

GLOBAL MONEY WEEK 2025 – March 17 to 23

National Coordinator/Jurisdiction: Securities and Exchange Commission of Brazil (CVM)

Main Participating Institutions:

- ABCripto
- Anbima
- Ancord
- Apimec
- B3
- Banco Central do Brasil
- Banrisul
- Cresol
- Mub3 - Museu Da Bolsa Do Brasil
- Planejar
- Sicoob
- Sicredi

Other Participating Institutions:

- Centro Universitário Do Estado Do Pará (Cesupa)
- Colégio Spinosa
- Editora Oficina das Finanças
- Escola Municipal Anazareth Nunes Ferraz
- Escola Municipal em Tempo Integral Lions Dirceu Veloso
- Escola Municipal Professora Maria das Dores Pires Cafaggi
- ESPM
- INSPER
- Instituto Soaper – ONG Fazendo a Diferença
- Ministério Público de Minas Gerais – Procon
- Radium
- Unicred Porto Alegre
- Universidade São Judas Tadeu

Individual Participants:

- Aline Educadora Financeira
- Philip Araújo Silberman

The 13th edition of Global Money Week (GMW)—a global campaign dedicated to promoting financial education for children and youth—took place from March 17 to 23, 2025. Under the theme *"Think before you follow, wise money tomorrow,"* GMW 2025 emphasized the importance of critical thinking in the face of challenges posed by digital finance, the influence of so-called "finfluencers," and the growing use of artificial intelligence. The campaign encouraged children, adolescents, and young adults to carefully reflect before making financial decisions that could impact their future, fostering the development of skills to manage emotional biases and identify trustworthy information in an increasingly complex digital environment.

Among the main risks faced by younger generations in the digital financial landscape are bets, online casinos, and pyramid schemes, often disguised as legitimate investment opportunities. These models—frequently promoted by digital influencers—promise quick and easy returns, attracting especially young individuals with low levels of financial literacy and limited real-world experience. Exposure to this type of content, amplified by social media and behavioral biases, underscores the need to develop critical thinking and reinforce financial education from an early age.

In Brazil, GMW 2025 was coordinated by the Securities and Exchange Commission of Brazil (CVM), which organized its own initiatives and established partnerships with other institutions. In addition, several public and private entities carried out activities aligned with the campaign's theme, expanding the reach of financial education messages. Topics covered included bets, pyramid schemes, online casinos, behavioral biases, risks related to memecoins, the role of finfluencers, investments, investor protection, and financial planning. The aim was to strengthen the analytical capacity of young people in a constantly evolving digital landscape, encouraging more conscious and secure financial decisions.

The bell-ringing ceremony at B3 headquarters, held on March 17, marked the official launch of Global Money Week 2025 in Brazil. The event was attended by CVM, Anbima, B3, Ancord, Planejar, Apimec, Riot, and other partners committed to promoting financial education among young audiences. The General Superintendent of CVM, Alexandre Pinheiro dos Santos, was present and highlighted the importance of the campaign.

Following the opening ceremony, the B3 headquarters was transformed into an arena for a League of Legends (LoL) showmatch, held in partnership with Riot Games—the developer and publisher of the game, widely recognized for its large and active youth community. This initiative aimed to bring young people closer to financial education topics by combining the technical expertise of B3 with the broad outreach and engagement capabilities of Riot Games.



The Brazilian edition of Global Money Week 2025 featured the participation of 27 institutions from various sectors, including regulators, banks, cooperatives, associations, NGOs, private companies and entities, universities, schools, and public bodies.

In total, 1,970 initiatives were carried out, reaching more than 4.9 million people. The overall number of initiatives (combining events and outreach actions) remained stable compared to the previous year, with a slight increase of 0.2%. However, there was a 42% decrease in the total number of people reached, primarily due to a reduction in the indirect reach of outreach actions. On the other hand, direct reach increased significantly in 2025, in line with the growth in the number of events held.

The initiatives were distributed as follows:

1. A total of 1,777 in-person and online events were held, including live streams, webinars, lectures, seminars, workshops, podcasts, and financial guidance sessions, directly benefiting more than 409,000 people. Compared to 2024, there was a 9% increase in the number of events, resulting in a 199% growth in direct reach.
2. A total of 193 outreach actions were conducted, such as social media posts, email marketing, banners, and broadcasts on radio and television, generating an indirect reach of over 4.5 million people.

Table 1: Reach in 2025 and comparison with 2024

Reach Type	Direct	Indirect	Total
2025	409,068	4,565,786	4,974,854
2024	137,015	8,428,707	8,565,722
%	199%	- 46%	- 42%

Table 2: Number of initiatives in 2025 and comparison with 2024

Number of Initiatives	Events	Outreach Actions	Total
2025	1,777	193	1,970
2024	1,627	339	1,966
%	9%	-43%	0.2%

Key Highlights

1) E-sports and Financial Education: B3 becomes the stage for League of Legends

During GMW 2025, B3 hosted a groundbreaking event: a League of Legends (LoL) showmatch, organized in partnership with Riot Games.

