

## **GLOBAL MONEY WEEK 2023 – March 20th to 26th**

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

Main Participating Institutions:

- Anbima
- ANCORD
- Ânima Educação
- B3
- Banco Central
- Banrisul
- Cresol
- Fundação Mudes
- Instituto Sicoob
- Ministério da Previdência Social
- Planejar
- Sebrae-MG
- Universidade São Judas Tadeu

Other Participating Institutions:

- Ágora Investimentos
- Banco Modal (Modal Mais)
- Câmara de Dirigentes Lojistas de São Caetano
- Colégio Rocha Cardoso
- Consultoria Natássia Campos & Pedro Cardoso
- DSOP
- Escola Ápice Eleva
- Escola Municipal Modelo
- Escola Pinguinho de Gente e Escola Educar
- Federação das Câmaras de Dirigentes Lojistas do Estado de São Paulo – FCDL
- Genial
- Instituto Federal do Paraná - IFPR
- N2
- Núcleo do Adolescente e Criança Aliança - NACRI
- Onze
- TC
- Unicuritiba
- Universidade Federal Fluminense - UFF
- Universidade Presbiteriana Mackenzie

The 11th edition of Global Money Week (GMW), a global campaign aimed at promoting financial education for children and young people, was held from March 20th to 26th. The theme of GMW 2023 was “Plan your money, plant your future”. The campaign focused on sustainability and raising awareness about the implications of individual financial behavior not only on the financial future, but also on the environment and society.

That said, GMW Brazil, coordinated by the Securities and Exchange Commission (CVM), promoted initiatives addressing various topics: sustainable finance; household budget; conscious consumption; credit and debt; emergency and opportunity reserves; planning; investments; risk management and insurance; pension; consumer rights; financial habits and behaviors; financial independence; financial scams and fraud; investor protection; and so on.

The ringing the bell ceremony, on March 20, was the stage for the launch event of Global Money Week Brazil, which had the participation of the CVM, through the General Deputy Director – Alexandre Pinheiro dos Santos; B3 – Bolsa do Brasil – with the participation of President Gilson Finkelsztain; and important market players.

Alexandre highlighted that the promotion of sustainable financial education for children and young people will allow these future investors to have freedom and autonomy in accessing and using services and products available in the financial and capital markets. He also emphasized that the future is green and digital and reinforced the importance of sustainable finance and CVM's commitment to the ESG (Environmental, Social and Governance) agenda for the country's economic and social development.

In turn, Gilson highlighted that B3, as the main market infrastructure in the country, is committed to supporting the dissemination of financial education to stimulate the solid and sustainable growth of the financial and capital markets. One of B3's initiatives in this segment is the Education Hub. The Hub's website, online since 2020, has more than 90 courses and 500 free contents, distributed in development paths that cover different levels of knowledge. In all, the Hub has already reached 2.5 million people.



Many initiatives were carried out throughout Brazil. In all, more than **1245 initiatives** were carried out and around **11.3 million people were reached**. The number of people reached in the 2023 campaign surpassed last year's campaign by 364%.

The initiatives had the following distribution:

1) **1009 events** (lives, webinars, lectures, seminar, workshops, financial guidance session, courses, etc.), representing a **direct reach of approximately 62 thousand people benefited**. The number of events showed a significant increase of 46% compared to 2022, while direct reach grew 59% in the same period.

2) **236 marketing actions** (posts on social networks, email marketing, banners, pamphlets, podcasts, radio interviews, TV programs, etc.), representing an **indirect reach of almost 11.3 million people**. Although the number of actions reduced by 15% compared to 2022, the indirect reach more than quadrupled in the period, mainly due to the results generated through actions on TikTok.

Global Money Week in Brazil was promoted by more than 32 companies from different segments: regulators, banks, brokerages, cooperatives, associations, NGOs, private companies, private entities, universities, schools, public agencies.

