > sustainable finance
4. Marketing actions: social media posts and email marketing.

International events:

1. Conversation with teachers – a dialogue on the challenges for teaching FE in different countries, the FE practices, and the covid-19 impact on personal finances and education.
2. A LAC Webinar.

GMW 2021: new PODCASTs CVMEducacional



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José Vasco

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a Borgerth

 **12/11** | às 17h30min

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Conve

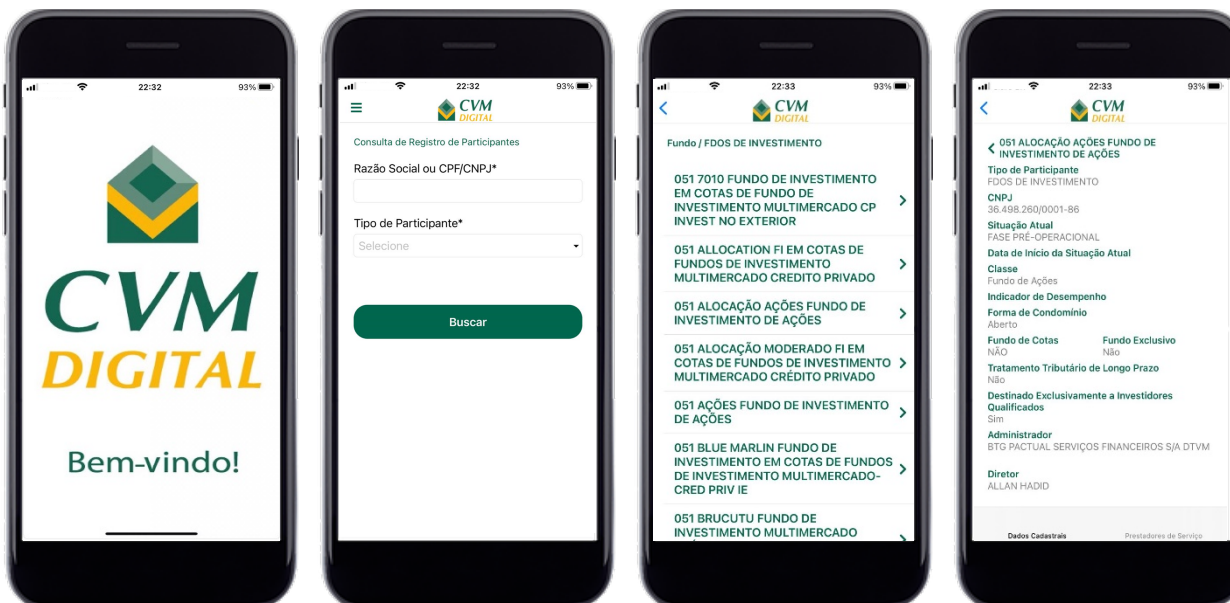
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12 DE NOVEMBRO

Adicion

CVM Digital App – new tools





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