

PLANO NACIONAL DE FORMAÇÃO FINANCEIRA

# TODOS CONTAM



PORTUGUESE NATIONAL PLAN  
FOR FINANCIAL EDUCATION  
**ANNUAL REPORT 2016**



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**2016**

Lisbon, 2017



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# Note of the National Council of Financial Supervisors



The year 2016 was an important milestone for the National Plan for Financial Education. Five years down the line since the implementation of the Plan, the National Council of Financial Supervisors reaffirmed its long-term commitment to financial education with the publication of the Guidelines for the National Plan for Financial Education 2016-2020.

The definition of these guidelines was preceded by a new assessment of the financial training needs of various population groups, through the implementation of the 2nd Survey on Financial Literacy of the Portuguese Population.

The results of this survey confirmed that young people are one of the groups with the lowest levels of financial literacy, supporting the priority given by the National Plan for Financial Education to the promotion of financial education in schools.

The National Plan for Financial Education elected micro, small and medium-sized enterprises as a strategic pillar of action, given the importance of financial training for entrepreneurs and managers in the development of management skills that are indispensable for their contribution to economic growth.

The National Plan for Financial Education is also aware of the challenges posed by the growing commercialisation of financial services through digital channels, the safety of operations and the characteristics that traditional products sometimes take on when marketed through these channels.

In the coming years, along with the reinforcement of its strategic pillars, the National Plan for Financial Education aims to reach new geographically dispersed population groups for which it is necessary to find the most appropriate messages, messengers and channels. Only with the support of a network of entities strategically close to the different audiences can these ambitious goals be achieved.



The National Council of Financial Supervisors has had the privilege of working with a large and diverse group of partners whose contribution has been instrumental to the encouraging results already achieved. Over the next few years, the National Council of Financial Supervisors knows that it can continue to rely on all of them and on new partners to achieve the even more ambitious goals of the National Plan for Financial Education.

*The National Council of Financial Supervisors*

Carlos da Silva Costa, President of the National Council of Financial Supervisors,  
Governor of Banco de Portugal

Elisa Ferreira, Administrator of Banco de Portugal

José Figueiredo Alმაça, Chairman of Autoridade de Supervisão de Seguros  
e Fundos de Pensões

Gabriela Figueiredo Dias, Chairman of the Executive Board of Comissão  
do Mercado de Valores Mobiliários



# Summary of the activities of the National Plan for Financial Education



In 2016, five years after defining the initial strategy of the National Plan for Financial Education (Plan), the National Council of Financial Supervisors (CNSF) – comprising Banco de Portugal, Comissão do Mercado de Valores Mobiliários (CMVM) and Autoridade de Supervisão de Seguros e Fundos de Pensões (ASF) – presented the **Plan’s guidelines for 2016-2020**. These guidelines continue the strategy defined for 2011-2015 and reinforce the medium and long-term commitment of the financial supervisors to financial education.

The year 2016 was also marked by the presentation of the results of the **2<sup>nd</sup> Survey on Financial Literacy of the Portuguese Population**, conducted jointly by the three financial supervisors. This survey made it possible to get to know the population’s financial literacy levels in its three dimensions – attitudes, behaviour and financial knowledge – and to identify areas and population groups with the greatest deficits in financial literacy. This survey also made it possible to compare levels of financial literacy with other OECD/INFE (International Network on Financial Education) countries.

In 2016, the financial supervisors and the Ministry of Education continued the strategy of promoting **financial education in schools**, which the Plan adopted from the outset as one of its fundamental pillars. An important initiative for the implementation of this strategy has been the teacher training programme. In 2016, the fifth teacher training workshop was held, directed at teachers and educators from the Algarve region, and two teacher education actions were held in the Autonomous Region of the Azores.

In order to support the implementation of the Core Competencies for Financial Education and complement teacher education actions, a new Financial Education Workbook was launched for the 2<sup>nd</sup> stage of basic education. Just like the first, this second workbook was the result of a partnership between the CNSF, the Ministry of Education and four associations of the financial sector (APB – Associação Portuguesa de Bancos; APS – Associação Portuguesa de Seguradores; APFIPP – Associação Portuguesa de Fundos de Investimento, Pensões e Patrimónios e ASFAC – Associação de Instituições de Crédito Especializado).

With the aim of encouraging the development of financial education projects in schools, the CNSF and the Ministry of Education launched, for the fifth consecutive year, the Todos Contam competition. This 5<sup>th</sup> edition had a total of 49 applications, involving 71 schools and about 15 500 students.

The promotion of the **financial training of managers of micro, small and medium-sized enterprises** was another priority of the Plan in 2016, through the partnership established with Agência para a Competitividade e Inovação, I.P. (IAPMEI) and Turismo de Portugal, I.P.. The Plan also continued to promote the financial training of social economy entrepreneurs under the protocol with Cooperativa António Sérgio para a Economia Social (CASES).



The final version of the Core Competencies for Financial Education for micro, small and medium-sized enterprises was published in November 2016, after a public consultation process that took place in the last quarter of 2015 and after a number of pilot training actions on the field. In December 2016, a trainers training programme was started based on these Core Competencies.

Under the protocol established with CASES, the Plan participated in the ES Academy programme, assigning a financial training module to each of the winners of the António Sérgio Prize in the “Innovation and Sustainability” and “School Work” categories.

Besides consolidating the strategic pillars of schools, entrepreneurs and managers, the Plan also focused on **financial training through digital channels**. In addition to the Todos Contam (“Everybody counts”) website, the Todos Contam e-learning platform has been enriched with new classes and materials.

The Plan continued to promote **training and awareness-raising campaigns** for the population and young people on the importance of financial issues. In this context, in March 2016, it joined once again the celebrations of Global Money Week, organised worldwide by Child and Youth Finance International, carrying several initiatives in schools.

The **2016 Financial Training Day** was held on 2 November, with the main stage being *Escola Secundária da Amadora*. Under the motto ‘Join us because Everybody Counts!’, the celebrations were marked by a number of financial education workshops and activities and educational games aimed at children and young people.

As part of the commemorations of the 2016 Financial Training Day, the conference ‘Financial training in business management’ was held on 3 November in Lisbon, directed at entrepreneurs and managers of micro and small enterprises and potential trainers in this area. At the conference, the final version of the Core Competencies for Financial Education for Micro, Small and Medium-sized Enterprises was presented.

## BOX 1 | National Plan for Financial Education 2016-2020

The guidelines of the National Plan for Financial Education were established by the CNSF in 2011, with a time horizon of five years.

After the first five years, in 2016 the CNSF published the 'National Plan for Financial Education 2016-2020', continuing the strategy defined for 2011-2015 and reinforcing the commitment of the financial supervisors to financial education.

### Mission

As it is a medium- to long-term project, the Plan's mission as defined in 2011 retains its relevance and will continue to form the basis for defining new strategic action areas and initiatives to be developed over the next few years:

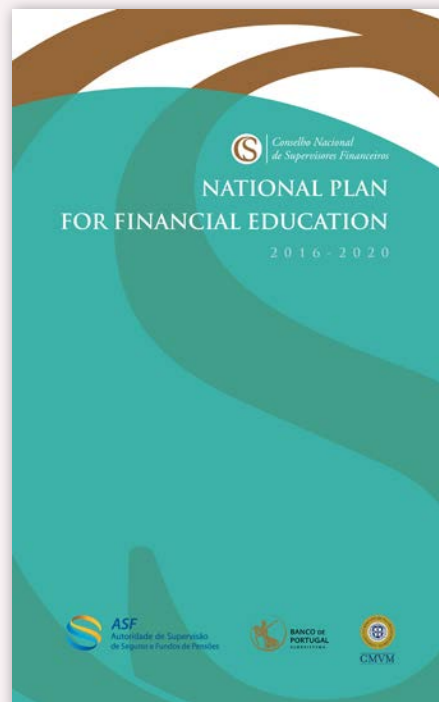
*The National Plan for Financial Education intends to contribute to increase the level of financial knowledge of the population and to promote the adoption of appropriate financial behaviours, through an integrated vision of financial education projects and through the combination of the efforts of the stakeholders, thus contributing to increase the well-being of the population and the stability of the financial system.*

### Objectives

In addition to the objectives defined in 2011, which remain in place, technological developments and the experience of implementing the Plan have made it possible to identify two new key activity areas: digital financial services and financial education for entrepreneurs and managers of enterprises.

The Plan therefore assumes a set of objectives grouped into seven major areas:

- To improve financial knowledge and attitudes;
- To deepen knowledge and skills in using digital financial services;
- To support financial inclusion;
- To develop saving habits;
- To promote the responsible use of credit;
- To create precautionary habits;
- To strengthen financial knowledge in the area of enterprises.



*National Plan for Financial Education 2016-2020.*  
Available on the Todos Contam website:  
<http://www.todoscontam.pt/SiteCollectionDocuments/PNFF16-20.pdf>

### Areas of action

Financial education initiatives must take into account the needs of specific segments of the population.

In the initial guidelines of the Plan, in addition to the general population, school-age young people, workers and vulnerable groups were identified as the preferential target groups. During the implementation of the Plan's first phase, these target audiences were joined by entrepreneurs, business owners and managers of micro, small and medium-sized enterprises.

### Partner and governance

During the first years of groundwork, it became clear that improving knowledge and influencing the population's attitudes and behaviours in financial matters is only possible with the involvement of a wide range of partners, as foreseen in the Plan's initial model.

For this new cycle of the Plan, it is essential to continue and to strength the collaboration with the partners that integrate the Monitoring Committee. All the members of the Monitoring Committees became members of this Committee. This Monitoring Committee comprises public entities, financial sector associations, consumer protection associations, unions, universities, foundations and other entities dedicated to the promotion of financial literacy.

The jury of the Todos Contam competition also became part of the Plan's governance model, recognising its role as advisor on strategic matters for the implementation of the Plan.



Members of the Monitoring Committee in 2016.

# 2<sup>nd</sup> Survey on Financial Education of the Portuguese Population

# 1



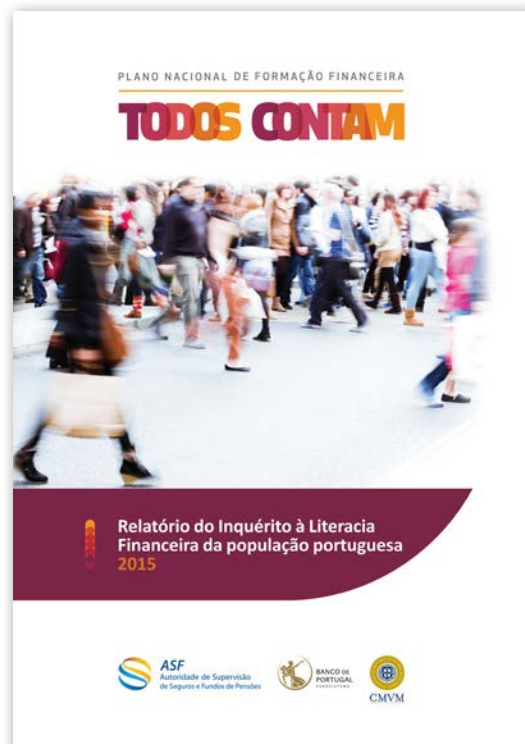
In 2016, the CNSF published the results of the 2nd Survey on the Financial Literacy of the Portuguese Population, conducted in 2015, five years after the first diagnosis carried out by Banco de Portugal<sup>1</sup>.

The goal of the Financial Literacy Survey of 2015 was to get to know the levels of financial literacy of the population in all three dimensions: attitudes, behaviours and financial knowledge about banking products, securities and insurance.

The Survey included a set of questions from the 2010 questionnaire, comparing it with the results then obtained. It also included the core questions defined by the OECD / INFE to allow comparison with the results of other countries participating in the exercise.

The 2015 questionnaire included 102 multiple-choice questions. The interviews were carried out door-to-door throughout the country with a sample of 1100 respondents aged 16 or over, stratified according to gender, age, geographical location, employment status and educational level.

The survey identified the population groups with the biggest financial literacy deficits, which were taken into account in the definition of the guidelines of the National Plan for Financial Education for 2016-2020. Among the groups with the lowest levels of financial literacy are young people and the elderly, students, the unemployed and retired people. Some of these groups were already priority audiences for the first five years of Plan's implementation, as is the case of students in the context of the strategy to introduce financial education in schools, developed in conjunction with the Ministry of Education. Other population groups require more structured intervention, as recognized in the Plan's guidelines for the next five years.



