



## EE-HUB WEBINAR

Raymond Frenken, Head of Communications



# What is European Money Week?



## **Initiative of national bank associations in Europe**

- ◆ Coordinated by the European Banking Federation
- ◆ Advocating financial education, boosting financial literacy
- ◆ Started in 2014 with 24 countries
- ◆ Exchange of good practices, associations inspiring each other
- ◆ Industry initiative, but no bank branding



## **Aligned with Global Money Week and national money weeks**

- ◆ GMW = Child & Youth Finance → mostly developing countries
- ◆ Inspired by OECD's Intl Network for Financial Education (INFE)

# European Money Week in 2016

[www.europeanmoneyweek.eu](http://www.europeanmoneyweek.eu)



**> 350.000 young people reached**

Ranging from elementary to senior high



**> 10.000 events**

Classroom sessions, seminars, visits



**32 countries**

Including Serbia and Albania

# European Money Week – what's next?

[www.europeanmoneyweek.eu](http://www.europeanmoneyweek.eu)



## Clearly building more momentum in 2017

Numbers continue to grow: more activities, more countries



## 2018: Money Quiz and Video Competition

- Online + mobile quiz for kids across Europe
- European young people invited to create video



## Financial Education: press for EU leadership

More pressure on EU policy makers for real leadership

*"We're not asking for money or regulation.  
We're asking for leadership. Or is that not in the treaty?"*



# European Platform for Financial Education

## *Founding Partners*



# European Platform for Financial Education

## *Founding Partners*



Brussels Kick-Off  
#EMW17

27 March 2017



[www.europeanmoneyweek.eu](http://www.europeanmoneyweek.eu)

## **EE-Hub Webinar**

Brussels, 28 March

## **Raymond Frenken**

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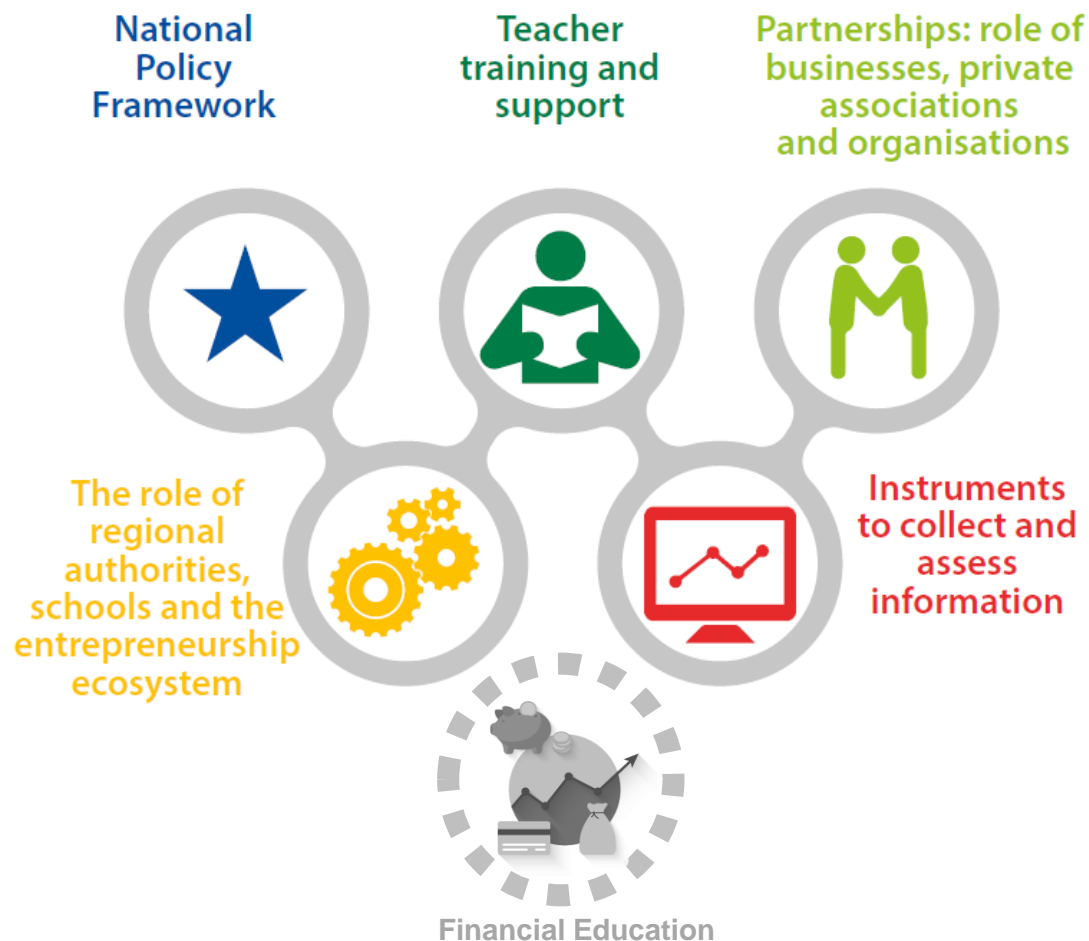
# How the right partnerships can hone the skills of tomorrow's workforce

