

PLANO NACIONAL DE FORMAÇÃO FINANCEIRA

# TODOS CONTAM



## PORTUGUESE NATIONAL PLAN FOR FINANCIAL EDUCATION ANNUAL REPORT 2019



PLANO NACIONAL DE FORMAÇÃO FINANCEIRA

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# TODOS CONTAM

PORTUGUESE NATIONAL PLAN  
FOR FINANCIAL EDUCATION

## ANNUAL REPORT 2019

Lisbon, 2020



**Portuguese National Plan for Financial Education**

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# Note of the National Council of Financial Supervisors



For the first time, the report on activities developed by the National Plan for Financial Education in 2019 includes the financial training and awareness-raising initiatives developed autonomously by the partners of the Plan, represented in the Monitoring Committee.

The integration of these initiatives in the Plan's annual report aims to highlight the key role of the partners in achieving the aggregating view of the “*Todos Contam*”, as a project that brings together the contribution of everyone to promote responsible financial citizenship of the population. The role of the partners is crucial to ensure the reach and dimension of the Plan, allowing financial education to be increasingly comprehensive and inclusive.

As usual, the report describes the activities carried out by financial supervisors, many of which in conjunction with partners with whom it has entered into cooperation protocols. These initiatives are intended for a diverse range of target audiences, such as teachers and students, the unemployed and other vulnerable groups, managers of micro, small and medium-sized enterprises, football players and the general public.

In 2019, the financial supervisors decided to carry out the 3<sup>rd</sup> Survey on the Financial Literacy of the Portuguese Population, which will allow Portugal to participate in the international comparison of financial literacy levels promoted by the International Network on Financial Education (OECD/INFE), the results of which will be published in 2020.

The assessment of the attitudes, behaviours and financial knowledge of the Portuguese population, through this survey, will assist the National Council of Financial Supervisors in drawing up the strategic guidelines of the Plan for 2021-2025, as part of its five-year review.

## *The National Council of Financial Supervisors*

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

Ana Paula Serra, Director of Banco de Portugal

Margarida Corrêa de Aguiar, Chairwoman of the Portuguese Insurance and Pension  
Funds Supervision Authority

Gabriela Figueiredo Dias, Chair of the Executive Board of the Portuguese Securities  
Market Commission

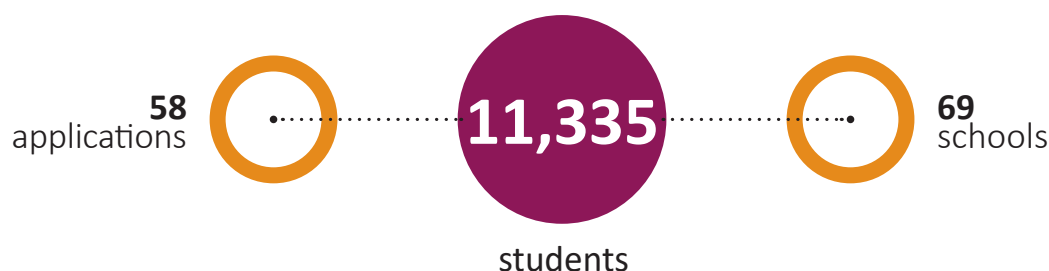
# The National Plan for Financial Education in numbers **2019<sup>1</sup>**

## Financial education in schools

Training and awareness-raising activities

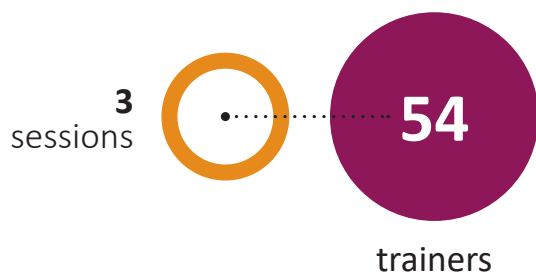


*Todos Contam* competition

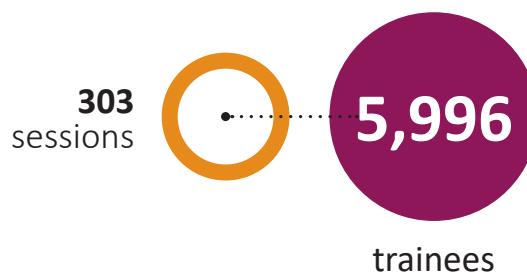


## Financial education in vocational training

Training of trainers



Training in vocational centres of IEFP

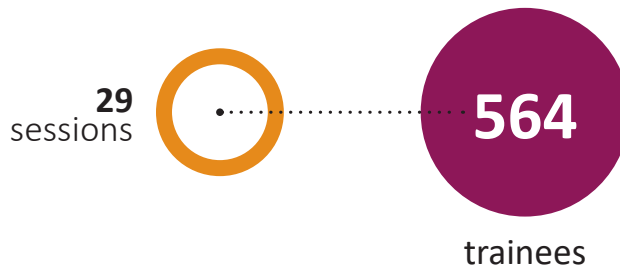


<sup>1</sup> Data calculated based on information reported by the entities of the National Plan for Financial Education that contributed to the activities referred to in this report.



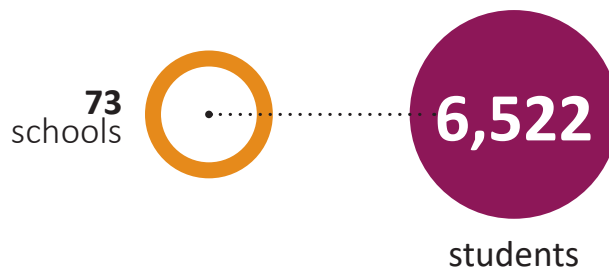
# Financial education for micro, small and medium-sized enterprises