*Report on the Survey on the Financial Literacy of the Portuguese Population 2015.*  
Available on the Todos Contam website (only in Portuguese):  
<http://www.todoscontam.pt/SiteCollectionDocuments/Relatorio2InqueritoLiteraciaFinanceira.pdf>

<sup>1</sup> 1<sup>st</sup> Survey on the Financial Literacy of the Portuguese Population conducted in 2010 by Banco de Portugal.

The results of the Survey also show the thematic areas in which there is a greater lack of knowledge, a diagnosis that is important when preparing the contents of the financial training actions developed under the Plan.

### BOX 2 | Key findings of the 2015 Survey

The results of the 2nd Financial Literacy Survey of 2015 reveal that the financial inclusion of the Portuguese population is high, having improved in relation to 2010. In 2015, 92.5% of respondents have at least one current account (88.9% in 2010), a percentage that rises to 93.5% among those over the age of 18 (90.7% in 2010). About 73% of respondents in 2015 have at least one insurance policy and 4.4% of respondents say they have investments in securities.

Saving habits have also improved, although there are some signs of inertia in the application of this saving in financial products. In 2015, 59% said they usually save (52% in 2010), but 60.8% of those who save say they leave the money in their current account.

Attitudes and behaviour in household budget management tend to be prudent, based on careful consideration of expenses. Most respondents say they prefer to save money before they buy, systematically control their personal finances, pay their bills on time, and do not consider having too much debt.

When choosing financial products, the findings of 2015 show that there is a high level of trust of respondents in institutions, similar to that observed in 2010. About 83% state that they read the pre-contractual information on financial products offered by institutions, but this is not always the key aspect in decision-making. The advice given by the bank clerk is a decisive factor in the choice of financial products for 59.1% of the interviewees, followed by the advice of family and friends (51.1%).

In terms of financial knowledge, the answers continue to reveal some shortcomings, both in general issues of financial numeracy and in concepts directly related to financial products. In numeracy issues, 58.4% understand the simple interest calculation, but only 39.5% recognize the effect of compound interest. In banking products, 82% correctly identify the balance of a current deposit account in a bank statement, but only 21.4% are familiar with the meaning of spread and 10.5% know what Euribor is.

In insurance, 62.7% know what the insurance premium is and 54.8% say they know what the grace period is. However, when asked about the deductible concept, less than half answered correctly (46.2%). The percentage of correct answers drops to 39.9% when responding to the relationship between deductible and insurance price.

In investment products, there is some knowledge about shares and 4% know the meaning of guaranteed capital in a security.

The population groups with the greatest financial literacy deficits are young people and the elderly, students, the unemployed, retired people, and women as well as those with low levels of schooling and income.

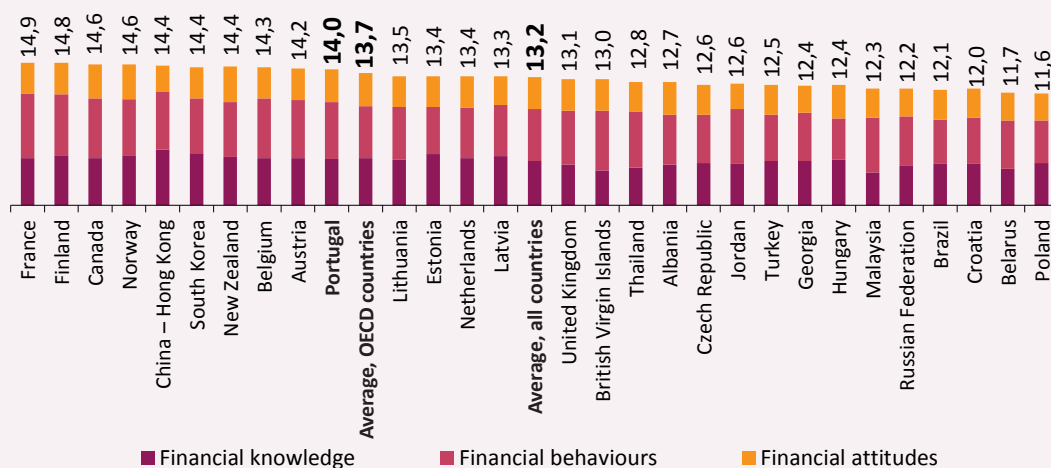
### Findings of the OECD/INFE international study

In October 2016, the OECD/INFE published the conclusions of the international comparison study of financial literacy levels<sup>2</sup>, which compare the Portuguese situation with that of a group of 30 countries, including 17 OECD countries, through a questionnaire used in different countries.

Financial literacy is analysed by INFE based on its three aspects: attitudes, behaviour and financial knowledge. For each country, an aggregate indicator of each of these aspects is calculated as well as a global indicator of financial literacy.

Among the 30 countries analysed, Portugal ranks 5th in the financial attitudes indicator, 8th in the financial behaviour indicator and 13th in terms of financial knowledge.

In the overall financial literacy indicator, our country ranks 10th, above the average of all countries surveyed and the 17 OECD countries that participated in the international study.



Source: OECD/INFE.

<sup>2</sup> OECD/INFE International Survey of Adult Financial Literacy Competencies (2016), available from <http://www.oecd.org/finance/financial-education/oecd-infe-survey-adult-financial-literacy-competencies.htm>







# Financial education in schools

## 2

In 2016, the financial supervisors and the Ministry of Education continued to promote financial education in schools, considered from the outset as one of the strategic pillars of the Plan's intervention.

The first stage of implementation of this strategy was completed in May 2013, with the publication of the "Core Competencies for Financial Education for kindergarten, basic education, secondary education and adult learning and training".

With the aim of implementing financial education in the school curriculum and contributing to an effective use of the Core Competencies for Financial Education, the financial supervisors and the Ministry of Education outlined a strategy that involves a teacher training programme, the development of teaching materials and raising the awareness and motivation of schools around the topic of financial education through initiatives such as the Todos Contam competition.

### Teacher training programme

The teacher training programme, which started in 2014, aims to strengthen the knowledge of educators and teachers on personal finances, enabling them to grasp issues of financial education in the context of education for citizenship, thus contributing to the implementation of the Core Competencies for Financial Education in the education system.

In 2016, the Directorate-General for Education and the financial supervisors continued this programme with the fifth teacher training workshop being held in the first semester for 40 educators and teachers from the Algarve region.

The first phase covering Continental Portugal was thus completed, which included a total of five training workshops: in the North (Oporto), in the Central region (Coimbra), in the Lisbon and Tagus Valley region (Lisbon), in the Alentejo region (Évora) and in the Algarve region (Faro).



Teacher training workshop in Faro.

A total of 882 applications were received for these five workshops. Of these 200 educators and teachers were selected to participate in the training (40 in each region).

The training workshops programme was accredited by the Scientific and Pedagogical Council of Continuing Education. This modality includes 25 hours of classroom training sessions and 25 hours of autonomous work, enabling teachers to obtain two credits, in accordance with the legal provisions in force.

In 2016 the training of teachers in the Autonomous Region of Azores was initiated, in partnership with the Regional Secretariat of Education of that autonomous region.

Between 4 and 9 July, two training courses were held on the Core Competencies for Financial Education for teachers in the Azores. Each course, one in Ponta Delgada (São Miguel) and the other in Angra do Heroísmo (Terceira), was taught over three days and involved 24 teachers.

These training actions had a duration of 15 hours and were designed to help teachers apply the Core Competencies for Financial Education in a school context. The course was accredited by the Regional Directorate of Education of the Azores.

**TABLE 1 | Teacher training programme of the Autonomous Region of the Azores**

Sessions	Contents
1 <sup>st</sup> Session	Planning and managing the budget Financial system Accounts and payment services Saving – Time deposits
2 <sup>nd</sup> Session	Saving – Shares, Bonds and Investment funds Saving – Insurance and pension fund products Insurance
3 <sup>rd</sup> Session	Credit and preventing and managing default Insurance associated to credit



Teacher training course in Ponta Delgada.



Teacher training course in Angra do Heroísmo.

### Teaching materials

Following the publication in 2015 of the first financial education workbook for the 1<sup>st</sup> stage of basic education, in November 2016, the Financial Education Workbook for the 2<sup>nd</sup> stage of basic education was announced, within the framework of the commemorations of the Financial Literacy Day.

These financial education workbooks are the result of a partnership between the financial supervisors (Banco de Portugal, CMVM and ASF), the Ministry of Education (through the Directorate General for Education) and four associations from the financial sector (APB, APS, APFIPP and ASFAC).

The development of teaching materials on financial subjects is a key step in the implementation of Core Competencies in Financial Education in schools. The provision of these materials complements the teacher training actions.

### BOX 3 | Financial Education Workbook for the 2nd stage of basic education

The Financial Education Workbook for the 2nd stage of basic education aims to support students and teachers in addressing the topics defined in the Core Competencies for Financial Education for this stage of education and carries on from the previously published Financial Education Workbook for the 1st stage of basic education.

Tomás, Clara and other members of 'The Treasure' Club play out a set of situations where they deal with the topics 'Needs and desires', 'Expenses and income', 'Savings', 'Risk and uncertainty' and 'Means of payment' in a fun way.

These financial education topics are presented throughout five stories that reflect the findings of 'The Treasure' Club, supported by a set of activities designed to explain and complement the knowledge, attitudes, and behaviours inherent in the narrative.



Financial Education Workbook for the 2<sup>nd</sup> stage of basic education. Available on the *Todos Contam* website (only in Portuguese): <http://www.todoscontam.pt/SiteCollectionDocuments/CadernoEducaoFinanceira2.pdf>

### Todos Contam competition

The Todos Contam competition is promoted annually by the National Council of Financial Supervisors and by the Ministry of Education, through the Directorate-General of Education and the National Agency for Qualification and Vocational Education and Training and aims to promote the development of financial training projects in schools.

In 2016, the 5th Todos Contam competition was held, awarding the best financial education projects to be implemented in the 2016/2017 in groups of schools, ungrouped schools, private schools and cooperatives and vocational schools that offer kindergarten, basic and secondary education. The application period ran from 8 June to 17 October 2016.

The terms of reference of the 5<sup>th</sup> *Todos Contam* competition<sup>3</sup> anticipated the award of five prizes, consisting of books and school materials: one for kindergarten, one for each of the three stages of basic education and one for secondary education.

Based on the Core Competencies for Financial Education<sup>4</sup>, eligible projects should raise students' awareness to the importance of financial literacy on a day-to-day basis, develop financial knowledge and skills, promote appropriate financial attitudes and behaviours, create savings habits and make use of the contents and resources available on the Todos Contam website.

According to the competition terms of reference, projects should be governed by the Principles for Financial Education Initiatives of the Plan<sup>5</sup>. In particular, projects can only include initiatives developed in partnership with the institutions in the financial sector when they are framed by the respective sectoral association.



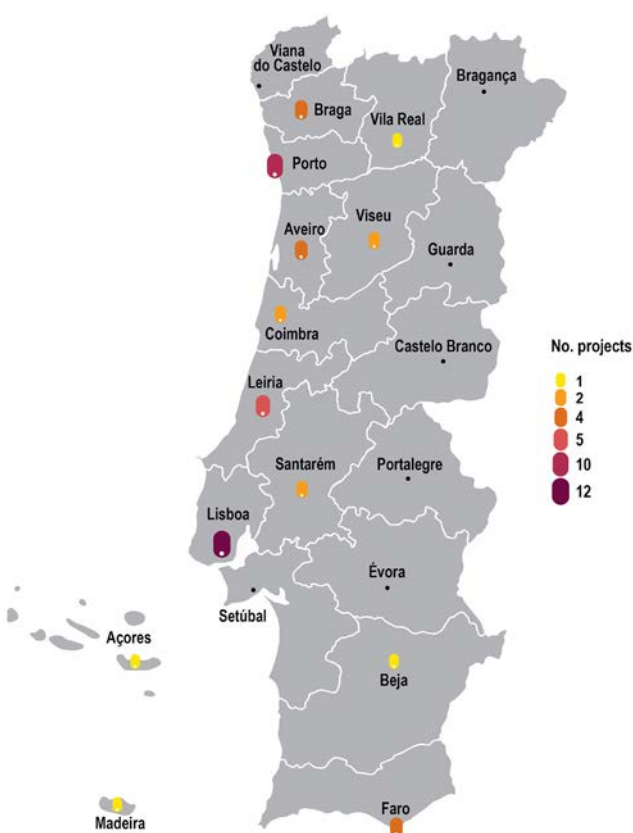
Cartaz de divulgação da 5.ª edição do Concurso Todos Contam.

