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- **The opening event, led by the Office of the Financial Superintendent of Colombia with the participation of seven public and private entities, was held at the branch office of Banco de la República (the Central Bank of Colombia) in Buenaventura, in the department of Valle del Cauca.**

**Buenaventura (Valle del Cauca), 21 March 2023.** With the slogan “Plan your money, plant your future,” the Global Money Week (GMW) Colombia, a worldwide financial education campaign for children and young people, began. This version will take place between March 21 and 26 in different parts of the country.

The launch of this 11th edition took place at the facilities of *Banco de la República* in Buenaventura and was attended by more than a hundred children and teenagers, who, through playful financial education activities, approached concepts such as savings and sustainable finances to contribute to environmental protection.

It is precisely this differentiating element that marks the GMW 2023 and seeks to empower children and young people in Colombia to achieve their financial goals, contributing to the country's transition towards a sustainable and inclusive economy that is also resilient to climate and to the deterioration of nature.

During this event, the children of Buenaventura played for the first time the digital version of the game *Superfinanzas*, a playful tool relaunched by the Office of the Financial Superintendent of Colombia (SFC in Spanish) in the framework of its 100th anniversary through which participants can learn about the products and services of the financial system.

Also, the Financial Institutions Guarantee Fund (Fogafín in Spanish) gave them educational material on savings and the insurance that protects their money to achieve their goals, and *Fasecolda* (the Colombian Insurers Association) emphasized the impact of properly managing risks and resources in daily life. Young people can learn these skills through *Nueva Pangea*, the tool created by Fasecolda together with the Ministry of National Education and *Asobancaria* for schools in Colombia.

A total of eight public and private entities are part of the Global Money Week Colombia Organizing Committee: the Office of the Financial Superintendent of Colombia (SFC), *Banco de la República, Asobancaria, Banca de las Oportunidades, Fundación PLAN, Fasecolda, Fogafín*, and the *Autorregulador del Mercado de Valores* (Securities Market Self-Regulator, (AMV in Spanish)) and have planned a full agenda of activities with children from 12 to 16 years old in different parts of the country.

These activities will take place throughout the week and will be focused on financial education through playful workshops, stories, games, visits to libraries and financial institutions, video presentations and animations, and digital strategies. Likewise, exhibitions, online and on-site workshops will be held in different schools and universities.

The different places that the GMW 2023 Colombia will reach include Buenaventura, Soacha, Ibagué, Medellín, Neiva, Bogotá, Sogamoso, Cali, Tuluá, Jamundí, Puerto Rey, Chía, Ubaque, Choachí, Chocontá, Barranquilla, Bucaramanga, Pitalito, Cartagena, Tierra Baja, and Boquilla (Bolívar), in addition to the online financial education activities to be carried out by the Committee's member entities in Colombia and allied organizations.

About the GMW

The Global Money Week (GMW) is an annual global campaign that seeks to ensure that young people acquire tools from an early age to generate financial awareness and gradually gain the knowledge, skills, attitudes, and behaviors necessary to make sound financial decisions and, ultimately, achieve financial well-being and resilience.

Over 10 editions since 2012, the campaign has reached more than 53 million children and young people in 176 countries around the world. In Colombia, during the Global Money Week 2022, more than 50,000 children, young people, parents, and teachers participated in the more than 170 activities organized in 27 departments of the country, which focused on awareness sessions on economic and financial education.

Fuente: https://www.banrep.gov.co/en/news/global-money-week-began-children-teenagers-buenaventura