**Caroline Jenner, CEO – JA Europe**

28 March 2017

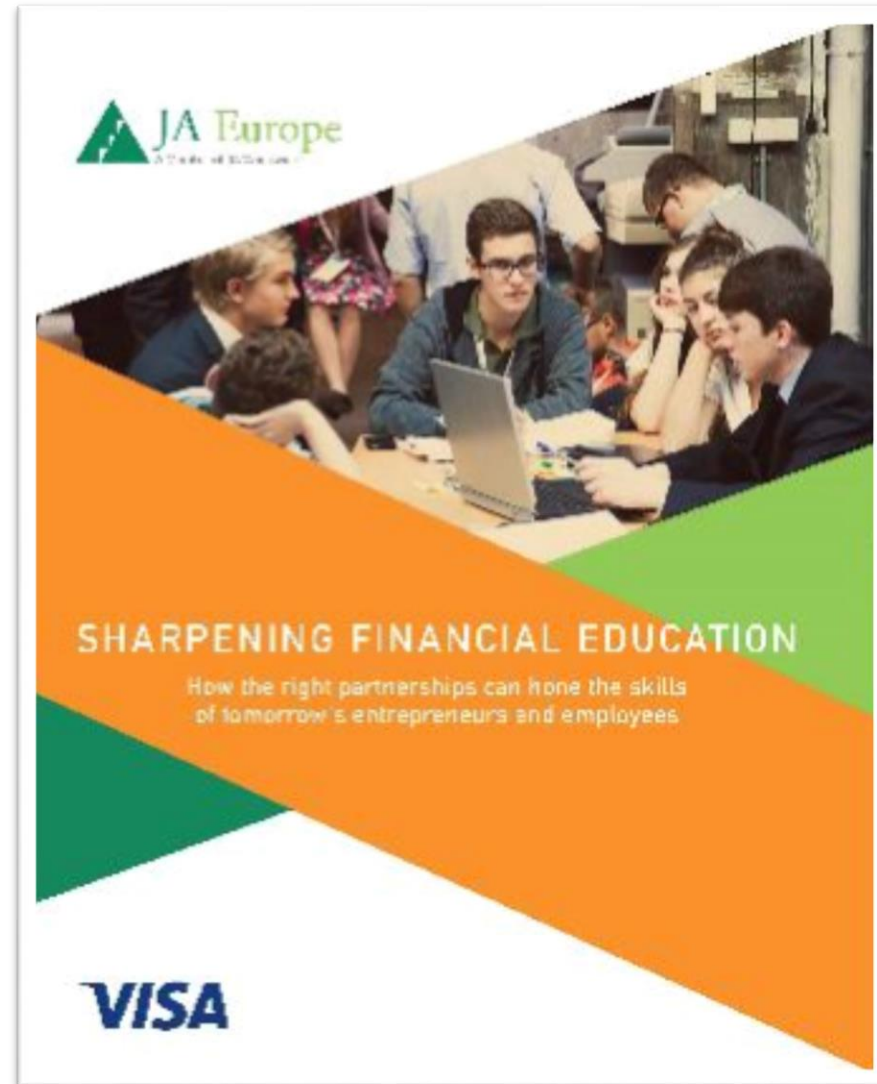


# The EE-HUB



# Survey Report

## Sept. 2016



[bit.ly/JAEurope-VISA-Financial-Education-Report](http://bit.ly/JAEurope-VISA-Financial-Education-Report)

# SHARPENING FINANCIAL EDUCATION

... to support employment and entrepreneurial success.