- 3 The terms of reference of the 5th Todos Contam competition are available on the Todos Contam website (only in Portuguese) ([http://www.todoscontam.pt/SiteCollectionDocuments/5CTC\\_Regulamento.pdf](http://www.todoscontam.pt/SiteCollectionDocuments/5CTC_Regulamento.pdf)).
- 4 O The Core Competencies for Financial Education for Kindergarten, Basic Education and Secondary Education and Adult Learning and Training is available on the Todos Contam website (<http://www.todoscontam.pt/SiteCollectionDocuments/CoreCompetenciesFinancialEducation.pdf>).
- 5 The Principles for Financial Education Initiatives of the Plan are available on the Todos Contam website (<http://www.todoscontam.pt/SiteCollectionDocuments/PrinciplesFinancialEducationInitiatives.pdf>).





Launch of the 5<sup>th</sup> Todos Contam competition on the *Todos Contam* website.



Geographical distribution of the projects that applied for the 5<sup>th</sup> *Todos Contam* competition.

The 5<sup>th</sup> Todos Contam competition received 49 applications, involving 71 schools and around 15 500 students.

Of the 49 projects received 5 included projects for kindergarten, 12 for the 1st stage of basic education, 5 for the 2nd stage of education, 16 for the 3rd stage of basic education and 11 for secondary education, regardless of whether they covered more than one education level/school stage.

The 5<sup>th</sup> Todos Contam competition had the participation of schools of most districts of Mainland Portugal and the Autonomous Regions of Madeira and Azores. The districts with the highest number of projects were Lisbon (with 12) and Oporto (with 10).

#### BOX 4 | List of Portuguese schools participating in the 5th Todos Contam competition\*

- Agrupamento de Escolas D. Dinis de Odivelas – Escola Básica D. Dinis | Lisbon
- Agrupamento de Escolas da Maia – Escola Secundária da Maia | Oporto
- Agrupamento de Escolas da Vila do Bispo – Jardim de Infância da Vila do Bispo | Faro
- Agrupamento de Escolas de Airães – Escola Básica e Secundária de Airães | Oporto
- Agrupamento de Escolas de Búzio | Aveiro
- Agrupamento de Escolas de Canas de Senhorim | Viseu
- Agrupamento de Escolas de Guia – Escola Básica e Secundária de Guia; Escola Básica de Guia; Escola Básica de Carriço; Escola Básica de Vieirinhos; Escola Básica de Grou; Escola Básica de Seixo; Escola Básica de Ilha; Escola Básica de Mata Mourisca | Leiria
- Agrupamento de Escolas de Marco de Canaveses | Oporto
- Agrupamento de Escolas de Ribeira de Pena – Centro Escolar de Ribeira de Pena; Escola EB1 de Cerva; Escola EB 2 e 3 de Ribeira de Pena; Escola EB 2 e 3 de Cerva | Vila Real
- Agrupamento de Escolas de Santa Catarina – Escola Básica e Secundária Amélia Rey Colaço | Lisbon
- Agrupamento de Escolas de Santa Iria de Azóia – EB 2.3 de Santa Iria de Azóia; EB n.º 6 de Santa Iria de Azóia – Júlio Dinis; EB n.º 5 de Santa Iria de Azóia – Fernando Pessoa; EB do Bairro da Covina; EB da Bela Vista; EB do Alto da Eira; EB de Via Rara | Lisbon
- Agrupamento de Escolas de Vieira de Leiria – Escola EB Praia da Vieira | Leiria
- Agrupamento de Escolas Dr. Mário Sacramento – Escola Secundária Dr. Mário Sacramento | Aveiro
- Agrupamento de Escolas Eça de Queirós – Escola Básica Parque das Nações; Escola Básica/JI Vasco da Gama; Escola Secundária Eça de Queirós | Lisbon
- Agrupamento de Escolas General Serpa Pinto – Escola EB2,3 General Serpa Pinto | Viseu
- Agrupamento de Escolas Gil Vicente | Braga
- Agrupamento de Escolas Gualdim Pais – Escola EB I Gualdim Pais | Leiria
- Agrupamento de Escolas João de Deus – Escola EB1/JI n.º 4 de Faro; Escola EB2/3 Santo António; Escola Secundária João de Deus | Faro
- Agrupamento de Escolas José Estevão – Escola EB 2 3 de S. Bernardo; Escola Secundária José Estevão | Aveiro
- Agrupamento de Escolas Moinhos da Arroja – EB1/JI Porto Pinheiro | Lisbon
- Agrupamento de Escolas N.º 2 de Abrantes – Escola Secundária c/ 2.º e 3.º ciclos Dr. Manuel Fernandes | Santarém

- Agrupamento de Escolas n.º 2 de Beja – Escola Secundária com 3.º ciclo D. Manuel I | Beja
- Agrupamento de Escolas Pioneiros da Aviação Portuguesa – EB1 Gago Coutinho | Lisbon
- Agrupamento de Escolas Pioneiros da Aviação Portuguesa – EB1/Jardim de Infância Vasco Martins Rebolo; EB1/Jardim de Infância Terra dos Arcos | Lisbon
- Agrupamento de Escolas Pioneiros da Aviação Portuguesa – EB1/JI Vasco Martins Rebolo | Lisbon
- Agrupamento de Escolas Pioneiros da Aviação Portuguesa – Escola Básica Roque Gameiro | Lisbon
- Agrupamento de Escolas Pioneiros da Aviação Portuguesa – Escola Secundária da Amadora | Lisbon
- Agrupamento de Escolas Tomás Cabreira – Escola Secundária Tomás Cabreira; Escola Dr. Joaquim Magalhães; Escola de S. Luís; Escola do Bom João | Faro
- Agrupamento Martim de Freitas – Centro Educativo dos Olivais | Coimbra
- Agrupamento Vertical de Escolas D. Afonso III – Escola Básica D. Afonso III; Jardim de Infância do Carmo | Faro
- Centro de Bem Estar Social Foros de Salvaterra | Santarém
- Colégio Bartolomeu Dias | Lisbon
- Colégio de São Gonçalo | Oporto
- Colégio de São Teotónio | Coimbra
- Colégio Leonardo Da Vinci | Braga
- Colégio Nova Encosta | Oporto
- Didáxis – Riba D’Ave | Braga
- Escola Básica e Secundária Bispo D. Manuel Ferreira Cabral | Madeira (AR)
- Escola Básica e Secundária de Velas | Azores (AR)
- Escola Profissional de Aveiro | Aveiro
- Escola Profissional Infante D. Henrique | Oporto
- Escola Profissional Vértice | Oporto
- ETAP – Escola Tecnológica, Artística e Profissional de Pombal | Leiria
- Jardim-Escola João de Deus | Leiria
- Santa Casa da Misericórdia da Maia – Pré-Escolar de Pedrouços; Centro de Animação de Infância de Vermoim | Oporto

\* Some schools/school groupings submitted more than one project for different stages of education.

The assessment of the applications and the selection of the best projects for each school stage/level was the responsibility of the Jury of the Todos Contam competition.

The Jury of the Todos Contam competition is composed of Isabel Alçada (chairman), Maria Emília Brederode Santos, Maria Amélia Cupertino de Miranda, José Vítor Pedroso (the Director-General of the Directorate-General of Education) and Cristina Pereira (representative of the National Agency for Qualification and Vocational Education and Training).

In their decision, the Jury considered each application based on all the assessment and valuation criteria set out in Article 6 of the terms of reference of the 5th Todos Contam competition:

- Educational quality (four points);
- Scientific quality in the development of subjects within the Core Competencies for Financial Education (four points);
- Creativity and relevance (four points);
- Involvement of the school community (three points);
- Viability and feasibility (three points); and
- Use of the Todos Contam website (two points).

Of the 49 projects submitted, the Jury selected 21 finalists, distributed among the school stages/levels for which they applied (**TABLE 2**).

**TABLE 2 | Finalists of the 5th Todos Contam competition**

School stage / Level	School	District / Autonomous Region
Kinder-garten	Agrupamento de Escolas da Vila do Bispo – Jardim de Infância da Vila do Bispo	Faro
	Agrupamento de Escolas Pioneiros da Aviação Portuguesa – EB1/Jardim de Infância Vasco Martins Rebolo; EB1/Jardim de Infância Terra dos Arcos	Lisbon
	Centro de Bem Estar Social Foros de Salvaterra	Santarém
	Jardim-Escola João de Deus	Leiria



School stage / Level	School	District / Autonomous Region
1st stage of basic education	Agrupamento de Escolas de Guia – Escola Básica e Secundária de Guia; Escola Básica de Guia; Escola Básica de Carriço; Escola Básica de Vieirinhos; Escola Básica de Grou; Escola Básica de Seixo; Escola Básica de Ilha; Escola Básica de Mata Mourisca	Leiria
	Agrupamento de Escolas de Marco de Canaveses	Oporto
	Agrupamento de Escolas de Ribeira de Pena – Centro Escolar de Ribeira de Pena; Escola EB1 de Cerva; Escola EB 2 e 3 de Ribeira de Pena; Escola EB 2 e 3 de Cerva	Vila Real
	Agrupamento de Escolas Moinhos da Arroja – EB1/JI Porto Pinheiro	Lisbon
	Agrupamento de Escolas Pioneiros da Aviação Portuguesa – EB1/JI Vasco Martins Rebolo	Lisbon
3rd stage of basic education	Agrupamento de Escolas D. Dinis de Odivelas – Escola Básica D. Dinis	Lisbon
	Agrupamento de Escolas General Serpa Pinto – Escola EB2,3 General Serpa Pinto	Viseu
	Agrupamento de Escolas José Estevão – Escola EB 2 3 de S. Bernardo; Escola Secundária José Estevão	Aveiro
	Agrupamento Martim de Freitas – Centro Educativo dos Olivais	Coimbra
	Agrupamento Vertical de Escolas D. Afonso III – Escola Básica D. Afonso III; Jardim de Infância do Carmo	Faro
	Colégio de São Teotónio	Coimbra
	Escola Profissional Vértice	Oporto
Secondary education	Agrupamento de Escolas de Búzio	Aveiro
	Agrupamento de Escolas de Santa Catarina – Escola Básica e Secundária Amélia Rey Colaço	Lisbon
	Agrupamento de Escolas João de Deus – Escola EB1/JI n.º 4 de Faro; Escola EB2/3 Santo António; Escola Secundária João de Deus	Faro
	Agrupamento de Escolas Pioneiros da Aviação Portuguesa – Escola Secundária da Amadora	Lisbon
	Didáxis – Riba D’Ave	Braga

By consensus, the Jury awarded prizes to the projects presented by the schools indicated in the table below. The Jury decided to award a Special Award to value the continuity of financial education projects in schools over several school years.

**TABLE 3 | Awards of the 5th Todos Contam competition**

School stage / Level	School	District / Autonomous Region
Kindergarten	Centro de Bem-Estar Social Foros de Salvaterra	Santarém
1st stage of basic education	Agrupamento de Escolas de Marco de Canaveses	Oporto
3rd stage of basic education	Colégio de São Teotónio	Coimbra
Secondary education	Agrupamento de Escolas Pioneiros da Aviação Portuguesa – Escola Secundária da Amadora	Lisbon
Special Award	Agrupamento de Escolas General Serpa Pinto de Cinfães – Escola EB 2,3 General Serpa Pinto	Viseu

The Jury also decided to award honourable mentions to the following schools:

**TABLE 4 | Honourable mentions awarded in the 5th Todos Contam competition**

School stage / Level	School	District / Autonomous Region
Kindergarten	Jardim-Escola João de Deus	Leiria
3rd stage of basic education	Agrupamento de Escolas D. Dinis de Odivelas – Escola Básica D. Dinis	Lisbon
3rd stage of basic education	Agrupamento Martim de Freitas – Centro Educativo dos Olivais	Coimbra
3rd stage of basic education	Escola Profissional Vértice	Oporto
Secondary education	Agrupamento de Escolas João de Deus – Escola EB1/ JI n.º 4 de Faro; Escola EB2/3 Santo António; Escola Secundária João de Deus	Faro
Secondary education	Agrupamento de Escolas de Búzio	Aveiro

In this competition, the Jury decided not to award the prize for the 2nd stage of basic education because it considered that the projects submitted did not include enough information to properly assess the conditions for its effective implementation.