<b>Reach</b>	<b>Direct</b>	<b>Indirect</b>	<b>Total</b>
2023	61.597	11.282.126	11.343.723
2022	38.825	2.430.959	2.469.784
%	+59%	+364%	+359%

<b>Initiatives</b>	<b>Events</b>	<b>Marketing Actions</b>	<b>Total</b>
2023	1.009	236	1.245
2022	690	279	969
%	+46%	-15%	+28%

## Main highlights

### 1) Lectures at CVM on sustainable finance, investments and behavioral finance

Several lives on investments, sustainable finance and behavioral finance were held by CVM:

- The path to sustainable finance and the Capital Market;
- Stock Exchange...What it is, how to invest;
- The Capital Market for small investors;
- How the stereotype gets in the way of young women dealing with finances;
- Introduction to Investments;
- Investor Calculator and Financial Mathematics;
- Problems and pitfalls faced by small investors;
- Capital Markets - Structure and Functioning of the Market.



## 2) Launch of the Investor Calculator

With the aim of making citizens' financial lives easier, the CVM launched, on March 20, the Investor's Calculator, an inclusive, simple, easy and quick tool to use. The app offers simple and quick calculations for retirement simulations, financing, loans, cash flow and much more.

The main functions available are:

- Family budget: revenue x expenditure, with the possibility of separating by types of expenses;
- Miscellaneous sums: possibility, for example, of separating the restaurant bill per person and considering the service charge individually;
- Calculate financial variables using compound interest;
- Simulate financing: short and medium term, like buying a car or bank loans; and long term, like buying a house;
- Calculate internal rate of return (IRR) and net present value (NPV);
- Simulate/plan for retirement and perpetual income.

In addition, the calculator can also be used for entrepreneurs. Other available functions are cash flow and discounted cash flow.

According to Thiago Salinas, analyst at CVM's Investor Protection and Guidance Superintendence and developer of the application:

*"The Investor's Calculator can be used by anyone, even those who are not familiar with or have difficulties with financial mathematics. Our goal is to offer a universal, accessible and inclusive tool, allowing citizens to have a real and understandable view of their financial life in a simple and easy way."*

The Investor Calculator is now available for mobile devices, in app stores.

- No login needed.
- Does not need internet to work: once installed, it can be used even offline.
- Works on many cell phone models, even the simplest ones.
- Same user experience regardless of cell phone type.



### 3) “Coleção Financinhas”

The *Coleção Financinhas* was created with the aim of disseminating financial education concepts to children and young people in a playful and intelligent way. The four books and the animation that make up the collection are widely used as a basis for various activities, such as: storytelling, conversation circles, role-plays with the characters, dynamics, activities and various exercises. The books are available in Portuguese, English and Spanish.

Promoted by Sicoob through several actions, financial education teaches concepts that contribute to financial planning, helping to create an adequate and healthy mentality in relation to money, in addition to strengthening the discipline of small consumers throughout Brazil.

During Global Money Week 2023, Sicoob took advantage of the moment when attention was focused on the dissemination of financial education among young people and launched special versions of the books from the 'Coleção Financinhas', in English and Spanish. The collection, which brings in the plots of its stories several reflections on financial education, is already a success in the Portuguese language and can be used as paradidactic material in the teaching of foreign languages.

The expectation is to further expand the reading of the books, so that the recommendation of the National Common Curricular Base (BNCC) that the theme of financial education be worked transversally in the different subjects offered by Brazilian schools is also fulfilled.