Training for managers, entrepreneurs and employees

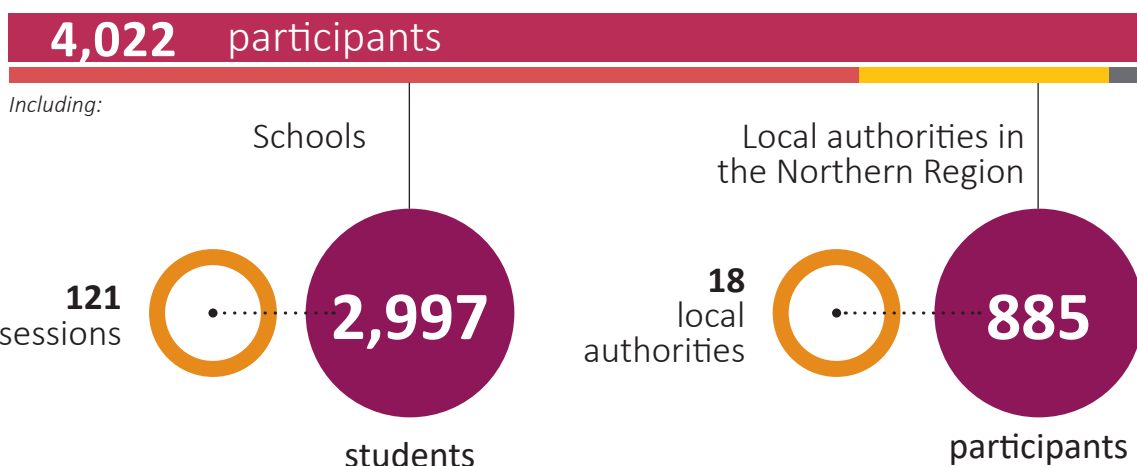


# Global youth awareness initiatives

Global Money Week and European Money Week



# Financial Literacy Week





### Entities that contributed to the activities mentioned in this report:

- Agência Nacional para a Qualificação e o Ensino Profissional (ANQEP) – National Agency for Qualification and Vocational Education and Training
- Agência para a Competitividade e Inovação (IAPMEI) – Public Agency for Competitiveness and Innovation
- Alto Comissariado para as Migrações (ACM) – High Commission for Migration
- Associação de Instituições de Crédito Especializado (ASFAC) – Association of Specialised Credit Institutions
- Associação Portuguesa de Bancos (APB) – Portuguese Banking Association
- Associação Portuguesa de Fundos de Investimento, Pensões e Patrimónios (APFIPP) – Portuguese Association of Investment Funds, Pensions and Assets
- Associação Portuguesa de Seguradores (APS) – Portuguese Association of Insurance Companies
- Associação Portuguesa para a Defesa do Consumidor (DECO) – Portuguese Association for Consumer Protection
- Autoridade de Supervisão de Seguros e Fundos de Pensões (ASF) – Portuguese Insurance and Pension Funds Supervision Authority
- Banco de Portugal – Central Bank of Portugal
- Comissão de Coordenação e Desenvolvimento Regional do Norte (CCDR-N) – Norte Portugal Regional Coordination and Development Commission
- Comissão do Mercado de Valores Mobiliários (CMVM) – Portuguese Securities Market Commission
- Comunidade Intermunicipal das Terras de Trás-os-Montes – Intermunicipal Community of Terras de Trás-os-Montes
- Comunidade Intermunicipal do Alto Tâmega – Intermunicipal Community of Alto Tâmega
- Comunidade Intermunicipal do Tâmega e Sousa – Intermunicipal Community of Tâmega e Sousa
- Confederação Empresarial de Portugal (CIP) – Confederation of Portuguese Business
- Cooperativa António Sérgio para a Economia Social (CASES) – Cooperative António Sérgio for Social Economy
- Direção-Geral da Educação (DGE) – Directorate-General for Education
- Direção-Geral do Consumidor (DGC) – Directorate-General for Consumer Affairs
- Fundação António Cupertino de Miranda (FACM) – António Cupertino de Miranda Foundation
- Instituto do Emprego e Formação Profissional (IEFP) – Portuguese Institute for Employment and Vocational Training
- Junior Achievement Portugal (JAP) – Junior Achievement Portugal
- Ordem dos Psicólogos Portugueses (OPP) – Portuguese Psychologists’ Association
- Rede de Bibliotecas Escolares (RBE) – School Library Network
- Sindicato dos Jogadores Profissionais de Futebol (SJPF) – Portuguese Union of Professional Football Players
- Turismo de Portugal (TP) – Portuguese Tourism Agency

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



Since its launch in 2011, the National Plan for Financial Education has based its intervention on cooperation with strategic partners to promote financial education initiatives among different target audiences so as to develop structured and sustainable programmes in the long term.

In this report, financial education initiatives are presented by target audience, including the activities developed by the financial supervisors, namely in conjunction with strategic partners with whom they have collaboration protocols, and initiatives carried out autonomously and reported by the partners of the National Plan for Financial Education.

In 2019, the financial supervisors and the Ministry of Education continued the strategy of **promoting financial education in schools**, holding yet another teacher training course, this time in Montijo, in which 29 teachers from schools in the district of Setúbal participated, some of whom are trainers in teacher training centres. 175 teachers also participated in awareness-raising activities on financial topics, focused on the Financial Education Workbooks.

For the eighth consecutive year, the *Todos Contam* competition was held, with a total of 58 applications for “School Awards”, involving more than 11,000 students from approximately 70 schools of the majority of the districts in mainland Portugal as well from the Autonomous Regions of the Azores and Madeira. For the first time, the *Todos Contam* competition awarded the “Teacher Award” to distinguish the teacher who stood out the most in implementing financial education projects in previous years.

The financial supervisors, the Portuguese Association of Insurance Companies, the Portuguese Association of Investment Funds, Pensions and Assets, the Portuguese Association for Consumer Protection, the António Cupertino de Miranda Foundation and the Junior Achievement Portugal carried out training and awareness-raising activities covering around 58,000 students of all ages.

**Financial education in vocational training** continued to be promoted in 2019, under the cooperation protocol signed between the financial supervisors and the Portuguese Institute for Employment and Vocational Training. This year around 50 trainers were certified, from different professional training centres in all regions of mainland Portugal. These certified trainers subsequently developed their own training courses, involving a total of 5996 trainees in 2019.