## BOX 5 | Brief description of the projects awarded in the 5<sup>th</sup> Todos Contam competition

### I | Centro de Bem-Estar Social Foros de Salvaterra (district of Santarém) – Award for kindergarten

The project “A brincar, aprendo a poupar” (By playing, I learn how to save) from Centro de Bem-Estar Social Foros de Salvaterra is directed at kindergarten students.

The contents to be addressed within the scope of the project are based on the Core Competencies for Financial Education, including the following topics: budget planning and management, financial system and basic products and savings.

The project’s activity plan includes the following, inter alia:

- Commemoration of World Saving Day, with the exhibition of piggy banks constructed by the children with the help of their families;
- Workshop on saving, hosted by a parent from the banking sector;
- Real savings in the classroom for a study visit;
- Visit to a Day Care Centre to share stories about saving;
- Resolution of activities adapted from the 1st Financial Education Workbook;
- Hosting of “Brincadeira do cidadão” (Citizen’s game/play), with the creation of new areas in the activity room (bank, supermarket, play store, restaurant) where children can withdraw their ‘salary’, buy things they need from the supermarket and, if they manage to save, buy a toy or go to the restaurant;
- Sale of products constructed by the children.

This cross-cutting project aims to work in an integrated and comprehensive manner all the content areas of the syllabus guidelines for kindergarten (Personal and Social Training, Expression and Communication and Knowledge of the World).

The project aims to involve the entire school community, families and local community.

### II | Agrupamento de Escolas de Marco de Canaveses (district of Oporto) – Award for the 1st stage of basic education

The project “A família Moedas Go Animate!” (The Coin family Go Animate!) from Agrupamento de Escolas de Marco de Canaveses involves students from the 1st stage of basic education and, indirectly, children from kindergarten and students from the 2nd stage of basic education.

The contents of the project are based on the Core Competencies for Financial Education and include the following topics: budget planning and management, financial system and basic products, savings and rights and duties.

Under the project, students are organised into groups and explore the concepts of the stories from the 1st Financial Education Workbook through digital storytelling. To recreate the stories in a technological and digital language, the activity plan includes the following phases, among others:

- Brainstorming, during which the stories from the 1st Financial Education Workbook will be chosen, along with the tools to be used and the workgroups are set up;
- Reflection and research on the contents and topics relayed by the stories of the Moedas (Coin) family;
- Development of a plan per working group, with a plan of the script of the story and definition of the characters, scenarios and sound;
- Creation of a storyboard using *GoAnimate* and/or *Scratch*;
- Dissemination of the digital stories created through the school’s website and in workshops on financial literacy to be developed with teachers and parents;



- Assessment of the impact of the project on student learning.

The project promotes the interdisciplinarity of Financial Education with Initiation to Programming as well as Mathematics, Portuguese, Social Environment studies, Arts and ICT.

### III | Colégio de São Teotónio (district of Coimbra) – Award for the 3<sup>rd</sup> stage of basic education

The project “Juntos, preparamos o nosso futuro” (Together we prepare our future) from Colégio de São Teotónio involves students from the 2nd and 3rd stages of basic education.

The contents to be covered under the Project are based on the Core Competencies for Financial Education and include the following topics: budget planning and management, financial system and basic products, savings, credit and rights and duties.

The project’s activity plan includes the following, among others:

- Commemoration of World Savings Day;
- Production of materials, namely posters and brochures;
- Exploration of the Todos Contam website;
- Watching videos, namely from DECO and Junior Achievement, and resolution of worksheets;
- Dramatisation of the fable “The Ant and the Grasshopper”;
- Hosting of a Q&A session on “Direitos e deveres” (Rights and Duties) by an economist from the Parent’s Association;
- Preparation of eco-codes, under the Eco-Escolas (Eco-Schools) Program.

The project is implemented in the classroom by teachers of various subjects in 50-minute sessions. This project will also be integrated in the Eco-Escolas Program.

### IV | Agrupamento de Escolas Pioneiros da Aviação Portuguesa – Escola Secundária da Amadora (district of Lisbon) – Award for secondary education

The project “Pioneiros a poupar, conseguem inovar” (Pioneer savers are innovators) from Agrupamento de Escolas Pioneiros da Aviação Portuguesa is targeted at secondary school students, although it also involves students from the 1st, 2nd and 3rd stages of basic education.

The project’s contents are based on the Core Competencies for Financial Education and include the topics of budget planning and management, financial system and basic products, savings, credit and rights and duties.

The project’s activity plan includes the following, inter alia:

- Commemoration of Financial Literacy Day through the participation in the activities of the National Plan for Financial Education;
- Financial training of teachers based on videos from the Todos Contam e-learning platform;
- Financial training of students based on videos from the Todos Contam e-learning platform, presentations on the financial system, taxes and fraud and the preparation of the quiz “A tua Literacia Financeira” (Your Financial Literacy);
- Hosting of a project to reduce energy costs, namely through the installation of photovoltaic panels for direct own consumption and of solar heating panels to heat up water and to replace lamps;
- Development of a rainwater utilisation system;
- Construction of recycling bins at school and implementation of composting using organic waste;

- Creation of a book (book and eBook) with a compilation of the works developed by the students and an explanation of the economic and financial aspects of each chapter.

The project is crosscutting, covering several subjects.

**V | Agrupamento de Escolas General Serpa Pinto de Cinfães – Escola EB 2,3 General Serpa Pinto (district of Viseu) – Special Award**

The project “Todos Contam – Educação Financeira e Tributária” (Financial and Tax Education) from Agrupamento de Escolas General Serpa Pinto de Cinfães involves students of the 3rd stage of basic education.

The contents of the project are based on the Core Competencies for Financial Education and include the following topics: budget planning and management, financial system and basic products, savings, credit and rights and duties. Topics on taxes are also covered.

The project’s activity plan includes the following activities, inter alia:

- Hosting of a Q&A session on “Gerir e poupar” (Managing and saving) within the scope of the Consumers.Talks promoted by DECO;
- Hosting of the S. Martinho Fair, with purchase and sale of products, which makes it possible to broach concepts such as means of payment, foreign exchange, invoice, VAT, profit, among others;
- Preparation and presentation of a short play on financial topics;
- Implementation of learning cycles on concepts of financial and tax education, through the visualization of videos, analysis and debate of ideas and resolution of worksheets.

The project fits into the syllabus of students in certain subjects (Civic and Environmental Education, Mathematics, Portuguese, Information and Communication Technologies, Visual Education, Communication and Dramatic Expression) as well as some extracurricular activities.

The winning projects and honourable mentions of the 5th Todos Contam competition were announced on 2 November during the commemorations of Financial Literacy Day 2016, which was held at Escola Secundária da Amadora.

The prizes awarded to the winners of each school stage/level consisted of books and school materials worth 1000 Euros.

Awards are given in three stages: the first part, corresponding to half of the total amount of the award, is delivered after the official announcement of the winning projects, on a date to be bilaterally agreed with each school; the second part of the award is delivered at the end of 2016/2017 school year, subject to proof of the actual implementation of the project.

#### Awards of the 5th Todos Contam competition



The Chairman of CMVM, Carlos Tavares, delivers the kindergarten award to Centro de Bem-Estar Social Foros de Salvaterra (district of Santarém).



The Chairman of ASF, José Figueiredo Alçaça, delivers the award of the 1st stage of basic education to Agrupamento de Escolas de Marco de Canaveses (district of Oporto).



The Administrator of Banco de Portugal, Luís Máximo dos Santos, delivers the secondary education award to Escola Secundária da Amadora, from Agrupamento de Escolas Pioneiros da Aviação Portuguesa (district of Lisbon).



The Secretary of State for Education, João Costa, delivers the special award to Escola EB 2,3 General Serpa Pinto, from Agrupamento de Escolas General Serpa Pinto de Cinfães (district of Viseu).



## Honourable mentions of the 5th Todos Contam competition



The Chairman of CMVM, Carlos Tavares, delivers the kindergarten special award to Jardim-Escola João de Deus (district of Leiria).



The Chairman of ASF, José Figueiredo Alçaça, delivers the special award for the 3rd stage of basic education to Escola Básica D. Dinis, from Agrupamento de Escolas D. Dinis de Odivelas (district of Lisbon).



The Administrator of Banco de Portugal, Luís Máximo dos Santos, delivers the special award for the 3rd stage of basic education to Centro Educativo dos Olivais, from Agrupamento Martim de Freitas (district of Coimbra).



The Administrator of Banco de Portugal, Elisa Ferreira, delivers the special award for the 3rd stage of basic education to Escola Profissional Vértice (district of Oporto).



The Secretary of State for Education, João Costa, delivers the special award for secondary education to Agrupamento de Escolas João de Deus (district of Faro).



The Secretary of State for Education, João Costa, delivers the special award for secondary education to Agrupamento de Escolas de Búzio (district of Aveiro).



## BOX 6 | Delivery of awards of the 4th Todos Contam competition

In February and March 2016, the members of the National Council of Financial Supervisors visited the winning schools of the 4th Todos Contam competition to deliver the prizes awarded in this competition. Schools in Leiria, Pombal, Coimbra, Riba de Ave, Azores and Faro were visited.

### **Jardim-Escola João de Deus (district of Leiria) – Award for kindergarten**

On behalf of the National Council of Financial Supervisors, the Administrator of Banco de Portugal, António Varela, delivered the award for the best financial education project for kindergarten to Jardim-Escola João de Deus de Leiria in the 4th Todos Contam competition.

The award ceremony took place in Leiria on 17 February 2016 and was attended by representatives of the three financial supervisors, the Ministry of Education and the Mayor of Leiria, Anabela Graça.

During the session, the children’s choir of Jardim-Escola João de Deus de Leiria sang some songs from the repertoire of Jardim-Escola and a song with original lyrics called “Valor da poupança” (The Value of Saving). The educators and teachers involved in the project screened a video with the main activities developed in this scope.

On the occasion, the Administrator of Banco de Portugal praised the work developed by Jardim-Escola João de Deus de Leiria in the project “Apre(e)nder o valor das coisas” (Learning/grasping the value of things), which is directed at children aged between 3 and 10. In dialogue with the children present, he explained the main functions of Banco de Portugal, highlighting the issuance of the coins used on a day-to-day basis to make payments.



Ceremony where the prize was awarded to Jardim-Escola João de Deus.



### **Escola Básica do 1.º CEB Conde Castelo Melhor, from Agrupamento de Escolas de Pombal (district of Leiria) – Award for the 1st stage of basic education**

On behalf of the National Council of Financial Supervisors, the Chairman of CMVM, Carlos Tavares, delivered the award for the best financial education project of the 1st stage of basic education to Escola Básica do 1.º CEB Conde Castelo Melhor, from Agrupamento de Escolas de Pombal, in the context of the 4th Todos Contam competition.

The award ceremony took place in Pombal on 2 March 2016 and was attended by representatives of the three financial supervisors and the Ministry of Education.

In addition to the presentation by the teacher coordinating the project, the session included the reading of poems related to savings and to the project developed, as well as a musical moment for the students of the Pombal Conservatory.

The Chairman of CMVM stressed the importance of the work that has been developed by the school due to its encompassing nature. The importance of musical education as a catalyst for team spirit was also praised.



Ceremony where the prize was awarded to Escola Básica do 1.º CEB Conde Castelo Melhor.



**Centro Educativo dos Olivais, from Agrupamento de Escolas Martim de Freitas (district of Coimbra) – Award for the 2nd stage of basic education**

The Chairman of CMVM, Carlos Tavares, on behalf of the National Council of Financial Supervisors, delivered the award for the best project of the 2nd stage of basic education to Centro Educativo dos Olivais, in the context of the 4th Todos Contam competition.

The award ceremony took place in Pombal on 2 March 2016 and was attended by representatives of the three financial supervisors and the Ministry of Education.

