

## **GLOBAL MONEY WEEK BRAZIL 2022: 21–27 march**

National Coordinator/Jurisdiction: Comissão de Valores Mobiliários (CVM)

Main Participating Institutions:

- ABAAI
- ANBIMA
- Ânima Educação
- B3
- BANRISUL
- CRESOL
- Escola Estadual Aderson de Menezes – SEDUC Amazonas
- FIPECAFI
- Instituto Sicoob
- MEC
- Núcleo de Educação Financeira de Tubarão – SC
- PLANEJAR
- Prefeitura Municipal de João Pessoa – SEDEST
- Sebrae-MG
- SPREV
- SUSEP

Outras: Instituições participantes:

- Banco Modal (Modal Mais)
- Bullseye Serviços Online
- CM Capital
- FIA
- FIESC SC
- IFPR
- MGC Holding
- N2
- Onze
- Órama Corretora
- Saint Paul
- TC (Traders Club)
- Terra Investimentos DTVM
- Toro Investimentos
- Universidade Estadual de Maringá
- Universidade Federal Fluminense
- Universidade Presbiteriana Mackenzie
- Via / banQi

Financial education initiatives for children, young people and teachers focused on the following topics: household budget; credit and indebtedness; emergency and opportunity reserves; planning for the future; investments; insurance; pension; consumer law; conscious consumption; financial habits and behaviors; financial independence; sustainable finance; financial scams and fraud; investor protection; among others.

The bell ringing ceremony of the Stock Exchange was the stage for the **launch event of Global Money Week Brazil**, which had the participation of the CVM, through the Superintendent of Investor Protection and Assistance – Jose Alexandre Vasco, and B3 – the Stock Exchange of Brazil - with the participation of Juca Andrade, Vice President of Products and Customers.

Vasco highlighted the importance of promoting financial education for children and young people with the aim of building a more financially conscious society. He also said that in 2021 a technical cooperation agreement was signed between the CVM and the Ministry of Education (MEC) where the Financial Education Program in Schools was established. The program aims to train 500,000 teachers and develop 25 million elementary and high school students on the subject.

In turn, Juca highlighted that B3 promotes financial education actions aimed at stimulating solid and consistent growth in the financial and capital markets. One of B3's initiatives in this segment is the education hub. The hub is a website launched in 2020 that contains several learning paths, including the topic of investments. The materials are free and have been accessed by more than 180,000 people.



Many initiatives were carried out throughout Brazil. In all, more than **969 initiatives** were carried out, the vast majority online, and **2,5 million people were reached**. The reach of the 2022 campaign more than doubled (+108%) compared to last year's campaign.

The initiatives had the following distribution:

- 1) **690 events** (lives, webinars, lectures, podcasts, radio interviews, TV shows and training), representing a direct reach of **550 thousand people**. 93% of the people were through radio interviews and/or TV programs, vehicles with greater reach.
- 2) **279 marketing actions** (posts on social networks and email marketing), representing an indirect reach of just over **1.9 million people**.

Global Money Week in Brazil was promoted by more than 30 companies from different segments: regulators, banks, brokers, cooperatives, associations, NGOs, private companies, private entities, universities, schools, public bodies.

In addition, CVM's social networks had 200 thousand impressions and 22 thousand people reached.

	Direct	Indirect	Total
Reach	554,647	1,915,137	2,469,784

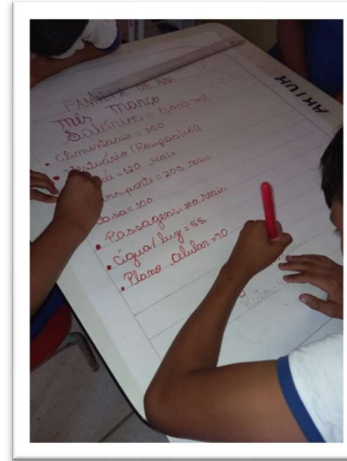
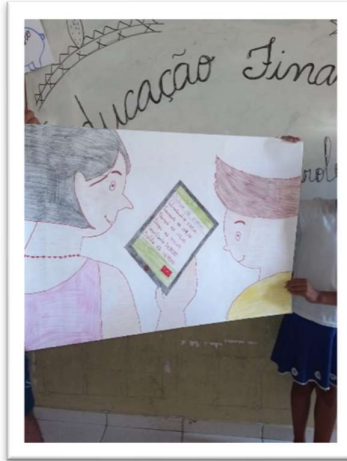
	Events	MKT Actions	Total
Initiatives	690	279	969

