

PRESS RELEASE

GLOBAL MONEY WEEK 2022

**FROM 21 TO 27 MARCH INTESA SANPAOLO,
IL MUSEO DEL RISPARMIO AND FOREIGN SUBSIDIARY BANKS PROPOSE WEEK
OF EVENTS FOR SCHOOLS**

**ON 30 MARCH AN ONLINE SEMINAR FOR EVERYONE ON THE IMPORTANCE
OF WORDS IN FINANCIAL EDUCATION**

Turin, 17 March 2022 – Intesa Sanpaolo, through its Museo del Risparmio (Savings Museum) and foreign subsidiary banks, is offering a deep line-up of events and initiatives as part of Global Money Week 2022, now in its tenth edition, scheduled from **21 to 27 March** and dedicated to young people from pre-school age to raise awareness of the importance of acquiring the knowledge, skills and behaviours necessary to make financial decisions consistent with their needs and possibilities.

This year's **theme**, "**Build your future, be smart about money**," is intended to emphasise the connection between the ability to manage one's finances and the ability to plan future choices around our life goals. Since 2021 the Committee for the planning and coordination of financial education activities has been coordinating the GMW for Italy in collaboration with the OECD, the body that organises the event at the international level.

Opening the week at the Savings Museum at 11 a.m. on 21 March will be a special online edition of the workshop "**LEGONOMY - The Economy Explained with Blocks**" in collaboration with FEdUF and Luciano Canova, economist, academic and Lego Serious Play trainer. Through the famous blocks, secondary schools students can approach concepts such as price, inflation and GDP, in a simple, amusing way.

The webinar "**EduFin Train-the-Trainer**" for secondary schools is scheduled for 11 a.m. on 22 March; it is specifically designed to allow high school students to propose simple financial education activities to elementary and middle school students. During the webinar, digital educational tools prepared by the Savings Museum such as educational apps, edu-quizzes, videos, and publications for children and teens will be provided.

"**A spasso per il mondo con Arco e Iris**" ("Around the world with Arco and Iris"), scheduled for 9:00 a.m. on 23 March, will be dedicated to elementary school students, to raise their awareness of the meaning of savings and the importance of being financially independent. The Savings Museum mascots, For and Mica, will tell the story of Arco and Iris, two piggy banks that one day magically came to life and had an incredible adventure. For and Mica will then talk to the children, answering all their questions and curiosities about money. The event takes its cue from the Savings Museum's fable "*Arco&Iris in South America*", translated for the occasion into **17 European languages** (French, English, Spanish, Bulgarian, Portuguese, Serbian, Moldovan, Bosnian, Croatian, Ukrainian, Romanian, Arabic, Slovenian, Albanian, Slovakian, Greek and Polish), with the collaboration of the network of foreign banks in Intesa Sanpaolo's **International Subsidiary Banks Division**.

"*Arco and Iris in South America*" will be a new "multilingual" tool that the Savings Museum and participating banks will make available to parents to begin to educate children about economic independence, teaching them that a harmonious relationship with money is the right way to make their dreams come true.

High school students are the target audience of the Digital Live Talk schedule for 10.00 a.m. on 25 March, entitled "**MASKED NUMBERS: when numbers tell us about the world**", with the contribution of the popularizers from **Taxi1729**. The talk devotes special attention to the importance of being able to read data

and discern the right information to protect oneself in making consumption and personal finance management decisions.

On the sidelines of the event, the Savings Museum is also planning a seminar for adults, particularly teachers, educators and financial education professionals, to be held at 4 p.m. on 30 March, entitled "**How much does the way a question is asked matter? The framing effect: how language can affect how we learn and assess.**" The online seminar is dedicated to the presentation of a sample survey and a working paper by **Giovanna Paladino**, director and curator of the Savings Museum, followed by a debate aimed at investigating how language conditions the learning of students and adults, and in particular what the effect of framing in the context of skill evaluation processes, together with professors **Enrico Cervellati** and **Tommaso Agasisti**. With the participation of **Taxi 1729**.

The following banks of the Group's **International Subsidiary Banks Division** are also participating in Global Money Week: Alexbank in Egypt, Banca Intesa Beograd in Serbia, Eximbank in Moldova, Intesa Sanpaolo Bank Albania, Intesa Sanpaolo Bank Romania, Intesa Sanpaolo Bank Slovenia, Intesa Sanpaolo Banka Bosna i Hercegovina and Privredna Banka Zagreb in Croatia. In addition to the event "A walk around the world with Arco and Iris", local initiatives will be organized for children in elementary school, as well as high school and university students. Physical-presence lectures and online sessions will delve into finance topics, from managing savings, expenses and personal budgets to opportunities to access credit.

Info and reservations available by e-mail: prenotazionimdr@civita.art

Press information

Intesa Sanpaolo

Media and Associations Relations

Institutional, Social and Cultural Activities

stampa@intesasanpaolo.com

<https://group.intesasanpaolo.com/en/newsroom/news>

About Intesa Sanpaolo

Intesa Sanpaolo is Italy's leading banking group – serving families, businesses and the real economy – with a significant international presence. Intesa Sanpaolo's distinctive business model makes it a European leader in Wealth Management, Protection & Advisory, highly focused on digital and fintech. An efficient and resilient Bank, it benefits from its wholly-owned product factories in asset management and insurance. The Group's strong ESG commitment includes providing €115 billion in impact lending by 2025 to communities and for the green transition, and €500 million in contributions to support people most in need, positioning Intesa Sanpaolo as a world leader in terms of social impact. Intesa Sanpaolo is committed to Net Zero by 2030 for its own emissions and by 2050 for its loan and investment portfolios. An engaged patron of Italian culture, Intesa Sanpaolo has created its own network of museums, the *Gallerie d'Italia*, to host the bank's artistic heritage and as a venue for prestigious cultural projects.

News: group.intesasanpaolo.com/it/sala-stampa/news

Twitter: @intesasanpaolo

LinkedIn: [linkedin.com/company/intesa-sanpaolo](https://www.linkedin.com/company/intesa-sanpaolo)