During the session, the winning project was presented by one of the students participating in it, followed by a musical moment in which the Chairman of CMVM also participated.

The Chairman of CMVM praised the work developed by the entire educational community from Centro Educativo dos Olivais and participated in a Q&A session with the students.



Ceremony where the prize was awarded at Centro Educativo dos Olivais.

### **Didáxis – Riba de Ave (district of Braga) – Award for the 3rd stage of basic education**

On behalf of the Chairman of ASF, José Figueiredo Almaça, and of the National Council of Financial Supervisors, the representative of ASF in the Plan's Coordinating Committee, Rui Fidalgo, delivered the award for the best project for the 3rd stage of basic education to Didáxis – Cooperativa de Ensino de Riba de Ave, in the context of the 4th Todos Contam competition.

The award ceremony took place in Riba de Ave on 24 February 2016 and was attended by representatives of the three financial supervisors and the Ministry of Education.

The session included the play "A super poupança" (Super savings), prepared by the school, and a musical moment called "Sonhar é poupar" (To dream is to save) by the students involved in the winning project.

On the occasion, the representative of the ASF stressed the importance of the work that has been developed by Didáxis, highlighting the fact that the winning project includes various school stages, revealing the commitment of the school to involve the entire school community.



Ceremony where the prize was awarded to Didáxis – Cooperativa de Ensino de Riba de Ave.



### **Escola Secundária da Ribeira Grande (Azores) – Award for secondary education**

On behalf of the National Council of Financial Supervisors, the Administrator of Banco de Portugal, João Amaral Tomaz, delivered the award for the best project for secondary education to Escola Secundária da Ribeira Grande, in the context of the 4th Todos Contam competition.

The award ceremony took place on the island of São Miguel in the Azores on 15 February 2016 and was attended by representatives of the three financial supervisors, the Ministry of Education, the Regional Secretary for Education and Culture of the Azores, Avelino de Meneses, and the Regional Director of Education of the Azores, Fabíola Cardoso.

The teacher responsible for the project and two students presented the project “Cidadania e literacia Financeira na ESGR” (Citizenship and Financial Literacy in ESGR) and the main initiatives carried out in this area, including the creation of financial education materials such as videos and games. The students also presented a game, through an app, with multiple choice questions on financial topics, in which all students present participated.

On the occasion, the Administrator of Banco de Portugal praised the work developed by the school in the area of financial literacy. He highlighted the priority given by the Plan to the introduction of financial education in schools and recalled the initiatives that have been developed with this goal in mind.



Ceremony where the prize was awarded to Escola Secundária da Ribeira Grande.

### **Agrupamento de Escolas Tomás Cabreira (district of Faro) – Special Award**

On behalf of the Chairman of ASF, José Figueiredo Alმაça, and of the National Council of Financial Supervisors, the representative of the ASF in the Plan's Coordinating Committee, Rui Fidalgo, delivered the special award to Agrupamento de Escolas Tomás Cabreira, in the context of the 4th Todos Contam competition.

The ceremony took place in Faro on 19 February 2016 and was attended by the representatives of the financial supervisors, the Ministry of Education and the representative of the Faro Town Council, Teresa Correia.

During the session, the activities that form part of the winning project were presented by the teachers responsible for it. Students from the dance and theatre professional courses also participated in the ceremony, performing a dance called 'Money, Money, Money'.

On the occasion, the representative of the ASF stressed the importance of the work that has been developed by Agrupamento de Escolas Tomás Cabreira, highlighting the crosscutting nature of the winning project and the commitment of teachers and students in its implementation.



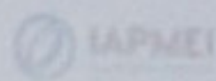
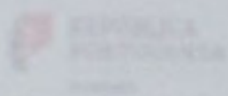
Ceremony where the prize was awarded to Agrupamento de Escolas Tomás Cabreira.



Conferência  
**A FORMAÇÃO FINANCEIRA  
NA GESTÃO EMPRESARIAL**

PLANO NACIONAL  
DE FORMAÇÃO FINANCEIRA

**TODOS CONTAM**



# Financial training for managers and entrepreneurs

## 3

On the occasion, the representative of the ASF stressed the importance of the work that has been developed by Agrupamento de Escolas Tomás Cabreira, highlighting the crosscutting nature of the winning project and the commitment of teachers and students in its implementation.

The importance given by the Plan to the financial training of this public led to the signing of collaboration protocols in 2015 with the Ministry of Economy, through IAPMEI and Turismo de Portugal, I.P., to strengthen financial education for entrepreneurs, business owners and managers of micro, small and medium-sized enterprises, and with CASES, with a view to supporting the financial education of entrepreneurs in the social economy.

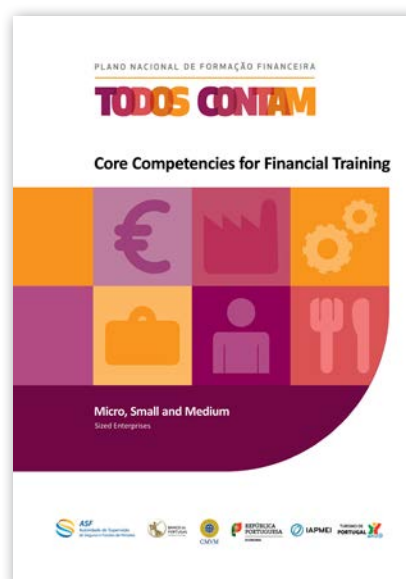
### Financial training for managers of micro, small and medium-sized enterprises

Following the cooperation protocol signed in 2015 between the National Council of Financial Supervisors, IAPMEI and Turismo de Portugal, the Core Competencies for Financial Training of Micro, Small and Medium-sized Enterprises was developed.

The Core Competencies for Financial Training was published in November 2016, following a public consultation process that took place at the end of 2015 and after a series of pilot training actions held between June and September 2016 to assess the adequacy of the contents of the Core Competencies to the business context. In December 2016, a training of trainers' programme was initiated with the aim of strengthening competencies within the scope of the contents defined in the Core Competencies.

#### Core Competencies for Financial Training

The Core Competencies for Financial Training for micro, small and medium-sized enterprises serves as a guideline for the implementation of financial training in the business environment. It can be used in various contexts in terms of activity sector, company size, business development stage or geographical area. This document identifies contents considered relevant for entrepreneurs, business owners and managers of micro, small and medium-sized enterprises that wish to develop their training and/or complement knowledge resulting from their professional experience in the financial area and aims to assist in the design and preparation of financial training programmes and teaching materials.



Core Competencies for Financial Training. Available on the Todos Contam website:

<http://www.todoscontam.pt/SiteCollectionDocuments/CoreCompetenciesFinancialTrainingSME.pdf>

The structure of the Core Competencies identifies distinct topics that comprises various subtopics.

Contents and objectives have been specified for each subtopic. The fact that the contents are organised by topic, subtopic and respective content enables the trainer to choose the subject areas that he or she wishes to teach, tailoring the depth and detail to each target public.

Example training sessions of differing contents and duration are also provided. These serve merely as a suggestion for approaching some of the contents included in the Core Competencies and may be adjusted in accordance with the objectives to be achieved.

TOPICS	KNOWLEDGE
<b>1. Economic and financial system</b>	The trainees will learn the main concepts related to the functioning of the economic and financial system, recognising the main participants and the interactions between them.
<b>2. The company: establishment and development</b>	The trainees will learn the characteristics of the various kinds of companies and the main steps in their life cycle. They will also be able to identify the various ways to integrate the company into society and its interactions with the other agents. They will also learn about the different public financing solutions and capital incentives.
<b>3. Accounting and economic and financial analysis</b>	The trainees will be able to understand basic accounting principles and their contribution when analysing the company's performance and management, by acquiring skills to assess economic performance and financial robustness and be able to identify risk situations in their companies.
<b>4. Business plan and financial planning</b>	The trainees will develop how to write a business plan that sets out their company's strategy and can be used as a tool for dialogue and negotiation with the various stakeholders, in particular when formalising requests for financing. They will also learn to recognise the importance of financial planning in the company's management, identifying the financial resources available and those needed to develop the business, thus assessing the associated risk and uncertainty.
<b>5. Accounts and payment services</b>	The trainees will get to know the characteristics of the various types of accounts and understand how payment methods available to companies work.
<b>6. Bank financing, characteristics and main products</b>	The trainees will gain an understanding of the importance and impact of borrowing on the company's activity, in the short, medium and long terms. They will also become familiar with the various credit products and their characteristics, and will also be able to identify which is more appropriate for their activity's needs.
<b>7. Market financing, financial investments and market risk management</b>	The trainees will gain an understanding of the structure of the capital market and its importance for the company's growth and development. They will also discover the impact of the different financing types through the capital market and assess the most appropriate for the company's specific situation. They should understand and know the characteristics and risks associated with the various investment products and assess which are better suited to the company's specific objectives. They will also understand how derivatives work and their uses in hedging risks taken on by the company as part of its activity.
<b>8. Insurance, functions and main characteristics</b>	The trainees will gain an understanding of the importance of insurance in developing economic activity, as a risk mitigation instrument. They should also be able to identify the most important insurance for corporate activity, distinguishing between the categories of compulsory insurance, financial protection insurance and insurance as a benefit, and to understand how insurance works in human resources management.
<b>9. Pension funds, functions and main characteristics</b>	The trainees will understand the relevance of long-term saving and the role of pension funds in preparing for retirement. They will also distinguish between pension funds and pension plans and be able to understand the main characteristics, goals and types of existing pension fund. They should also be able to distinguish between the different types of pension plans available and to understand their role in the framework of human resources management.
<b>10. Fraud prevention</b>	The trainees will be able to recognise the most common kinds of financial fraud and to identify the precautions needed to avoid it.

Structure of the Core Competencies for Financial Training.



### Pilot training actions

Three pilot training actions were held in Lisbon, Leiria and Faro between June and September 2016 in order to assess if the training contents and proposals provided in the Core Competencies for Financial Training are suited to the business context.

The training action held in Lisbon took place from 21 to 23 June and was directed at entrepreneurs under the topic 'From the Business Idea to the Business Itself'. In this action the main concepts related to the economic and financial system and the company's role in society and in the economy were discussed. The steps required to set up a business, draw up the business plan, bank financing for investment and treasury support, alternative forms of financing in the capital markets and the most relevant insurance for the company were also addressed, with the aim of providing the trainees with technical and financial know-how to enable them to move from the business idea to the setting up of the company's.

On 28 June, another training action for business owners was held in Leiria on the topic 'How to finance my business'. This action focused on the main forms of corporate financing, namely through equity, bank loans and capital markets.

On 28 September, the third training action on 'Management Accounting' was held in Faro, directed at entrepreneurs and managers. This session looked at the role of accounting in company management and the importance of key accounting maps for financial decision making.



Pilot training action in Lisbon.



Pilot training action in Leiria.

Following these training actions, the Core Competencies for Financial Training were adjusted. The final version was publicly presented during the conference 'Financial training in business management' at Escola de Hotelaria e Turismo in Lisbon on 3 November as part of the celebrations of the 2016 Financial Literacy Day. The conference was attended by the Secretary of State for Tourism, the Secretary of State for Industry, the representatives of the National Council of Financial Supervisors and the chairmen of IAPMEI and Turismo de Portugal.



### Trainers' training

With a view to implementing the Core Competencies for Financial Training, the financial supervisors, IAPMEI and Turismo de Portugal initiated a trainers' training programme in December.

The first course started on 6 December in Lisbon and ran until mid-January 2017. A second course is also planned for February 2017 in the city of Oporto. The trainees enrolled in these courses have relevant background in the areas of the Core Competencies for Financial Training, training experience recognized by the Certificate of Teaching Skills and are mostly from business associations.

The aim of these initiatives is to train a group of trainers so that they can prepare training activities in the different areas covered by the Core Competencies for Financial Training directed at entrepreneurs, business owners and managers of micro, small and medium-sized enterprises, in particular those linked to associations represented by these trainers.

The courses have a general training component and consist of modules on pedagogical communication, economic and financial system, setting up and development of a company, and accounting and financial planning. In the technical training component, trainees can attend modules on bank accounts and payment services, bank credit products for companies, capital market financing and risk management, insurance and pension funds. In total, each course has a minimum duration of 32 hours and a maximum duration of 51 hours of face-to-face training.