Within the scope of the partnership with the financial supervisors, the Public Agency for Competitiveness and Innovation and the Portuguese Tourism Agency carried out 29 new financial training courses across the country, aimed at 564 **entrepreneurs and managers of micro, small and medium-sized enterprises**.

The financial supervisors continued to support the **financial education of social economy entrepreneurs**, under the existing protocol with the Cooperative António Sérgio for Social Economy, in the context of the António Sérgio Prize.



In the context of the project of **financial education with local authorities**, the financial supervisors and the Norte Portugal Regional Coordination and Development Commission signed a cooperation agreement with the Intermunicipal Community of Terras de Trás-os-Montes. The Plan also continued to support the initiatives developed by the local authorities of the intermunicipal communities of Alto Tâmega and Tâmega e Sousa, within the framework of the agreements established in 2017 and 2018.

Under the partnership with the financial supervisors, in 2019 the Portuguese Psychologists' Association carried out awareness-raising initiatives to **promote suitable financial attitude and behaviour**.

Following on from the cooperation with the Portuguese Union of Professional Football Players for the **financial education of football players**, the financial supervisors cooperated in the carrying out and dissemination of the Survey on the Financial Literacy of Football Players.

The financial supervisors, the High Commission for Migration, the Association of Specialised Credit Institutions, the Portuguese Association of Insurance Companies, the Portuguese Association for Consumer Protection and the António Cupertino de Miranda Foundation hosted initiatives among **vulnerable audiences**, with several sessions aimed at the senior population. The financial supervisors, the Portuguese Banking Association and the Confederation of Portuguese Business, through its associative structure, also held **financial education sessions for the general public**.

The Plan continued to participate in **Global Money Week**, a worldwide initiative which several Portuguese schools have joined.

**Financial Literacy Week** took place between 28 and 31 October 2019 and was supported by the strategic partners of the Plan. It involved more than 4000 participants, especially school children, and also teachers and other trainers, football players, working age population and seniors. The activities were centred on the city of Bragança and local authorities in the North Region.

The projects implemented throughout the year were supported by the *Todos Contam* e-learning platform and published on the *Todos Contam* website and on the *Todos Contam* Facebook page.

# Financial education in schools

# 1



From the outset, the promotion of financial education in schools is one of the priorities of the National Plan for Financial Education, being considered one of the crucial cornerstones of its actions.

The strategy for implementing the Core Competencies for Financial Education<sup>2</sup>, launched in 2013, involved the preparation and promotion of teacher training programmes, the development of educational materials and motivating and raising the awareness of schools to the subject of financial education through initiatives such as the *Todos Contam* competition.

Children and young people have also been a priority target audience for the Plan's partner entities, which implement financial education projects in schools across the country.

## Teacher training programme

The Ministry of Education and the financial supervisors promote teacher training so that teachers are equipped to approach financial education as part of education for citizenship, thus contributing to a widespread use of the Core Competencies for Financial Education in the Portuguese educational system. The training is also directed at teachers who act as trainers of other teachers, ensuring the multiplier effect of the initiatives carried out.

Between 2014 and 2019, about 390 educators and teachers participated in teacher training courses that were held in the five regions of mainland Portugal – North, Centre, Lisbon and Tagus Valley, Alentejo and Algarve – and in the Autonomous Regions of Azores and Madeira, with the support of the respective Regional Secretariats of Education.

Between 27 April and 1 June 2019, the financial supervisors and the Ministry of Education held another teacher training workshop on the Core Competencies for Financial Education, at Escola Secundária Jorge Peixinho, in Montijo.

The workshop was targeted at teachers from schools in the district of Setúbal, some of whom are trainers in teacher training centres. A total of 29 teachers participated in this workshop, which included 25 hours of face-to-face training given by employees of the Directorate-General for Education and financial supervisors.

<sup>2</sup> The *Core Competencies for Financial Education in Kindergarten, Basic Education, Secondary Education and Adult Learning and Training* are available on the *Todos Contam* website (<https://www.todoscontam.pt/sites/default/files/SiteCollectionDocuments/CoreCompetenciesFinancialEducation.pdf>).

**TABLE 1 | Programme of the teacher training workshop at Escola Secundária Jorge Peixinho (Montijo)**

Sessions	Contents
1 <sup>st</sup> session	Financial education in the framework of citizenship education Planning and managing a family budget Accounts and means of payment
2 <sup>nd</sup> session	Financial system Credit and preventing and managing default Savings – Time deposits
3 <sup>rd</sup> session	Savings – Shares, bonds and investment funds Savings – Insurance and pension fund products
4 <sup>th</sup> session	Insurance Presentation of proposals to implement the course by the trainees



Teaching training workshop at Escola Secundária Jorge Peixinho, in Montijo.

### Financial education workbooks

The development of educational materials on financial topics is a key step in the process of implementing the Core Competencies for Financial Education in schools.

The production of the Financial Education Workbooks is part of a partnership between the financial supervisors, the Ministry of Education and four associations of the financial sector: Portuguese Banking Association, Portuguese Association of

Insurance Companies, Portuguese Association of Investment Funds, Pensions and Assets and Association of Specialised Credit Institutions.

The School Library Network has also contributed to the dissemination of the Financial Education Workbooks among the educational community, namely through its website and in sessions directed at library teachers.

At the request of Agrupamento de Escolas de Vilela, in Paredes (Porto), on 10 April, 45 teachers from the three stages of basic education participated in an awareness-raising session on financial topics, focused on the Financial Education Workbooks 1, 2 and 3. The session also featured a brief presentation on the structure of the Core Competencies for Financial Education.



Awareness-raising session with teachers from Agrupamento de Escolas de Vilela, in Paredes (Porto).

In the months of April and September, around 130 teachers from the three stages of basic education of four school groups, who received the António Sérgio Cooperation and Solidarity Prize<sup>3</sup> in several editions, also participated in awareness-raising sessions on the Financial Education Workbooks 1, 2 and 3 and other educational materials made available on the *Todos Contam* website.

<sup>3</sup> See Chapter 4 (Financial education to support social economy – António Sérgio Cooperation and Solidarity Prize).



