



## ITEM 9 - EUROPEAN MONEY WEEK

40<sup>th</sup> EBF Associates meeting  
29 May 2015, San Marino





# European Money Week 2015

24 national  
banking  
associations

120+ activities

315 000+  
children  
reached

12 000+ views  
for EMW video

20000 views on  
EMW website

1000+  
facebook likes

Dozens of  
stakeholders: schools,  
parents, institutions, banks,  
NGOs...

27 media quotes

3 Royals  
involved

# Activities organised at EBF level

- EMW website
- Brussels launch event
- Video campaign
- Good practices report
- Social media presence and promotion of national activities
- Piggybanks campaign on savings for children
- Wim's visit to European School (17-18 years old)
- Support video from MEP Sylvie Goulard
- Presence in members' events
- High level dinner



# Brussels launch event – highlights video



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[https://www.youtube.com/watch?v=mE\\_LzLsCXxo](https://www.youtube.com/watch?v=mE_LzLsCXxo)

# Evaluation

- Members' enthusiasm & involvement
- Positive feedback from all stakeholders and wish to go further
- Traction on social media and media coverage

- Confusion with Global Money Week
- Sharing/communication during the week could be improved
- Not all members involved
- Budget limitations

# European Money Week 2016

- 14-18 March 2016
- Involvement of ALL EBF members + involvement of EBF Associates
- Greater involvement of external stakeholders and patronage from EU institutions
- Take advantage of the Dutch Presidency of the EU
- Increased cooperation with OECD and academics to assess the impact of financial education initiatives