### Financial training to support social economy

Under the collaboration protocol established between the National Council of Financial Supervisors and CASES, which recognizes the benefits of better levels of financial literacy for social economy entrepreneurs, the Plan has been supporting CASES' initiatives.

#### Academia ES Programme

In 2016, the Plan participated in the 3rd edition of the 'Academia ES', a programme aimed at training and raising the awareness of young people with the aim of promoting the development of social and collective entrepreneurship projects.

The 2016 edition of the 'Academia ES' programme took place between 29 May and 5 June in Évora. On 3 June, the session was organised by the Plan and was dedicated to the topics of 'Business Plan' and 'Financing'.



Training session in Academia ES.

This session was attended by 17 young social entrepreneurs who had the opportunity to attend a presentation on how to draw up a business plan and on the main instruments of bank financing for treasury and investment. Other financing alternatives available to companies, such as crowdfunding, were also presented.

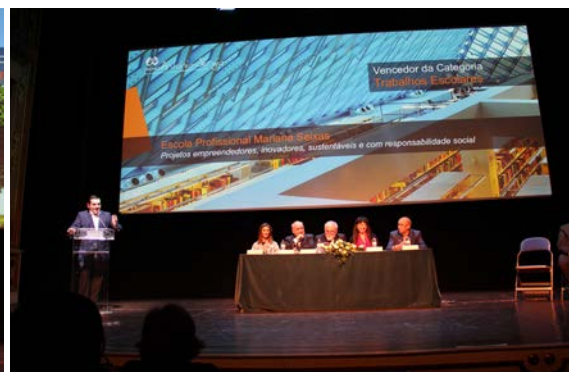
### **António Sérgio Cooperation and Solidarity Prize**

The Plan also teamed up with the 'António Sérgio Cooperation and Solidarity' Prize, assigning a financial training module to the winners in 2015 of the categories 'Innovation and Sustainability' and 'School Work'.

The winners of the 2015 António Sérgio Prize in the category 'Innovation and Sustainability' were Coopérnico – Cooperativa de Desenvolvimento Sustentável and in the category 'School Works' the prize was awarded to Escola Profissional Mariana Seixas, from Viseu, which won this award for the second consecutive year.



Delivery of the award to Coopérnico – Cooperativa de Desenvolvimento Sustentável.



Delivery of the award to Escola Profissional Mariana Seixas.

The financial training actions addressed to the winners of the António Sérgio Cooperation and Solidarity Prize were prepared according to the needs identified by each of the entities and took place in the last quarter of 2016.

In November, the Plan hosted a financial training action aimed at students of Escola Profissional Mariana Seixas, in Viseu. The training action was attended by 49 students from the technical courses in Computer Science, Computer Equipment Management, Renewable Energy and Electronics, Automation and Computers.

This action was divided into two parts. The first part was dedicated to topics related to the management of personal finances, such as the importance of planning the family budget and allocating part of the income to savings. The second part addressed the steps for setting up a company and analysing the different types of financing available to companies, bearing in mind that many of the students of this school will be future entrepreneurs.

In December, the Plan hosted a financial training action directed to the members of Coopérnico – Energia verde, sustentabilidade e cidadania, the winners of the category ‘Innovation and Sustainability’.

One part of this action was dedicated to personal finances and the other focused on corporate finance. The first part dealt with issues relating to the management of the family budget, the importance of savings and their application, namely through deposits, capital market investment products and savings products in the insurance sector. The second part discussed the main features of bank credit for companies and their guarantees, risk capital and crowdfunding, as well as the role of insurance in risk management and mitigation.



Financial training action directed at students of Escola Profissional Mariana Seixas.



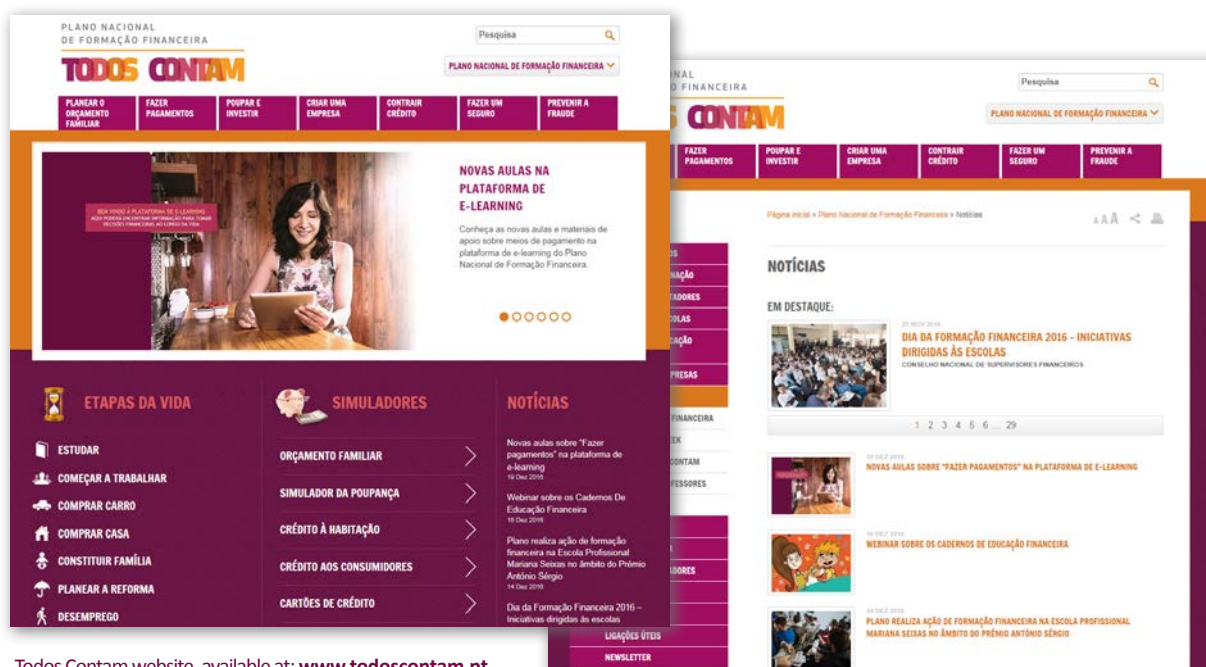
Financial training action directed at the members of Coopérnico – Energia verde, sustentabilidade e cidadania.

# Financial training through digital channels

## 4

The Plan has also been investing in the dissemination of financial training through digital channels as a means of reaching a wider and more diversified population.

The Todos Contam website ([www.todoscontam.pt](http://www.todoscontam.pt)), launched in 2012, continues to be the preferred channel for disseminating content on personal finance management and the financial training initiatives promoted by the Plan and its partners.



Todos Contam website, available at: [www.todoscontam.pt](http://www.todoscontam.pt)

The Todos Contam e-learning platform (<http://elearning.todoscontam.pt>) has also been an important tool in financial training initiatives, allowing financial education to reach a wider audience and with greater coverage of the national territory. This platform, launched at the end of 2015, is especially dedicated to the training of trainers, serving as a complement to the classroom training initiatives.

In the release version, the platform included a broad set of lessons organised into four major areas: planning a family budget, saving and investing, taking out loans and taking out insurance.

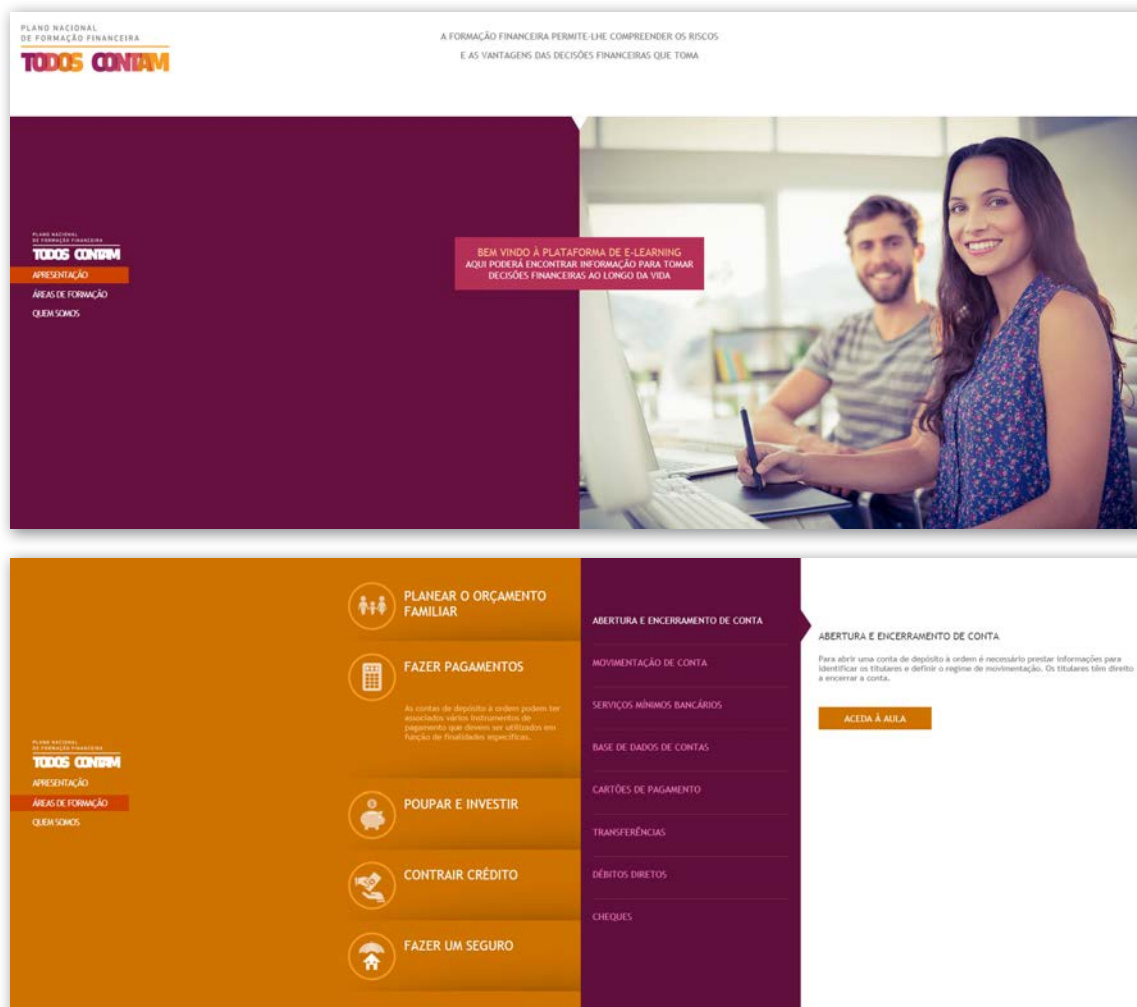
In 2016, the number of topics was extended, with the introduction of lessons on means of payments. Eight lessons are available in the new 'Making Payments' training area:

- Opening and closing an account;
- Handling accounts;



- Basic bank accounts;
- Database of Banking Accounts;
- Payment Cards;
- Bank transfers;
- Direct Debits;
- Cheques.

The lessons are in the form of video training sessions, with the synchronized presentation in text of the main topics covered. Support materials are provided to make it easier to understand the subjects covered.



Todos Contam e-learning platform, available at: <http://elearning.todoscontam.pt>

# Training and awareness-raising initiatives

## 5

In addition to the training activities aimed at school and business audiences, the Plan regularly promotes training and awareness-raising initiatives for the population and young people on the importance of financial issues.

In this context, since 2013, the Plan has participated in Global Money Week, an international initiative designed to raise the awareness of young people on the importance of financial issues, hosted annually by Child and Youth Finance International.