## — The research —

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**A pan-European survey** to the business and finance community from 39 countries

**WHAT** financial skills does any business or organisation need young people to be equipped with?

**WHO** should be involved in delivering financial education to young people?

**HOW** should financial education be delivered to young people?

### **5 national case studies**

**POLAND:** Non-stop curricula from primary to upper secondary

**ROMANIA:** Large scale blended learning initiative

**SPAIN:** Partnership with the banking association

**TURKEY:** Peer-to-peer education model

**UK:** Interaction between financial and entrepreneurship education

## What key financial skills are needed?



Future employees and entrepreneurs are perceived to need a different subset of financial skills.



For employees:

**31%** 'Analytics and mathematics'



For entrepreneurs:

**24%** 'Business administration and management'



**22%** 'Liquidity, money and transactions'



**19%** 'Funding and investment'



## Who should be involved?

Respondents believe schools are currently not fulfilling their potential.

**Only 19% stated that their country's educational system is contributing at least a fair amount** to equipping young people with the right financial skills.



## How should financial education be delivered?

**NGOs are appreciated as partnership builders and collaborators.**

81% consider NGOs contribution in forging effective partnerships and providing volunteer opportunities are considered as extremely helpful.





**SPAIN:** Partnering with the banking association

- Involvement of 1,043 volunteers from 24 banks and reached 14,211 students
- Reduces the gap between school and the world of work, ensuring relevance of curriculum and providing role models and mentorship

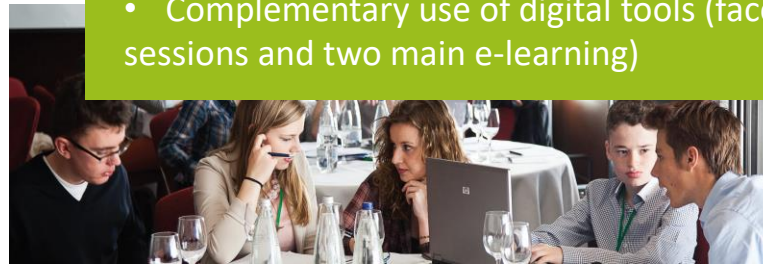
**POLAND:** Non-stop curricula from primary to upper secondary

- Progression of the learning outcomes
- More than 250,000 students & 4,700 teachers every year



**ROMANIA:** Large scale blended learning initiative

- In 5 years of reached over 800,000 beneficiaries
- Complementary use of digital tools (face-to-face training sessions and two main e-learning)



**TURKEY:** Peer-to-peer education model

- 2.24 million people benefited from the programme which is active in 81 cities
- Young people from a similar age group, background, culture and/or social status teach their peers



**UK:** Interaction between financial and entrepreneurship education

- Specialist 'one stop shop' for teachers and students
- Entrepreneurship education is a highly effective way to teach financial education



# After the research...

## Money & Entrepreneurship Week in Hungary

- Agreement between the Ministry of Economics, the Ministry of Human Resources (Education), the Hungarian Bank Association, Penziranytu Foundation and JA Hungary
- Offer schools participating in the European Money Week to choose between money or entrepreneurship theme.
- As part of the programme 3 lessons will involve Hungarian entrepreneurs in classrooms' visits.