## Todos Contam competition

The *Todos Contam* competition aims to encourage the development of financial education projects in schools. It is an initiative promoted annually by the National Council of Financial Supervisors (CNSF) and the Ministry of Education, through the Directorate-General for Education and the National Agency for Qualification and Vocational Education and Training.

The application period for the 8<sup>th</sup> *Todos Contam* competition ran from 7 June to 11 October 2019.

For the first time, the *Todos Contam* competition awarded the “Teacher Award”, to distinguish the teacher who stood out the most in implementing financial education projects in previous years.

The terms of reference of the 8<sup>th</sup> *Todos Contam* competition<sup>4</sup> also provided for the award of the usual “School Awards” to distinguish the best financial education projects, to be implemented in education and teaching establishments during the 2019/2020 school year: one for kindergarten, one for each stage of basic education and one for secondary education. They also included a continuity award to distinguish multiannual projects that had participated in the *Todos Contam* competition over three consecutive years.

Based on the Core Competencies for Financial Education<sup>5</sup>, eligible projects should:

- Raise awareness of the importance of financial knowledge on a day-to-day basis;
- Develop key financial literacy and skills when making financial decisions;
- Promote adequate financial attitudes and behaviour;
- Encourage the creation of saving habits;
- Improve knowledge and skills in the use of digital financial services;
- Foster the use of content and resources available on the *Todos Contam* website.



Poster announcing the 8<sup>th</sup> *Todos Contam* competition.

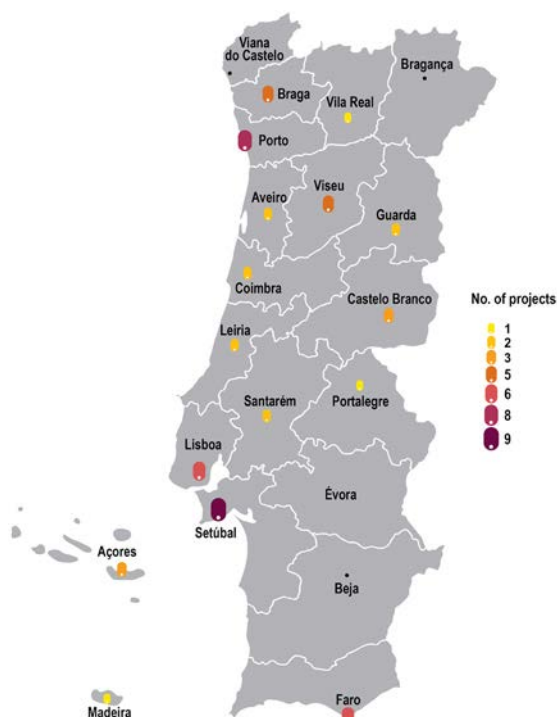
<sup>4</sup> The terms of reference of the 8<sup>th</sup> *Todos Contam* competition are available on the *Todos Contam* website (in Portuguese only) ([https://www.todoscontam.pt/sites/default/files/2019-06/8ctc\\_regulamento.pdf](https://www.todoscontam.pt/sites/default/files/2019-06/8ctc_regulamento.pdf)).

<sup>5</sup> The *Core Competencies for Financial Education for Kindergarten, Basic Education, Secondary Education and Adult Education and Training* is available on the *Todos Contam* website (<https://www.todoscontam.pt/sites/default/files/SiteCollectionDocuments/CoreCompetenciesFinancialEducation.pdf>).





Launch of the 8<sup>th</sup> *Todos Contam* competition on the *Todos Contam* website.



Geographical distribution of the school projects submitted to the 8<sup>th</sup> *Todos Contam* competition.

Projects must also abide by the Plan’s Principles for Financial Education Initiatives<sup>6</sup>, so applicants may not include initiatives co-developed with financial sector institutions, unless this occurs through the respective sectoral associations.

The 8<sup>th</sup> *Todos Contam* competition had a total of 58 applications for “School Awards”, involving more than 11,000 students from around 70 schools in most districts of mainland Portugal and the Autonomous Regions of Azores and Madeira.

Of the 58 projects submitted to the competition, 5 were for kindergarten, 6 for the 1<sup>st</sup> stage of basic education, 11 for the 2<sup>nd</sup> stage of basic education, 17 for the 3<sup>rd</sup> stage of basic education and 19 for secondary education.

5 applications were submitted for the “Teacher Award”.

During the 8<sup>th</sup> *Todos Contam* competitions, 439 school projects were presented to the competition, involving 489 different schools.

<sup>6</sup> The Plan’s Principles for Financial Education Initiatives are available on the *Todos Contam* website (<https://www.todoscontam.pt/sites/default/files/SiteCollectionDocuments/CoreCompetenciesFinancialEducation.pdf>).