**Main highlights:**

**1. Financial education and awareness activities for indigenous peoples**

Financial education activities were carried out with children and young people from the Jaraki people, from Aldeia Lago da Praia, in the Municipality of Santarém, Pará. The young people had classes about: citizenship; financial control; budget and conscious consumption.





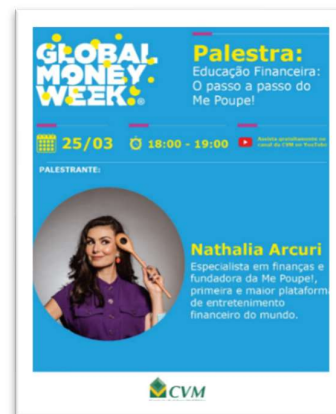
## 2. Lectures on financial education and investments

Many lectures and lives on financial education and investments were held at GMW, such as:

- Financial market: what is Real and what is Legend.
- Young people: Future investors.
- Capital market: because investments are for everyone.
- Investment options for an ever-changing world.
- The Capital Market for Small Investors.
- General aspects of investments in REITs.
- How to choose the investment that best suits your profile.
- The capital market and the functioning of the market
- Alternative investment options in the capital market.

## 3. Lectures with digital influencers

GMW Brasil 2022 had the participation of several influencers specialized in financial education, such as: Gustavo Cerbasi (specialist in financial intelligence); Thiago Nigro (the rich cousin) and Nathalia Arcuri (financial specialist and founder of Me Poupe!).



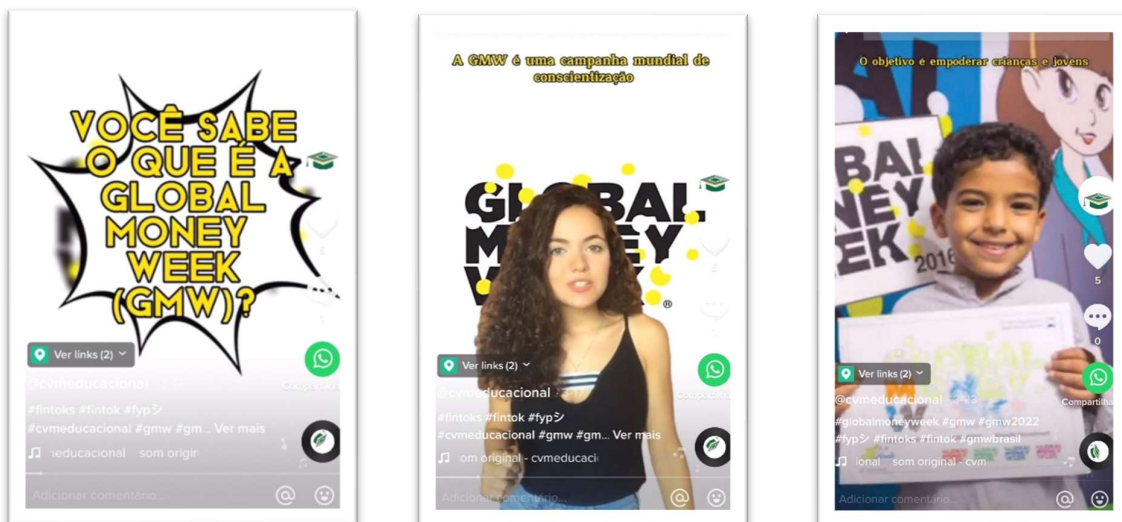
#### 4. Webinars with financial education professionals