## EE-HUB Recommendations

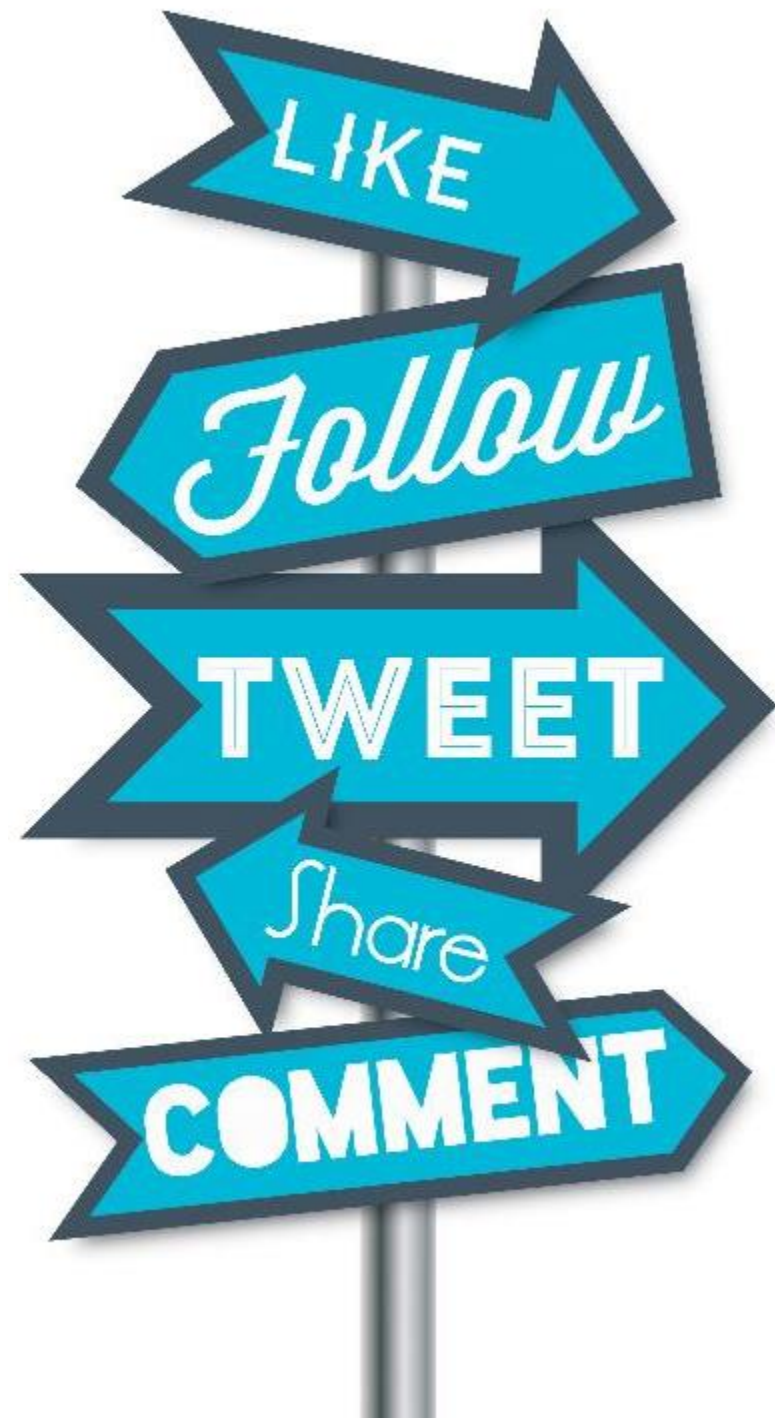
- Promote the benefits of school-business partnerships;
- Promote skills-based volunteering: a win-win opportunity
- Start early—implement a progression model from primary to university; provide comprehensive support and training to teachers and head teachers
- Link entrepreneurship experiences with financial education to reinforce understanding and relevance
- Monitor results and measure impact to ensure we focus on the right skills mix



**#EEhubEU**

[www.ee-hub.eu](http://www.ee-hub.eu)

**Led by** JA Europe  
jaeurope.org





# Moving financial education forward in Europe

28th march 2017

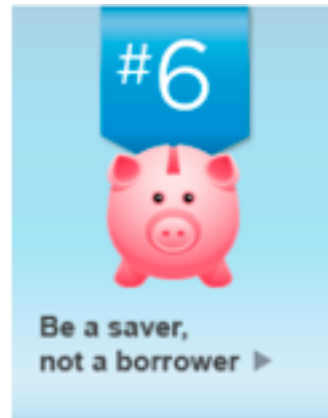
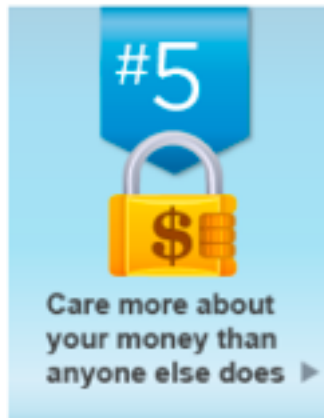
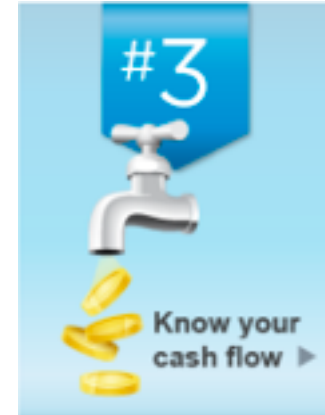
# Agenda