### BOX 1 | Projects submitted to the “School Awards” of the 8<sup>th</sup> *Todos Contam* competition

- Agrupamento de Escolas “A Lã e Neve” – Escola Básica de São Domingos | Castelo Branco
- Agrupamento de Escolas Artur Gonçalves – EB 2,3 Dr. António Chora Barroso | Santarém
- Agrupamento de Escolas D. Afonso III – E.B 2,3 D. Afonso III | Faro
- Agrupamento de Escolas D. João I – Escola D. João I da Baixa da Banheira; Escola n.º 4 da Baixa da Banheira; Escola n.º 5 da Baixa da Banheira | Setúbal
- Agrupamento de Escolas da Maia – Escola Secundária da Maia | Porto
- Agrupamento de Escolas da Vila do Bispo – Jardim de Infância da Vila do Bispo | Faro
- Agrupamento de Escolas Daniel Sampaio | Setúbal
- Agrupamento de Escolas de Barcelos | Braga
- Agrupamento de Escolas de Cabeceiras de Basto – Escola Básica e Secundária de Cabeceiras de Basto; Escola Básica do Arco de Baúlhe | Braga
- Agrupamento de Escolas de Fajões – Escola Básica e Secundária de Fajões; Escola Básica 2/3 de Carregosa | Aveiro
- Agrupamento de Escolas de Figueira de Castelo Rodrigo | Guarda
- Agrupamento de Escolas de Pombal – EB 1 Conde de Castelo Melhor | Leiria
- Agrupamento de Escolas de Resende – Escola Secundária de Resende | Viseu
- Agrupamento de Escolas de Santo António – Escola Básica 2/3 e Secundária de Santo António | Setúbal
- Agrupamento de Escolas Dr. João Araújo Correia – Centro Escolar Alagoas; Centro Escolar Alameda | Vila Real
- Agrupamento de Escolas Gardunha e Xisto – Escola do Ensino Básico Serra da Gardunha | Castelo Branco
- Agrupamento de Escolas General Serpa Pinto – Escola Básica 2,3 General Serpa Pinto | Viseu
- Agrupamento de Escolas Gil Vicente | Braga
- Agrupamento de Escolas João de Deus – Escola do 1.º ciclo n.º 4 da Penha; Escola Básica 2,3 de Santo António; Escola Secundária João de Deus | Faro
- Agrupamento de Escolas Martim de Freitas – Centro Educativo dos Olivais | Coimbra
- Agrupamento de Escolas n.º 1 de Gondomar – Escola Secundária de Gondomar; Escola Básica de Jovim e Foz do Sousa; Jardim de Infância do Outeiro; Jardim de Infância de Trás da Serra; Escola Básica do Outeiro | Porto

- Agrupamento de Escolas n.º 3 de Elvas – Escola Secundária de D. Sancho II de Elvas; Escola Básica Integrada com Jardim de Infância de Vila Boim | Portalegre
- Agrupamento de Escolas Padre António de Andrade – Escola Básica e Secundária Padre António de Andrade; Escola Básica do Primeiro Ciclo de Oleiros | Castelo Branco
- Agrupamento de Escolas Padre Benjamim Salgado – Escola Básica Bernardino Machado | Braga
- Agrupamento de Escolas Padre José Augusto da Fonseca – Escola Básica e Secundária Padre José Augusto da Fonseca | Guarda
- Centro de Bem Estar Social de Foros de Salvaterra | Santarém
- CESPU – Cooperativo de Ensino Superior Politécnico e Universitário | Porto
- Colégio de São Gonçalo – Amarante | Porto
- Colégio Oficina Divertida | Faro
- Colégio Quinta do Lago | Lisbon
- Colégio Senhor dos Milagres | Leiria
- Colégio Valsassina | Lisbon
- Divertiláxia | Azores (AR)
- EB1 Roberto Ivens | Azores (AR)
- Escola Básica dos 2.º e 3.º ciclos Dr. Eduardo Brazão de Castro | Madeira (AR)
- Escola de Hotelaria e Turismo do Algarve | Faro
- Escola Profissional Vértice | Porto
- Escola Secundária das Laranjeiras | Azores (AR)
- Escola Secundária Fernão Mendes Pinto | Setúbal
- Escola Secundária Poeta Al Berto | Setúbal
- Escola Secundária/3 Prof. Dr. Flávio F. P. Resende | Viseu
- Externato Camões | Porto
- Fundação COI | Setúbal
- INETE – Instituto de Educação Técnica | Lisbon
- INEtese – Instituto para o Ensino e Formação | Lisbon
- Real Colégio de Portugal | Lisbon

Note: Some schools/school groups submitted more than one project for different stages of education.

Applications are assessed in light of the objectives pursued by the *Todos Contam* competition and according to the assessment and valuation criteria set out in the terms of reference for each of award category.

The projects are assessed by the *Todos Contam* competition jury , which is composed of Isabel Alçada (as chair), Maria Amélia Cupertino de Miranda, Alexandra Marques, Director-General of the Directorate-General for Education, José Vítor Pedroso, and member of the board of the National Agency for Qualification and Vocational Education and Training, Ana Cláudia Valente.

The jury excluded 5 projects for the “School Awards” for not complying with the terms of reference, by including initiatives developed in partnership with institutions in the financial sector, not complying with the Plan’s Principles for Financial Education Initiatives.

The jury gave out “School Awards” to the projects presented by the schools indicated in the table below.

**TABLE 2 | School Awards in the 8<sup>th</sup> *Todos Contam* competition**

School stage/ level	School	District/ Autonomous region
Kindergarten	Divertiláxia	Azores
1 <sup>st</sup> stage of basic education	Agrupamento de Escolas de Figueira de Castelo Rodrigo	Guarda
2 <sup>nd</sup> stage of basic education	Agrupamento de Escolas General Serpa Pinto – Escola Básica 2,3 General Serpa Pinto	Viseu
3 <sup>rd</sup> stage of basic education	Agrupamento de Escolas de Cabeceiras de Basto – Escola Básica e Secundária de Cabeceiras de Basto; Escola Básica do Arco de Baúlhe	Braga
Secondary education	Escola Secundária Poeta Al Berto	Setúbal
Continuity award	Escola Profissional Vértice	Porto

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

**TABLE 3 | Honourable mentions in the 8<sup>th</sup> *Todos Contam* competition**

School stage/ level	School	District
Kindergarten	Agrupamento de Escolas da Vila do Bispo – Jardim de Infância da Vila do Bispo	Faro
2 <sup>nd</sup> stage of basic education	Agrupamento de Escolas Martim de Freitas – Centro Educativo dos Olivais	Coimbra
3 <sup>rd</sup> stage of basic education	Agrupamento de Escolas "A Lã e Neve" – Escola Básica de São Domingos	Castelo Branco
Secondary education	Agrupamento de Escolas João de Deus – Escola do 1.º ciclo n.º 4 da Penha; Escola Básica 2,3 de Santo António; Escola Secundária João de Deus	Faro

The “Teacher Award” was awarded to the teacher who stood out the most in implementing financial education projects in previous years:

**TABLE 4 | Teacher Award in the 8<sup>th</sup> *Todos Contam* competition**

Name	School	District
Tânia Martins	Escola Profissional Vértice	Porto

**BOX 2 | Brief description of the winning projects of the 8<sup>th</sup> *Todos Contam* competition**

**I | Divertiláxia (Autonomous Region of Azores) – Award for kindergarten**

The Divertiláxia project “A nossa festa de finalistas” (Our finalist party) is targeted at kindergarten students.

