



PRESS RELEASE

Fairy tales, games and theater: starts on Monday 2 November the fourth edition of the World Investor Week, promoted by Consob More than 70 financial education initiatives are scheduled

Fairy tales, comics, games, theater, interactive shows, conferences, webinars: these are the tools through which the fourth edition of the World Investor Week (WIW) - scheduled from Monday 2nd to Friday 6th November – is intending to reach a broad audience of every shape and age, from elementary school children to businesses up to the adult public, with the aim of raising the level of financial literacy in Italy and thereby fostering the savings protection measures.

More than seventy events on the schedule (<http://www.consob.it/web/investor-education/calendario-eventi-2020>), all strictly online this year, to adapt to the provisions on the fight against the COVID-19 pandemic.

The initiative is promoted and coordinated in Italy by Consob as part of a wider global project developed by Iosco, the organization of all national regulatory and supervisory authorities on financial markets. More than one hundred countries are involved. The Italian edition (http://www.consob.it/documents/46180/46181/intervento_20201029.pdf/d3f6b4a0-979c-4b05-835f-99c8bdac8671) avails itself of the collaboration and contribution of various subjects, variously engaged on the theme of financial education: Adeimf, Anasf, Feduf, Global Thinking Foundation, Museo del Risparmio, Politecnico di Milano, Regional school office of Lombardy and Lazio.

The WIW is included in the Month of Financial Education, next October at its third edition, organized by the EduFin Committee, with the support of the Ministry of Economy, the Ministry of Public Education, Consob, Bank of Italy, Ivass, Covip.

Among the novelties of the WIW 2020 the use of the fairy tale (<http://www.consob.it/documents/46180/46181/Sofia-borsa.pdf/a3c9c00c-df08-48d2-a409-6b3257c2e817>) and (http://www.consob.it/documents/46180/46181/format_Sofia-borsa.pdf/58663849-ede0-445e-aa3e-6e5e9d6c66b9), to bring children closer to the world of finance and a conference-show on behavioral errors to be avoided during crisis periods. Treasure hunts, comics and other interactive games expand the *edutainment* offer, the training method mixing both education and entertainment. Charles Ponzi, the Italian scammer who emigrated to the United States a century ago, will return to the stage. He developed a scheme of financial fraud, which became established all over the world since then as the “Ponzi scheme”, and is still widespread today. More traditional initiatives are also planned, aimed at involving and getting aware to the issues of financial education the general adult public, including women and the elderly. "Greater financial skills - commented Anna Genovese, Consob Commissioner (http://www.consob.it/documents/46180/46181/20201029_WIW_Genovese.pdf/4996bbd9-a5b7-446c-a0c7-16ef11b311bb) - contribute to the raising of both the awareness and the autonomy of judgment which are necessary to increase the financial 'resilience' of each of us. The implications -

added Genovese - are positive for the individual and for the community, too, especially in a context of uncertainty such as the one we are experiencing today since the outbreak of the pandemic ”.

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