1. What do we all need to know?
2. From knowledge to action
3. Innovation camp



**1. What do we all need  
to know?**

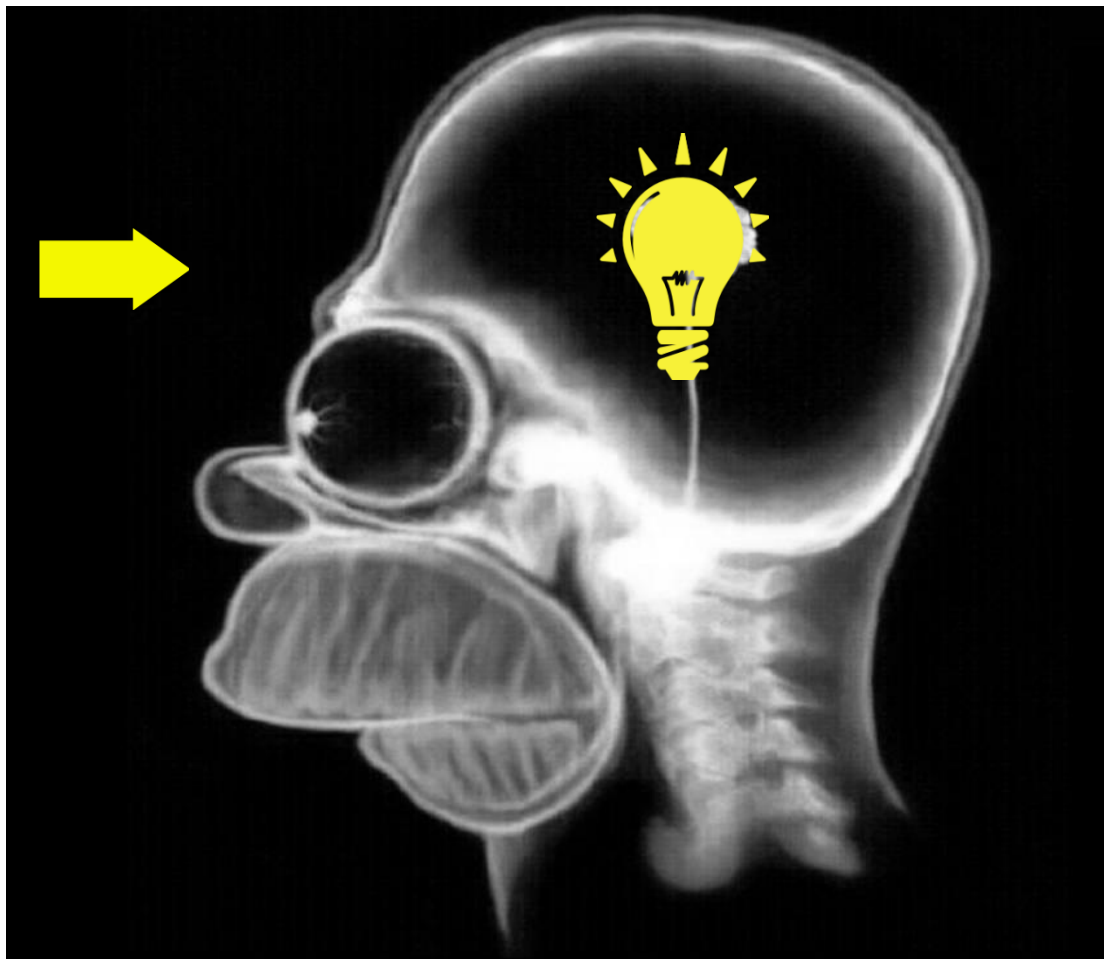
# What do we all need to know?