The initiative aimed to build bridges between the gaming universe and financial education, leveraging the engagement of the youth community to discuss topics such as financial planning and investment.

During the breaks between matches, parallels were drawn between in-game strategies and investor decision-making, translating financial concepts into a language that is accessible and familiar to the gaming audience.

The event was livestreamed on the official channels of B3 and Riot, reaching an audience of 208,000 viewers.

Watch the event [here](#).



2) Digital Influence and Education: A Conversation with “Primo Pobre”



In a special live session with influencer Eduardo Feldberg, known as *Primo Pobre*, held in partnership with B3, the discussion focused on the role of digital influencers in the financial world.

With the participation of Paulo Portinho (CVM) and Bruna Marcelino (B3), the conversation addressed the opportunities and challenges these content creators face when communicating economic topics.

The discussion also explored the responsibility of these influencers and the role of regulation in ensuring information quality.

The livestream reached 2,038 views on the CVM and B3 YouTube channels.

To watch the video, click here: [here](#).

3) Memecoins: Risks Behind the Digital Hype

CVM and ABCripto hosted an open discussion on the risks associated with memecoins — cryptocurrencies inspired by internet memes and viral content that, despite their popularity, carry a high degree of speculation.

With the participation of Paulo Portinho (CVM) and José Ribeiro (CEO of Coinext), the webinar warned investors about the most common pitfalls related to this type of asset, highlighting the importance of critical analysis before making any financial decisions.



The livestream reached a total of 361 views across the CVM and ABCripto YouTube channels.

To watch the video, click [here](#).

4) Behavior and Money: How Are Our Decisions Shaped?



In this webinar, experts from CVM explored the influence of emotions, social media, and algorithms on everyday financial decisions.

The discussion featured psychologist Isabella Pereira (CVM), Federal Examiner Thiago Salinas (CVM), and was moderated by Ronaldo da Silva Souza Jr. (CVM), also a psychologist and researcher. The conversation encouraged reflection on the triggers that drive impulsive purchases

and rushed investment decisions, promoting the development of critical thinking for more conscious financial choices.

The livestream reached 160 views on the CVM YouTube channel.

Interested in watching the webinar? Click [here](#).

5) Between Risks and Opportunities: Pyramids, Gambling, and Financial Promises

The webinar “Between Risk and Opportunity” addressed the dangers of financial pyramid schemes and online betting.

It featured professors Matheus Moura (IBMEC) and Rodrigo Leite (COPPEAD-UFRJ), with moderation by Isabella Pereira (CVM).

The discussion covered the main characteristics of such schemes and the psychological and structural mechanisms that lead people to get involved in them, while also highlighting the importance of distinguishing legitimate investments from misleading promises.



The livestream had 212 views on the CVM YouTube channel.

Interested in watching the webinar? Click [here](#)

6) Escolhas conscientes: sustentabilidade e investimentos com propósito

During GMW 2025, CVM’s social media channels highlighted the importance of aligning financial decisions with personal and environmental values.

Through content shared on Instagram and LinkedIn, the campaign invited reflection on how sustainable investing can positively impact the future and contribute to a more balanced planet.

The initiative encouraged investors to consider not only profitability, but also the social and environmental effects of their financial choices.

The total reach was 2,279 people.

View the [Instagram](#) post.

View the [LinkedIn](#) post.

7) Financial Education for All Ages: Fundação Sicredi's Event



The video produced by Fundação Sicredi brought together guests to discuss how financial education can be incorporated from early childhood through adulthood.

With practical tips, the conversation offered suggestions on how to engage children in family financial planning, as well as strategies to promote conscious consumption and saving habits.

The initiative emphasized the importance of adapting language and tools to each stage of life. The content was viewed by 370,365 people.

Interested in the content? Access it [here](#).

8) Volunteering That Makes a Difference: ANBIMA's Experience

ANBIMA took part in GMW 2025 with another edition of its volunteering program. Using the "Finanças em Jogo" board game, volunteers taught basic concepts of personal finance in a playful and interactive way.

The initiative involved 82 volunteers—54 from member institutions and 28 from ANBIMA itself—and directly reached 386 young people through visits to 7 social organizations in the city of São Paulo.

9) History and Future of the Financial Market at MuB3

More than 403 visitors attended the Museu da Bolsa (MuB3), gaining firsthand insight into the evolution of the Brazilian financial market.

The activity offered an immersive experience in capital markets concepts, highlighting their importance for economic development.