The contents to be addressed in 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 activities, among others:

- Register and control of children’s income (as a result of the completion of tasks) and expenses, using play money;
- Creation of piggy banks – “current account” and “term account”;
- Preparation of posters that distinguish between necessary and superfluous purchases;
- Commemoration of the World Savings Day, distributing pamphlets on savings to the community;
- Visit to the local market to understand what trade is;



- Construction of a toy shop – a “shop” in the school where each child leaves toys or books that they do not use and where all children are partners and share profits equally. Play money is used to rent toys and to pay for the rental of the space and the manager’s salary;
- Preparation of a budget for the finalist party, with needs and respective costs;
- Preparation of a “web of ideas” where all possible ways of raising money to reach the goal of the objective are placed;
- Accounting for expenses and profits from the activities defined to achieve the goal of the project, including those arising from the promotion of second-hand fairs and the sale of confectionary products and raffles.

Financial education is part of the school’s curriculum and the project is carried out weekly, at a time defined for this purpose.

## II | Agrupamento de Escolas de Figueira de Castelo Rodrigo (district of Guarda) – Award for the 1<sup>st</sup> stage of basic education

The project “A Turma do Poupas” (The Savings Class) of Agrupamento de Escolas de Figueira de Castelo Rodrigo is targeted at kindergarten, basic and secondary school students.

The contents to be addressed in 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, savings, ethics and rights and duties.

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

- Hosting a contest to create the project’s mascot;
- Planning an autumn market, with respective budget, shopping list and associated costs;
- Commemoration of the World Savings Day;

- Exploration of texts and activities related to financial education, including those provided for in the Financial Education Workbooks;
- Interviews and filming of different people from the school community on financial education, based on questions prepared by students;
- Promotion of monthly challenges, which encourage students to approach concepts of financial education with the family;
- Creation of challenges on financial education and concepts in digital applications, for colleagues or family members to reply to;
- Hosting the training session “Fazer escolhas, tomar boas decisões” (Making choices, making good decisions), with support from trainers from Banco de Portugal;
- Preparation of a film or theatre play about financial education, to be presented at the end-of-year party;
- Organisation of a play market, which allows students to make purchases, compare prices, use cards and ATMs previously created by students and checking whether or not they made good decisions;
- Hosting a solidarity fair aimed at the entire school community, with the sale of used products and recording of all expenses and income by students.

The implementation of the project will crosscut various subjects of the school syllabus. It aims to involve the school community.

## III | Agrupamento de Escolas General Serpa Pinto (district of Viseu) – Award for the 2<sup>nd</sup> stage of basic education

The project “No poupar é que está o ganho – Educação Financeira no 2.º CEB” (By saving you gain – Financial education in the 2<sup>nd</sup> stage of basic education) of Agrupamento de Escolas General Serpa Pinto is target at students of the 2<sup>nd</sup> stage of basic education, although the financial education

project of the school involves kindergarten and all levels of basic education.

The contents to be addressed in 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, savings and rights and duties.

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

- Execution of activities proposed in the Financial Education Workbook 2;
- Exploration of contents in the *Todos Contam* website;
- Creation of pamphlets, posters, leaflets and other materials on savings, consumption and consumer rights and duties;
- Preparation of presentations on essential and superfluous goods and on expenses that can be eliminated or reduced on a daily basis;
- Creation of a plan for the family budget and a list of fixed and variable expenses;
- Creation of a grid to record daily personal expenses, based on income/weekly pocket money/monthly pocket money;
- Hosting a financial literacy training session, with support from trainers from Banco de Portugal;
- Commemoration of the Savings Week and the World Consumer Day;
- Participation in the Young Consumer Week (DECO);
- Carrying out a campaign to collect food, clothing and toys to deliver to needy families.

The project will be developed in the subject of Citizenship and Development and, where possible, it will be carried out in conjunction with other subjects and extracurricular activities.

#### **IV | Agrupamento de Escolas de Cabeceiras de Basto (district of Braga) – Award for the 3<sup>rd</sup> stage of basic education**

The project “Educação Financeira na Escola!” (Financial Education at School!) of Agrupamento de Cabeceiras de Basto is targeted at students of the 3<sup>rd</sup> stage of basic education and professional education.

The contents to be addressed in 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, savings, credit and rights and duties.

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

- Monthly dissemination of tips, suggestions or information on topics related to economics and finance on the school's website;
- Organisation of a fair, where students make purchases and sales and record all expenses and income;
- Performing Maths exercises that involve percentages, currency conversion from different countries, interest and effort rate, inter alia;
- Execution of activities proposed in the Financial Education Workbook 3;
- Interpreting an ATM slip and filling out a bank cheque;
- Creation of informative flyers with advice on savings and fraud prevention for distribution to the general population;
- Creation and exhibition of a collection of materials on financial education;
- Preparation of articles on the activities taken to disseminate in the school's newspaper;
- Hosting training sessions, with the support of Banco de Portugal.

The project will be implemented within the scope of the subjects of Education for Citizenship, Mathematics and Natural Sciences.



#### V | Escola Secundária Poeta Al Berto (district of Setúbal) – Award for secondary education

The project “A Escola Promove a Literacia Financeira – *Todos Contam*” (School Promotes Financial Literacy – Everyone Counts) from Escola Secundária Poeta Al Berto is targeted at students in the 3<sup>rd</sup> stage of basic education and secondary education.

The contents to be addressed in 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, savings and credit.

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

- Creation of a WhatsApp/classroom group – “Financial Literacy” – to share ideas and materials;
- Preparation of materials, such as posters and flyers, to raise the awareness of the school community to issues related to financial education;
- Preparation of an exhibition “*Todos Contam* – World Day of Savings” for dissemination at school;
- Awareness-raising sessions with students, where various recreational activities are carried out, such as a “Financial Literacy” quiz on the Kahoot platform and exploration of the Financial Education workbooks;
- Hosting the seminar “A Escola Promove a Literacia Financeira – *Todos Contam*” (School Promotes Financial Literacy – Everyone Counts);
- Conducting a “peddy-paper” (scavenger hunt) on financial literacy, with a route and questions prepared by students.