### 4) Activities about sustainability for children

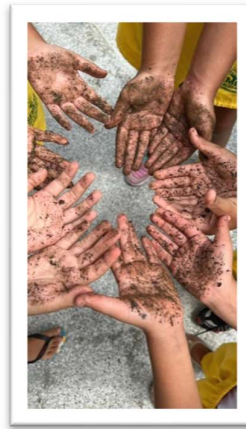
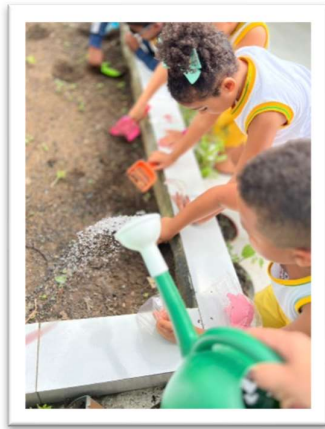
The Sicoob Institute promoted educational actions on sustainability with 3 (three) schools in Salvador, Bahia. The activity served an audience in the 5 to 6 age group and was inspired by the central theme of the GMW23 “Plan your money, plant your future”.

The purpose of the initiative was to bring financial education to children, in order to sensitize them from an early age to understand the value of preservation associated with financial planning. Thinking about it, the children were encouraged to plant seeds inside the visited schools, aiming at building something to harvest in the future, thus associating the idea of saving money.

The schools visited were: (1) Instituição Casa Pia de São Joaquim; (2) Escola Infantil Semear; and the Escola Ananda. During the visits to the schools, the volunteers told stories so that the children could learn to save money in order to fulfill a dream or other idealizations. The dynamic was reinforced with the garden activity, where it was explained that today the seed is just a seed, but by following



its development and taking care of the garden, everyone will be able to reap fruits over time, just like our money.



### 5) Lectures for high school and university students

Fundação Mudes, in partnership with CVM, ABCripto and PLANEJAR, promoted lectures on education and financial planning for young people from schools and universities in Rio de Janeiro. The institutions served were: Universidade Estácio de Sá; Universidade Candido Mendes; Faculdade Mackenzie; and Colégio Santo Inácio.

The purpose of the lectures was to present the basic concepts of personal finance management and encourage reflection on everyday topics in a playful way. Thus, it is believed that young people can use money consciously, optimizing expenses and planning to make dreams come true through efficient financial management.



## 6) Talk show on financial planning

Cresol, in partnership with CVM, organized a talk show to talk about financial planning: how to take the first steps in investments. The purpose of the event was to show how financial planning can help us achieve our dreams and life goals.

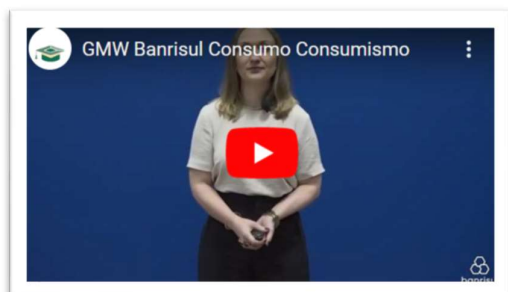
Knowing how to deal with money and making decisions efficiently involves knowledge of financial education and also having adequate behavior in the face of the various situations we face on a daily basis. Giving up immediate gratification in order to achieve a future benefit is one of the fields of study of behavioral finance and an important step to start investing.



## 7) Videos and podcasts on financial education

Banrisul made several educational materials available on the Global Money Week Brasil website. Both videos (knowledge pills) and podcasts were made available on the following topics:

- Consumption x consumerism;
- Selic rate;
- Conscious use of credit;
- Retirement;
- Internationalization of investments.





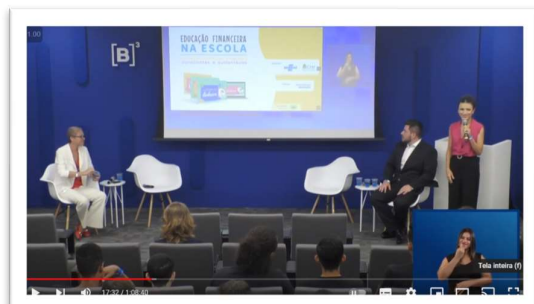


**8) Financial Education at School Program**

CVM, MEC, Sebrae and B3 promoted a panel on the Financial Education at School Program at the launch event of GMW Brazil on March 20, at B3's headquarters in São Paulo.

