



ITEM 9 - EUROPEAN MONEY WEEK

40th 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




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