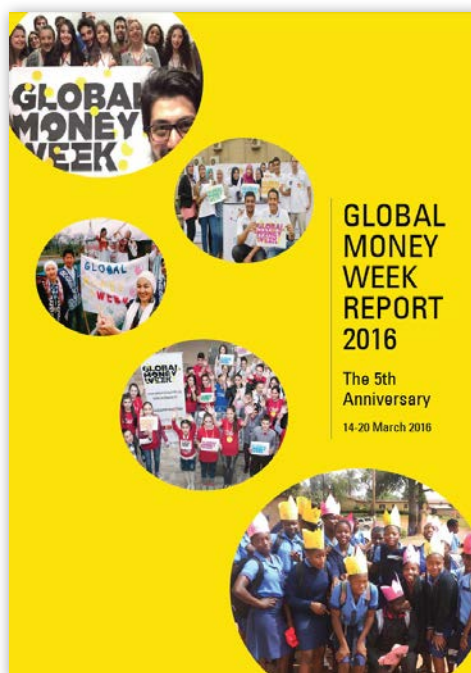
The Plan has also been carrying out financial training actions in different parts of the country targeted at various segments of the population, in response to direct requests from various entities.

### Global Money Week

In 2016, Global Money Week ran from 14 to 20 March in more than 130 countries and the theme was 'Take Part. Save Smart!'.

A total of 20 Portuguese schools have joined this international initiative through the promotion of training sessions and other activities such as the construction of puzzles, games and competitions.

Some of these schools have participated in initiatives hosted by the financial supervisors. Banco de Portugal held financial training sessions on the motto 'Learn how to manage money with Tomás and Clara' for about 140 students from two schools in Agrupamento de Escolas Nuno Gonçalves (Lisbon), ASF hosted the game 'Who wants to learn?' with vocational education students from SISEP – Sindicato dos Profissionais de Seguros – and CMVM promoted fun training sessions for students from Agrupamento de Escolas de Santa Iria da Azóia and Centro de Bem Estar Social de Foros de Salvaterra, followed by a visit to the Lisbon Stock Exchange (NYSE Euronext Lisbon).



Global Money Week Report.  
Available at:

<http://www.childfinanceinternational.org/resources/publications/2016-global-money-week-report.pdf>



Initiatives with students from Agrupamento de Escolas Nuno Gonçalves.



Initiatives with students from SISEP – Sindicato dos Profissionais de Seguros.



Initiatives with students from Agrupamento de Escolas de Santa Iria da Azóia and Centro de Bem Estar Social de Foros de Salvaterra.



Still in the scope of Global Money Week, the Plan promoted a set of workshops for a total of 290 students from Agrupamento de Escolas de S. Pedro do Sul, focusing on the following topics: budget management, importance of saving, playing it safe with credit cards, the role of insurance in risk mitigation and the financial system.



Initiatives with students from Agrupamento de Escolas de S. Pedro do Sul.

### Training actions

In 2016, the Plan continued its cooperation with public entities, non-profit associations and educational institutions, participating in training actions and other initiatives in the financial training area.

In this context, at the request of the municipality of Miranda do Corvo (Coimbra) on 13 February 2016, the Plan held a session directed at 30 parents and educators on planning the family budget in the Municipal Library of Miranda do Corvo. In parallel, another training session was held for children between the ages of 6 and 12 on the same topic, duly adapted to their age and given in a more playful way.

At the invitation of CTT – Correios de Portugal S.A, on 7, 13 and 14 April 2016, the Plan hosted a number of training sessions for trainers from the areas of social responsibility, sustainability and training in the company. These training sessions covered the following topics: planning and managing the family budget, accounts and payment services, financial products for the application of savings, credit and preventing credit default and insurance.



Training of trainers at the CTT.





PLANO NACIONAL  
DE FORMAÇÃO FINANCEIRA  
**TODOS CONTAM**



EUROREX  
**Jornal da Falsa**  
Bola não é um jogo!

WWW.TODOSCONTAM



# Financial Literacy Day

# 6



Every year the National Council of Financial Supervisors and the partners of the Plan host Financial Literacy Day in conjunction with World Savings Day, with a set of initiatives designed to raise awareness of the importance of financial education.

Financial Literacy Day was held for the first time in Lisbon and since then the event has been celebrated in Oporto, Évora and Faro.

In 2016, Financial Literacy Day was held on 2 November under the motto 'Join us because Everybody Counts!'. The activities took place in Escola Secundária da Amadora and was attended by more than 1700 students from eight schools.

At the same time, a total of 24 schools from the Todos Contam school network carried out activities in different parts of the country to mark this date.

During the celebrations of Financial Literacy Day 2016, on 3 November, the National Council of Financial Supervisors, IAPMEI and Turismo de Portugal hosted the conference 'Financial training in business management' at Escola de Hotelaria e Turismo in Lisbon, where they presented the final version of the Core Competencies for Financial Education for micro, small and medium-sized enterprises.

Financial Literacy Day was widely announced on the Todos Contam website, in the Multibanco ATM network throughout the country with the support of SIBS, and in the network of urban billboards of the Amadora Town Council.



Dissemination of Financial Literacy Day 2016 in the Multibanco ATM network.



Dissemination of Financial Literacy Day 2016 on the Todos Contam website: [www.todoscontam.pt](http://www.todoscontam.pt).

## Activities in Escola Secundária da Amadora

The activities carried out on 2 November were addressed to the school public and took place in Escola Secundária da Amadora, from Agrupamento de Escolas Pioneiros da Aviação Portuguesa<sup>6</sup>.

The pavilions of Escola Secundária da Amadora hosted financial literacy themes and were filled with activities directed at all stages of education, such as financial training workshops, games, simulators and *ateliers*.

More than 1,700 students from eight schools covering all stages of education participated in the 36 different activities promoted by the financial supervisors and partners of the Plan who joined the event.

During the formal session of Financial Literacy Day the Financial Education Workbook for the 2nd stage of basic education was launched and the winning schools of the 5th Todos Contam competition were announced.

### Sessions of Financial Literacy Day

The first session of Financial Literacy Day was dedicated to the launch of the 2nd Financial Education Workbook<sup>7</sup>, directed at students of the 2nd stage of basic education. It was attended by the Director-General of Education, José Vítor Pedroso, the National Coordinator of the Network of School Libraries, Manuela Silva, and the members of the Plan's Coordinating Committee, Maria Lúcia Leitão (Banco de Portugal), Maria Igreja (CMVM) and Rui Fidalgo (ASF).

The opening of the formal session was chaired by the Mayor of the Amadora Town Council, Carla Tavares, and the Director of Agrupamento de Escolas Pioneiros da Aviação Portuguesa, Francisco Marques.



Poster announcing Financial Literacy Day 2016.



Launch of the 2nd Financial Education Workbook.

<sup>6</sup> Programme of Financial Literacy Day 2016 available on the Todos Contam website at: <http://www.todoscontam.pt/SiteCollectionDocuments/ProgramaDFF2016.pdf>

<sup>7</sup> More details in Chapter 1 (Financial education in schools – Teaching materials).



Welcome session.



Awards ceremony of the Todos Contam competition.

During the formal session, the awards of the Todos Contam competition were delivered<sup>8</sup>. The session was attended by the Secretary of State for Education, João Costa, the Administrator of the Banco de Portugal, Elisa Ferreira, the Administrator of Banco de Portugal, Luis Máximo dos Santos, the Chairman of ASF, José Figueiredo Almacá, and the Chairman of CMVM, Carlos Tavares. The awards ceremony began with a speech by the President of the Jury of the Todos Contam competition, Isabel Alçada, who highlighted the quality of the financial training projects received in the last competitions.

The session was also attended by the Advisor for Education of the President of the Republic, João Trocado da Mata, who read a message from the President of the Republic, Marcelo Rebelo de Sousa. He congratulated the Plan for the initiatives that have been developed, emphasizing the importance of financial education in schools.

The Secretary of State for Education, João Costa, closed the formal session, highlighting the work of teachers in schools throughout the country, as well as the continuity that has been given by the Plan to the celebration of Financial Literacy Day.



Musical moments by students of Agrupamento de Escolas Pioneiros da Aviação Portuguesa – Anthem “Os pioneiros da poupança” (The pioneers of saving) and Orquestra Geração.

<sup>8</sup> More details in Chapter 1 (Financial education in schools – Todos Contam competition).



The formal session was also attended by students from Jardim de Infância Vasco Martins Rebolo, from Agrupamento de Escolas Pioneiros da Aviação Portuguesa, who sang the anthem “Os pioneiros da poupança” (The pioneers of saving).

During the afternoon the 3rd volume of the collection Seguros e Cidadania (Insurance and Citizenship), called “Um perito em busca da verdade” (An expert in search of the truth) was launched. The book is directed at students from the 2nd and 3rd stages of basic education and was presented by one of the authors, Isabel Alçada, and by the President of APS, José Galamba de Oliveira.



Presentation of the 3rd volume of the collection Seguros e Cidadania (Insurance and Citizenship), called “Um perito em busca da verdade” (An expert in search of the truth).

There was also a musical interlude by students from Agrupamento de Escolas Pioneiros da Aviação Portuguesa who form part of the Orquestra Geração.

On the same day, a session was held for teachers and educators from schools in Amadora to disseminate the Core Competencies of Financial Education. The session was hosted by the representative of the Directorate-General for Education, Rosália Silva, in conjunction with the members of the Plan Coordination Committee.

### Training workshops

Throughout the day, financial training workshops, games, simulators and other recreational activities were held in the pavilions of Escola Secundária da Amadora. These activities were divided into four pavilions, three dedicated to budget and savings, financial system and risk, and one with activities for the younger ones.



Pavilions of Escola Secundária da Amadora.

## BOX 7 | Description of the initiatives in the pavilions of Escola Secundária da Amadora

### Budget and savings

In the pavilion devoted to budget and savings, students participated in games on budget management and the characteristics of different types of bank cards and in workshops on savings.

Banco de Portugal hosted three activities directed at the students of the school. In the game 'Balance the budget' the participants held a group discussion on a number of questions about planning and managing the family budget. In 'Those who save make more dreams come true', students had to calculate the income and expenses of the budget and find strategies to make the dream of one of the characters in the game come true. In the activity "Cards: Find the differences!" students were given the opportunity to check the characteristics of the bank cards.

In a workshop on savings, APB presented some basic concepts on savings, followed by a discussion on the topic.

APFIPP hosted the activity 'Produce & Save & Invest', in which students as a group could explore the topics 'Saving', 'Before Investing', 'Saving & Investing', 'Saving for Retirement' and 'Investment Funds', and explain their idea on each topic to the rest of the group.



Activities in the budget and saving pavilion.





DECO hosted the quiz ‘Manage and save’, where students had the opportunity to assess their financial literacy.

In Junior Achievement Portugal’s activity ‘Keep you balance’, students prepared the monthly budget of a character with a certain profession and income. Each student had to make a number of decisions that impacted the character’s budget.

Through the play ‘A World Leaders’ Conference’, the students of Agrupamento de Escolas Pioneiros da Aviação Portuguesa role-played a meeting of several individuals from the world political and economic sphere.



- A** Equilibra o orçamento | Banco de Portugal  
Piso 0 | Mat1 e CN2
- B** Cartões: Descobre as diferenças! | Banco de Portugal  
Piso 0 | Mat2 e Sala Geografia
- C** Quem poupa realiza mais sonhos | Banco de Portugal  
Piso 0 | CN1
- D** Workshop Poupança | APB  
Piso 1 | Mat3
- E** Produzir, poupar e investir | APFIPP  
Piso 1 | F2
- F** Gerir e Poupar (quiz) | DECO  
Piso 1 | Mat4
- G** Mantém o equilíbrio | JA Portugal  
Piso 1 | Q1
- H** Teatro “A World Leaders Conference”  
Piso 0 | Auditório



Activities in the budget and saving pavilion.

## Financial system

In the pavilion of the financial system, students participated in a role-play on the Stock Exchange. They imagined going to a bank in order to carry out simple banking operations and listened to the story of the evolution of money.

The activity 'The Stock Exchange and the Chocolate Factory' was hosted by CMVM, in conjunction with Euronext Lisbon. By listening to the story of a growing chocolate factory, students addressed issues of business finance via the capital market, rules for admission to the market, notions on some financial instruments, and the role of regulators.

Banco de Portugal's activity 'From stone to digital money' enabled students to learn about the evolution of trade and various types of money. The students made a journey through time, which crossed imaginary countries where a stone can buy a piece of land and ended with the present time where plastic money predominates.

The Banco de Portugal organized an interactive exhibition on Euro banknotes – the 'Note Lab' – where students were given the chance to explore just how safe Euro banknotes are using equipment such as microscopes and black lights.



Activities in the financial system pavilion.