The project is implemented in the subject of Citizenship and Development and in the subjects of Economy A and Geography A.

#### VI | Escola Profissional Vértice (district of Porto) – Continuity award

The “Vértice Financeiro” (Financial Vértice) project of Escola Profissional Vértice is targeted at

students of the 3<sup>rd</sup> stage of basic education and secondary education.

The contents to be addressed in 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, savings and rights and duties.

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

- Commemoration of the World Savings Day;
- Promotion of sessions to clear up doubts and disseminate information on financial education;
- Organisation and promotion of an information session with prisoners at the Paços de Ferreira Prison;
- Participation in the Global Money Week;
- Presentation of the play “Família Moedas” (Coin Family), with children from the 1<sup>st</sup> stage of basic education;
- Animation of the book “Comprar, comprar, comprar” (Buy, buy, buy), by Luísa Ducla Soares, through the presentation of a play and hosting of games with children;
- Creation of materials to work with the exercises and supporting texts available in the Financial Education Workbook 2, with students of the 2<sup>nd</sup> stage of basic education;
- Execution of activities provided for in the Financial Education Workbook 3, with students of the 3<sup>rd</sup> stage of basic education and secondary education;
- Updating the portfolio with financial education materials.

The project will be promoted mainly in extra-curricular components. It foresees the involvement of other schools in the municipality of Paços de Ferreira, inmates of the Vale do Sousa Prison and the community in general



O anúncio oficial dos vencedores da 8.ª edição do Concurso *Todos Contam* teve The official announcement of the winners of the 8<sup>th</sup> *Todos Contam* competition took place on 28 October 2019, during the celebrations of Financial Literacy Week 2019 at Escola Secundária Emídio Garcia, in Bragança.

Each winner gets books and school supplies worth 1000 euros awarded by the financial supervisors.

The awards granted under the “School Awards” category are disbursed in two parts: the first part is given after the official announcement of the award-winning projects and the second part of the award is given after the end of the 2019/2020 school year, subject to proof of the project’s actual implementation.

#### School Awards of the 8<sup>th</sup> *Todos Contam* competition



Video message sent by Divertiláxia, from Terceira Island (Azores), awarded the prize for kindergarten, which was broadcast during the official announcement of the winners.



The Director of Banco de Portugal, Ana Paula Serra, announces the prize for the 1<sup>st</sup> stage of basic education awarded to Agrupamento de Escolas de Figueira de Castelo Rodrigo, from the district of Guarda.



The Chairwoman of ASF, Margarida Corrêa de Aguiar, announces the prize for the 2<sup>nd</sup> stage of basic education awarded to Agrupamento de Escolas General Serpa Pinto, from the district of Viseu.



The Member of the Board of Directors of CMVM, Rui Pinto, announces the prize for the 3<sup>rd</sup> stage of basic education awarded to Agrupamento de Escolas de Cabeceiras de Basto, from the district of Braga.



The Vice-Governor of Banco de Portugal, Luís Máximo dos Santos, announces the prize for secondary education awarded to Escola Secundária Poeta Al Berto, from the district of Setúbal.



The Director of Banco de Portugal, Ana Paula Serra, announces the continuity prize awarded to Escola Profissional Vértice, from the district of Porto.

#### Menções honrosas da 8.ª edição do Concurso Todos Contam



The Member of the Board of Directors of CMVM, Rui Pinto, announces the honourable mention for kindergarten awarded to Jardim de Infância de Vila do Bispo, from the district of Faro.



The Vice-Governor of Banco de Portugal, Luís Máximo dos Santos, announces the honourable mention for the 3<sup>rd</sup> stage of basic education awarded to Agrupamento de Escolas “A Lã e Neve”, from the district of Castelo Branco.

### Teacher Award of the 8<sup>th</sup> *Todos Contam* competition



The Chairwoman of ASF, Margarida Corrêa de Aguiar, announces the Teacher prize awarded to the teacher Tânia Martins from Escola Profissional Vértice, in the district of Porto.



### BOX 3 | Delivery of the awards of the 7<sup>th</sup> *Todos Contam* competition

For the seventh consecutive year, the financial supervisors and Ministry of Education visited the winning schools of the 7<sup>th</sup> *Todos Contam* competition, with the aim of delivering the first part of the prizes awarded in this competition and raising the awareness of students and teachers to the importance of knowing how to properly manage money.

#### **Agrupamento de Escolas de Vila do Bispo – Jardim de Infância de Vila do Bispo (district of Faro) – Award for kindergarten**

The Vice-Governor of Banco de Portugal, Luís Máximo dos Santos, representing the National Council of Financial Supervisors, awarded the prize for the best project for kindergarten to Jardim de Infância de Vila do Bispo.

The ceremony took place in the auditorium of the arts centre of Vila do Bispo, on 25 February 2019, and was attended by representatives of the financial supervisors, the Ministry of Education and the mayor, Adelino Soares.

During the session, children aged between three and five years presented the circus “Sonhamos e Rimos” (We dream and laugh), accompanied by the clown Salsinha. For the first time, Jardim de Infância de Vila do Bispo won a prize of the *Todos Contam* competition, thanks to a savings and investment project aimed at making their children’s dream come true: that of going to the circus.

At the award ceremony, the Vice-Governor of Banco de Portugal congratulated the mentor of the winning project and the school district team, reminding them that schools play a key role in increasing financial literacy, which is paramount for the complete empowerment of citizens.



Delivery of the award by the Vice-Governor of Banco de Portugal, Luís Máximo dos Santos, to the educator responsible for the project, Lina Nascimento.