The Financial Education at School Program promotes training courses for teachers in Financial Education, structured in learning trails that articulate the fundamentals of Financial Education, Financial Skills, Entrepreneurial Attitudes, SDGs and Life Projects in a simple, interactive way and connected with real scenarios of everyday life and the BNCC.

The panel talked about the current context of financial education in Brazil, the conclusion of the development of elementary and high school textbooks for teachers and the dissemination plan to increase the scalability, effectiveness and attractiveness of the Program. Finally, there was also the presentation of the investor's calculator, supplementary material to the Program's books, which allows users to carry out mathematical transactions simulating different financial situations in people's daily lives.

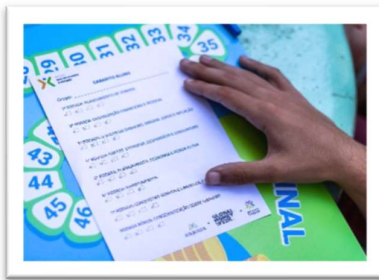


**9) Project for young people from Multiplicando Sonhos**

MULTIPLICANDO O FUTURO was an ANBIMA initiative for the Global Money Week 2023. The objective of the project was to provide financial education to public high school students in the city of São Paulo, guiding them to think and manage their money in a conscious way.

For this, a board game was developed, in partnership with the NGO Multiplicando Sonhos, with a fictional 18-year-old character, Safira. Throughout the game, students had to make financial decisions that would lead Safira to fulfill her dreams and goals. In all, 5 public schools, 91 classes and more than 2,400 students participated in the initiative.

ANBIMA believes that taking financial education to schools, more specifically to public schools, is a way to promote significant social impacts in our society in the medium term.



**10) Podcast on financial planning with a focus on retirement**

The Ministry of Social Security created a podcast to talk about financial planning with a focus on retirement. The theme of the podcast is: “The self-employed young person and retirement” and is available in the media library area of the Global Money Week Brazil website.

The main topics covered in the podcast were:

- reasons for joining social security;
- public pension contribution options;
- other strategies to generate additional income to the public pension, such as private pension plans and the long term government product called “Tesouro Renda+”;
- characteristics of the “Tesouro Renda+” product;
- final message for self-employed young people about the importance of financial education and planning with a focus on retirement.



## 11) Phishing sites with fake investments

ANBIMA, in partnership with the CVM, released the results of an educational initiative to alert the population about sites with false investments. According to this study, nearly half of people would fall for an investment scam.

On a website of a fictitious company that simulated the offering of stock funds and that guaranteed high profits, it had approximately 885,000 visits between November 2022 and February 2023, 49% of the visitors clicked on buttons that indicated their intention to invest in products.

By doing so, visitors were taken to an educational page with a warning that they could have fallen into a scam and with guidelines for not falling into traps when faced with really fraudulent sites.

Below are some tips for investors to avoid falling into this type of scam.

- Be wary of incredible offers and promises of high profits;
- When accessing the company's website, keep an eye out for distorted or insufficient information;
- Check and search the registration number of the company. Research on the company's performance in the market;
- Find out if the company has CVM authorization to offer the product advertised on the website;
- If you need to click on a link, look for the website's digital certificate;
- Notice if the site has grammatical errors;
- Use security and antivirus software;
- Be wary of offers with a high sense of urgency.



## 12) Guided tours for young people to the B3 Museum

B3 organized a series of guided tours for young people to MUB3, the Stock Exchange museum. In this event, several educational and cultural actions were carried out in order to approach the history of stock exchanges and the financial and capital markets in Brazil.

The following activities were part of the program:

- Mediated visits;
- Activities laboratory;
- Storytelling;
- Reading mediation;
- Meetings and lectures.

More information can be found at <https://mub3.org.br/educativo/>