## 2. From knowledge to action

# From knowledge...



# To action!



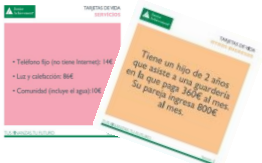
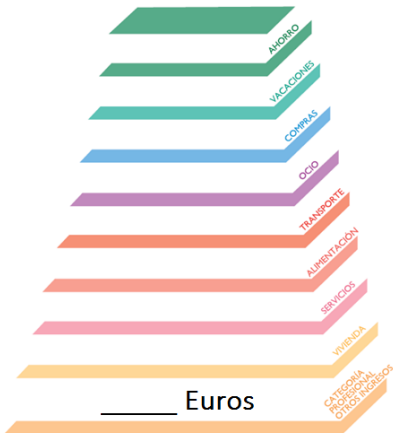
### 3. Innovation camp



# “Your finances, your future”



Tus Finanzas, Tu Futuro



Junior Achievement® Aprender a Empezar

CONSUMO RESPONSABLE

1. ANÁLISIS DE LA MOTIVACIÓN DE COMPRA

2. CARACTERÍSTICAS GENERALES DEL PRODUCTO

3. ESTUDIO DE MERCADO

4. PRESUPUESTOS Y FORMAS DE PAGO

5. DECISIÓN FINAL

1. ¿Qué he decidido comprar?

2. ¿Por qué lo voy a comprar?

3. ¿Dónde lo voy a comprar?

4. ¿Cómo lo voy a pagar?

INGRESOS COSTES

TOTAL

2. Pago al contado

3. Pago a plazos

○ Efectivo ○ Prestamo

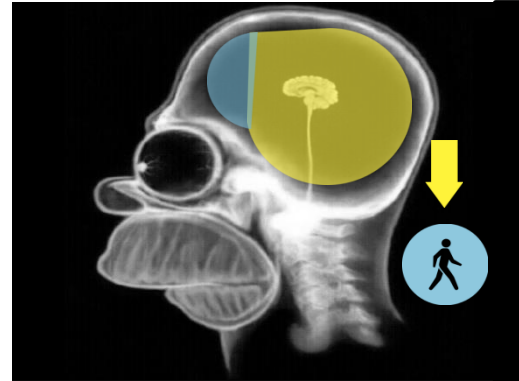
○ Tarjeta Débito ○ Tarjeta Crédito

○ Otras ○ Otras

TUS FINANZAS, TU FUTURO Sesión 2



# A challenge...



1 Budgeting

3 Income and expenses

2 Responsible consumption

5 Collaborative funding

4 Saving

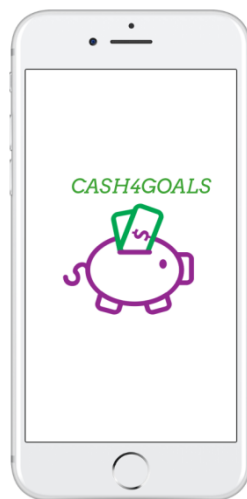
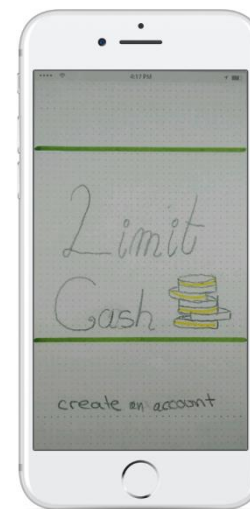
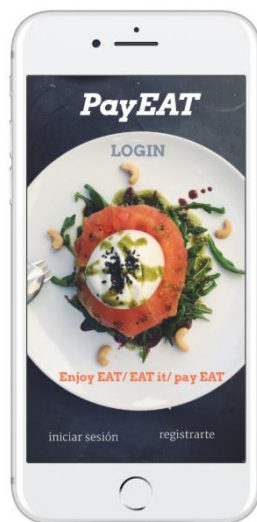
# 70 students...






# Thanks to this banking volunteers:









**And today we are  
celebrating the Big  
final!**

**THANK YOU!**



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