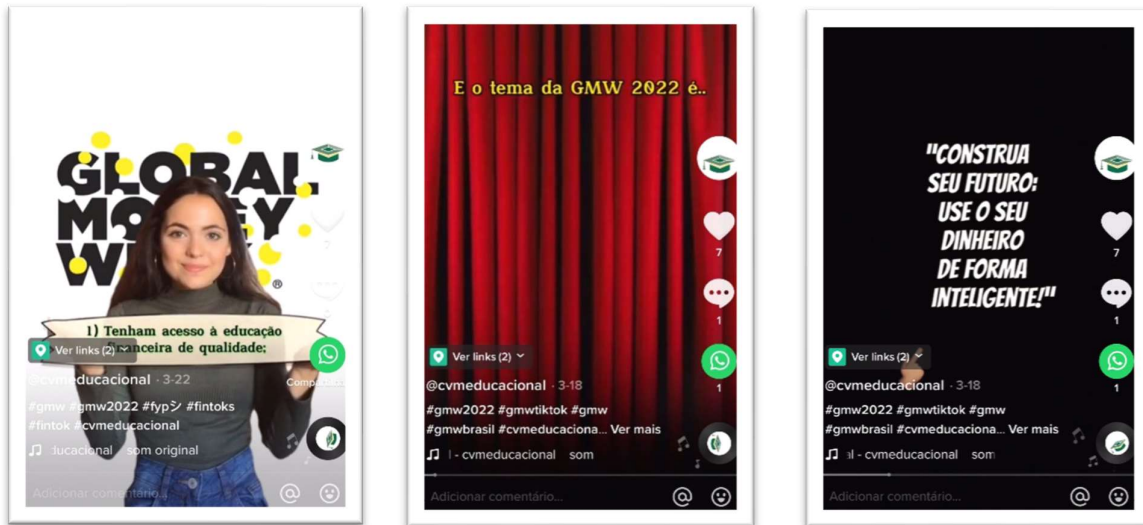
Hundreds of events were held across the country. The main highlights were:

- Financial education: an approach for schools in the Northeast (CVM, MEC and Rede da Paraíba);
- Sustainable finance: what they are and why they matter for our future (CVM and LAB);
- The future of finance and financial education with the metaverse (ABAAI and CVM);
- Financial education as a public policy: scenarios, perspectives and challenges for promoting the well-being of young people (CVM and Instituto Ânima);
- Financial education and investment funds (CVM and FIPECAFI)
- Financial education in schools: an experience from 3 countries – Angola, Brazil and Portugal;
- Regional Webinar OECD-CVM Center for Financial Education (CVM and Aflatoun);
- Importance of behavioral economics in financial education (CVM and professors specializing in the subject);
- Myths and truths about investments (CVM and PLANEJAR);
- Financial education in Brazil: scenarios and perspectives (CVM, Instituto Sicoob and Instituto XP);
- How financial education influences the sustainable economy (Ânima Educação).

#### 5. Using TikTok to promote GMW to young people

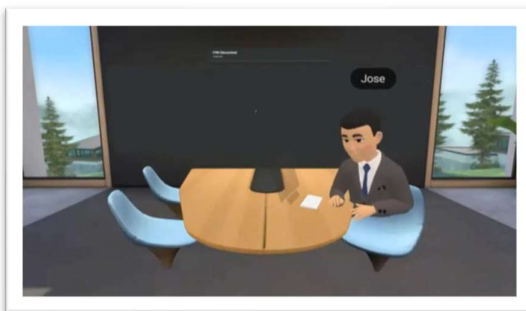
For the first time, CVM used TikTok to carry out publicity campaigns for GMW, reaching more than 1500 young people.





**6. Metaverse for educational actions**

CVM, in partnership with SEBRAE-MG, organized an event to discuss the role of Metaverse in education and trends in the financial area. This pilot project aims, among other actions, to develop educational actions and revolutionize the learning system in schools. Several experts in the field of education participated in the meeting.



**7. Educational materials on the GMW Brazil website**

Several partners contributed to GMW by making financial education materials available in different formats: booklets, media library and podcasts.



**S03E02 – A Educação Financeira para os Professores da Educação Básica**

Com:  
**Prof. Alexandre Guilherme** – Convidado  
 Apresentação de Yara Tanure

00:00 00:00

**S04E01 – Aposentadoria como um Projeto de Vida**

Com:  
**Narlon Nogueira** – Convidado  
 Apresentação de Bruno Saraiva

00:00 00:00