In Banco de Portugal's 'H€roQuiz', students answered questions on the financial system, money, the Eurozone and the duties of the central bank.

APB hosted the activity 'Pilot Bank Counter', where students pretended they were opening a bank account and learnt about basic banking operations at the counter of a bank created by APB, in conjunction with IAnstituto de Formação Bancária (IFB).

Junior Achievement Portugal challenged students to take on the role of school principals in the activity 'I can change the world'. Taking on this role, students had to consider the needs of the school and based on these create a business plan to be developed and implemented in the school.



- A** A Bolsa e a Fábrica de Chocolates | CMVM e Euronext  
Piso 0 | CMF1
- B** Da pedra ao dinheiro digital | Banco de Portugal  
Piso 0 | CMF2 e CMF3
- C** Balcão Piloto | APB  
Piso 0 | SPO
- D** Laboratório do dinheiro | Banco de Portugal  
Piso 1 | CMFH e CMF5
- E** H€roQuiz | Banco de Portugal  
Piso 1 | CMF6
- F** Posso mudar o mundo | JA Portugal  
Piso 1 | CMFD



Activities in the financial system pavilion.



## Risk

In the risk pavilion, students were given the chance to produce an insurance newspaper and had the opportunity to participate in various workshops and games on the subject of risk and the importance of insurance to mitigate them.

ASF hosted the workshop 'Financial Reporters – Speaking of Insurance' with secondary school students. In this activity students were able to reflect on the importance of insurance in their lives and prepare a newspaper – Insurance Daily – which included interviews, photographs and videos made during Financial Literacy Day.

In the week prior to Financial Literacy Day, about 250 students and 22 teachers from Escola Básica Roque Gameiro, in Amadora, had the opportunity to participate in this workshop promoted by ASF. This time, the workshop was held in the headquarters of the daily newspaper Diário de Notícias.

APS announced the winners of the best 'Life Insurance Poster' contest, which was launched in the week prior to Financial Literacy Day at Escola Secundária da Amadora.

In the activity 'Risk behaviour', APS challenged students to assess the impact that unhealthy behaviours such as smoking, poor diet, and sleep deprivation have when taking out insurance.



Activities in the risk pavilion.



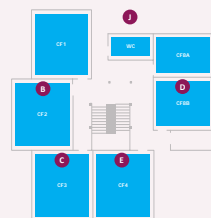
In conjunction with DEKRA, the APS hosted the rollover simulator, whose aim was to demonstrate the importance of using a seat belt and to convey the best practices to safely exit from an overturned vehicle. Still on road safety, the APS and the National Road Safety Authority hosted the action ‘Cyclists and Pedestrians’.

In collaboration with the Municipal Civil Protection Service of the Municipality of Amadora, APS also organised the ‘SOS Earthquake Exercise’. In this exercise, students were given the opportunity to understand the role of citizens before, during and after an earthquake.

APB hosted a financial training quiz which enabled students to ‘measure’ their financial know-how by answering a set of questions that tested their knowledge about basic concepts of financial issues.

Pavilhão do Conhecimento – Ciência Viva also participated in the day’s activities, organising various activities and games on the subject of risk. In this context, students were invited to try out several modules associated with exposure to risk, recently inaugurated by Ciência Viva, such as the bed of nails, the plasma mini-sphere and 3D-goggles, and to participate in games like ‘untie the knot’ and ‘balance the rods’.

CF PISO 0



CF PISO 1



- A** Repórteres de finanças – Falando de Seguros | ASF  
Piso 1 | CFH e CFS
- B** Cartaz para seguro de vida | APS  
Piso 0 | CF2
- C** Quiz de Formação Financeira | APB  
Piso 0 | CF3
- D** Ciclistas e peões | APS e ANSR  
Piso 0 | CF8B
- E** Atividade Ciência Viva | Pavilhão do conhecimento – Ciência Viva  
Piso 0 | CF4
- F** Exercício SOS Sismo – A jogar se previne | APS  
Piso 1 | CF6 e Polidesportivo
- G** Comportamentos de risco | APS  
Piso 1 | CF7
- H** Palestra e Plataforma de sismos | APS  
Piso 1 | CFD
- I** Cenário Pós-Sismo | APS e Proteção Civil  
Polidesportivo
- J** Simulador capotamento | APS e DEKRA  
Exterior



Activities in the risk pavilion.



## Pavilion for the younger ones

In the pavilion of the younger ones, activities were focused on pre-school students and those from the 1st stage of basic education. The topics covered were money and family budget management, the importance of saving and risk mitigation.

In this pavilion, CMVM hosted the activity 'Wise Piggy', a training action directed at children between the ages of 5 and 8. The children also had the opportunity to have their faces painted.

ASFAC organised the workshop 'The 3 piggy banks', where students of the 1st stage of basic education were encouraged to make their own piggy bank using recycled materials. Pre-school students were also invited by ASFAC to dance and sing songs about saving as part of the activity 'The 3 little pigs and the small Flame (Aflatoun)'.

The game 'Snakes and Ladders', hosted by APS, allowed students to playfully explore the concept of risk, while addressing the role that insurance plays as a risk transfer tool.

The Directorate-General for Consumer Affairs, together with the Consumer Indebtedness Office (GOEC), promoted the educational game 'The Little Saver', designed to develop analytical skills on the mechanisms of consumer society and to reflect on lifestyles, with the aim of creating responsible and active future consumers and citizens.



Activities in the pavilion for the younger ones.

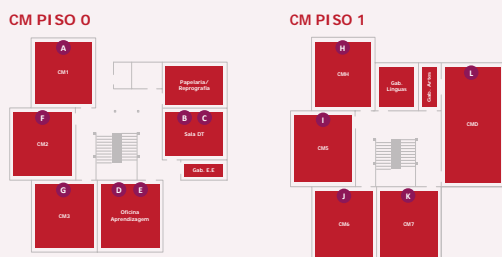


In Junior Achievement Portugal's activity 'Needs and desires', students learnt the difference between these concepts and recognized that families use money to satisfy their needs and desires.

The students responded to a set of puzzles on savings in the scope of the game 'In search of savings', promoted by APFIPP.

The students were invited to draw a Euro note in the drawing competition 'My Euro note' promoted by APB.

Also aimed at the younger ones, Agrupamento de Escolas Pioneiros da Aviação Portuguesa hosted the activity 'Supermarket', where students received a budget that they had to manage when buying supermarket products, and the board game 'Point 2EF' where each player had to choose primary products with which he would have to survive for one day, using as little money as possible. The group of schools also presented 'The Club of the Ladybird, who is beautiful and likes to save...', a story depicted by talking animals.



- A** O porquinho sabichão – Quiz | CMVM  
Piso 0 | CM1
- B** Pinturas faciais | CMVM  
Piso 0 | Sala DT
- C** História “ O Clube da Carochinha que é bonita e poupáinha...” | ESA  
Piso 0 | Sala DT
- D** Os 3 porquinhos e a pequena Chama (Aflatoun) | ASFAC  
Piso 0 | Oficina de aprendizagem
- E** Atelier “os 3 mealheiros” | ASFAC  
Piso 0 | Oficina de aprendizagem
- F** Jogo da Glória | APS  
Piso 0 | CM2
- G** Supermercado | ESA  
Piso 0 | CM3
- H** Jogo do Poupinhas | DGC e GOEC  
Piso 1 | CMH
- I** Apontaonúmero2EF | ESA  
Piso 1 | CM5
- J** Necessidades e desejos | JA Portugal  
Piso 1 | CM6
- K** À descoberta da poupança | APFIPP  
Piso 1 | CM7
- L** Concurso “a minha nota” | APB  
Piso 1 | CMD



Activities in the pavilion for the younger ones.

### Activities of the Todos Contam school network

Twenty-four schools from the Todos Contam network teamed up with Financial Literacy Day, hosting financial training activities and initiatives.

Initiatives included financial training sessions on budgeting and savings, exhibitions, piggy bank contests, financial education quizzes and bank simulations.

The activities developed by the schools were published on the Todos Contam website in a space dedicated for Financial Literacy Day 2016, which describes the activities carried out and the materials produced, including photos.

#### BOX 8 | List of schools participating in Financial Literacy Day 2016

- Agrupamento de Escolas D. Dinis | Lisbon
- Agrupamento de Escolas de Cister | Leiria
- Agrupamento de Escolas de Monserrate | Viana do Castelo
- Agrupamento de Escolas de Pombal | Leiria
- Agrupamento de Escolas de S. Pedro do Sul | Viseu
- Agrupamento de Escolas de Vieira de Leiria | Leiria
- Agrupamento de Escolas de Vila de Rei | Castelo Branco
- Agrupamento de Escolas Eça de Queirós | Lisbon
- Agrupamento de Escolas João de Deus | Faro
- Agrupamento de Escolas Marinha Grande Nascente | Leiria
- Agrupamento de Escolas Pioneiros da Aviação | Lisbon
- Centro Educativo dos Olivais | Coimbra
- Colégio de São Miguel | Santarém
- Colégio Nova Encosta | Oporto
- Escola Básica e Secundária das Velas | Autonomous Region of the Azores
- Escola Básica e Secundária de Nordeste | Autonomous Region of the Azores
- Escola Básica e Secundária São Roque do Pico | Autonomous Region of the Azores
- Escola Básica Integrada de Ginetes | Autonomous Region of the Azores
- Escola Básica Integrada Roberto Ivens | Autonomous Region of the Azores
- Escola Profissional Infante D. Henrique | Oporto
- Escola Secundária D. Manuel I | Beja
- Escola Secundária/3 S. Pedro | Vila Real
- INETESE – Instituto para o Ensino e Formação | Lisbon
- Jardim-Escola João de Deus | Viseu

## Conference ‘Financial training in business management’

Still in the context of Financial Literacy Day 2016, the National Council of Financial Supervisors, IAPMEI and Turismo de Portugal held a conference on ‘Financial training in business management’ on 3 November. The conference took place at Escola de Hotelaria e Turismo in Lisbon and was attended by about 180 people.

The aim of this initiative was to present to the business owners and managers of micro and small enterprises, business entities, financial associations and universities, the final version of the Core Competencies for Financial Education for micro, small and medium-sized enterprises<sup>9</sup>, the training of trainers’ programme and the training plan for 2017.

The conference was opened by the Secretary of State for Tourism, Ana Mendes Godinho, followed by interventions by the President of IAPMEI, Miguel Cruz, and the President of Turismo de Portugal, Luís Araújo.



Interventions by the President of IAPMEI, the President of Turismo de Portugal and the Secretary of State for Tourism.

The President of IAPMEI stressed the importance of financial literacy for making rapid and informed management decisions that are compatible with an uncertain economic context and accelerating change, as well as for the competitiveness of Portuguese small and medium-sized enterprises. For the President of Turismo de Portugal, the financial training of micro and small business owners is crucial for growth, job creation and the sustainability of companies.

The members of the National Council of Financial Supervisors – the Administrator of Banco de Portugal, Elisa Ferreira, the President of ASF, José Figueiredo Almacga, and CMVM President, Carlos Tavares - reaffirmed their commitment to the promotion and support of financial training for micro, small and medium-sized enterprises, one of the Plan’s priority areas of action.

<sup>9</sup> More details in Chapter 2 (Financial training for entrepreneurs and managers – Financial training for micro, small and medium-sized enterprises).





Interventions by the members of the National Council of Financial Supervisors.

The conference also included a panel on the challenges in the area of financial training for micro, small and medium-sized enterprises, moderated by Luís Ferreira Lopes, business and innovation advisor to the Presidency of the Republic. The round table was attended by the Charimen of APB, Fernando Faria de Oliveira, APS, João Galamba de Oliveira, APFIPP, José Veiga Sarmiento, ASFAC, António Menezes Rodrigues, of the Portuguese Trade and Services Confederation, João Vieira Lopes of the Portuguese Tourism Confederation, Francisco Calheiros, as well as the Vice President of the Portuguese Business Confederation, Carlos Cardoso.



Panel on the challenges in the area of financial training for micro, small and medium-sized companies.

Topics of interest to entrepreneurs and managers of micro, small and medium-sized enterprises were discussed, such as access to credit and the choice of adequate financing for companies, the importance of insurance in corporate risk management and financial applications in business management.

The session was closed by the Secretary of State for Industry, João Vasconcelos.



Closing by the Secretary of State for Industry.

