



Comitato per la programmazione
e il coordinamento delle attività
di educazione finanziaria



Applications now open for Global Money Week (17-23 March 2025)

Rome, 3 February 2025 - Applications are now open for financial, insurance and pensions education and awareness initiatives of the **Global Money Week 2025**.

Global Money Week is the annual event promoted by the OECD with the goal of raising awareness among young people about the importance of acquiring the knowledge, skills and behaviors needed to make informed financial decisions. Since its launch in 2012, the event has involved more than 60 million young people in 176 countries.

The campaign is coordinated in Italy by the **Committee for the planning and coordination of financial education activities** (Edufin Committee).

This year the core of the event is “**Think Before You Follow, Wise Money Tomorrow.**” The goal is to raise awareness among young people from preschool age on the importance of acquiring sound financial skills and developing a critical approach to information sources.

Developments in digital finance and changes in the way consumers interact with financial services online - from the emergence of financial influencers (so-called *finfluencers*) to the increasing use of artificial intelligence - are making it difficult for everyone, but particularly young people, to distinguish between reliable and unreliable information and advice. In addition, peer pressure and the influence of social media can lead boys and girls to make rash and poor decisions.

The Edufin Committee invites associations, institutions, businesses, universities and research centers, schools, foundations, public administrations, and any other organization that wants to engage in the field of financial education, to participate in the event with training and awareness-raising initiatives aimed at young people and the world of education.

Applications can be submitted at www.quellocheconta.gov.it. Initiatives in line with the Global Money Week Guidelines, available on the Committee's website, will be published in an official calendar of the event and schools will be notified.

The deadline for proposing initiatives is 27 February 2025.

The Committee for the Planning and Coordination of Financial Education Activities aims to promote and coordinate useful initiatives to raise financial, insurance and



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social security knowledge and skills among the population and improve for all the ability to make choices consistent with their goals and conditions.

The Committee, headed by Prof. Donato Masciandaro, is composed of the Ministry of Economy and Finance, Ministry of Education and Merit, Ministry of Business and Made in Italy, Ministry of Labor and Social Policy, Bank of Italy, Consob, Covip, IVASS, Ocf, National Council of Consumers and Users.