## **Agrupamento de Escolas de Pombal – Escola Básica de Pombal (district of Leiria) – Award for the 1<sup>st</sup> stage of basic education**

The award for best project for the 1<sup>st</sup> stage of basic education was presented by the Chairman of ASF, José Figueiredo Almaça, representing the National Council of Financial Supervisors, to Agrupamento de Escolas de Pombal. The award ceremony took place at Escola Básica de Pombal, on 1 February 2019, and was attended by representatives of the financial supervisors and Ministry of Education.

During the session, the winning project was presented and the students hosted a dramatized reading of the text “O menino que não gosta de sopa” (The boy who doesn’t like soup) and sang the song “Eu gosto é de fruta” (What I like is fruit).

At the award ceremony, the President of the ASF highlighted the role played by teachers in the implementation of financial education in schools and reinforced the commitment of the National Council of Financial Supervisors in this matter.



Delivery of the award by the Chairman of ASF, José Figueiredo Almaça, to the teacher responsible for the project, Helena Reis, and to the Assistant Director of the school, Fernanda Duarte.

## **Agrupamento de Escolas de Figueira de Castelo Rodrigo (district of Guarda) – Award for the 2<sup>nd</sup> stage of basic education**

The Vice-President of CMVM, Filomena Oliveira, representing the National Council of Financial Supervisors, awarded the prize for the best project for the 2<sup>nd</sup> stage of basic education to Agrupamento de Escolas de Figueira de Castelo Rodrigo.

The ceremony took place at Municipal Sports Pavilion, on 18 March 2019, and was attended by representatives of the financial supervisors, the Ministry of Education, the Mayor of Figueira de Castelo Rodrigo, Paulo Langrouva, and several local entities, including the councillor of the City Council with the teaching portfolio, the representative of the National Republican Guard, the representative of Plataforma Ciência Aberta and presidents of the Parish Councils.

During the session, the psychologist responsible for the project, Maria João André, presented the project “Bons Cofres, Grandes Poupanças” (Good Safes, Great Savings), before an audience of more than 150 participants. The students involved in the project hosted the play “Amealhar com sabor” (Saving with flavour) and some musical moments, with lyrics referring to savings.

At the award ceremony, the Vice-President of CMVM underlined the importance of financial education in schools, in particular the first years of schooling, and the impact the learning of these subjects has on the exercise of citizenship. She also stressed the importance of saving and its proper application, which requires investment to be made in an informed manner regarding the characteristics and risks of investment products.



Delivery of the award by the Vice-President of CMVM, Filomena Oliveira, to the Director of the school, José Lopes, and to the psychologist responsible for the project, Maria João André.

### **Agrupamento de Escolas n.º 1 de Gondomar (district of Porto) – Award for the 3<sup>rd</sup> stage of basic education**

The Vice-Governor of Banco de Portugal, Elisa Ferreira, representing the National Council of Financial Supervisors, awarded the prize for best project of the 3<sup>rd</sup> stage of basic education to Agrupamento de Escolas n.º 1 de Gondomar.

The ceremony took place at Escola Secundária de Gondomar, the headquarters of the school group, on 28 February 2019, and was attended by representatives of the financial supervisors and Ministry of Education.

During the session, the teacher responsible for the project, Fernanda Santos, presented the project “Gondo\_FIN II”, which managed to mobilize students, parents and teachers for a set of initiatives aimed at raising the awareness of the community to the importance of savings and informed consumption. A group of 7<sup>th</sup> grade students hosted a short play “Sem Seguros, Em Apuros!” (No insurance means trouble).



At the award ceremony, the Vice-Governor of Banco de Portugal congratulated the educational community for the award thanks to the committed involvement of teachers and the active participation of parents in this project.



Delivery of the award by the Vice-Governor of Banco de Portugal, Elisa Ferreira, to the Director of the school, Lília Silva, and to the teacher responsible for the project, Fernanda Santos.

### **Agrupamento de Escolas Ferreira de Castro – Escola Secundária de Ferreira de Castro (district of Aveiro) – Award for secondary education**

The Vice-Chairwoman of CMVM, Filomena Oliveira, representing the National Council of Financial Supervisors, presented the award for the best project for secondary education to Agrupamento de Escolas Ferreira de Castro.

The ceremony was held at Escola Secundária Ferreira de Castro, on 18 February 2019, and was attended by representatives of the financial supervisors, Ministry of Education, the councilor with the teaching portfolio of the Municipality of Oliveira de Azeméis, Inês Lamego, and presidents of the Parish Councils.

During the session, the students involved presented the project “Ferreira de Castro e os Apps de Literacia Financeira” before an audience of more than 150 students. The winning project aims to consolidate the learning of education for citizenship and meet the evolution of society, taking advantage of technological stimuli (mobile phones) to create applications that allow the use of financial resources in an efficient and responsible manner, thus seeking to explore and enhance the acquisition of knowledge on financial attitudes.

At the award ceremony, the Vice-Chairwoman of CMVM stressed the importance of financial literacy in the well-being of the population and in the development of the economy, also highlighting the relevance of the Plan in training the population, promoting financial knowledge and making informed and suitable financial decisions.



Delivery of the award by the Vice-Chairwoman of CMVM, Filomena Oliveira, to the Director of the school, Ilda Ferreira, and to the teachers responsible for the project, Ana Silva, Marília Teixeira and Helena Silva.

### **Agrupamento de Escolas General Serpa Pinto (district of Viseu) – Continuity award**

The Vice-Chairwoman of CMVM, Filomena Oliveira, representing the National Council of Financial Supervisors, presented the continuity Award to Agrupamento de Escolas General Serpa Pinto.

The ceremony was held in the Municipal Auditorium on 1 April 2019 and was attended by representatives of the financial supervisors, Ministry of Education and the Vice-President of the Municipality of Cinfães, Serafim Rodrigues.

During the session, the teacher responsible for the project, Maria Irene Ramos, presented the project “Aprender a poupar” (Learning to save) in front of a completely sold-out auditorium and an audience that enthusiastically reacted to the initiatives that were taking place on stage and that included the presentation by students of several playful moments related to financial topics.

At the award ceremony, the Vice-Chairwoman of CMVM stressed the importance and quality of the financial education project implemented, which, year after year, has won prizes in the *Todos Contam* competition. She stressed that saving and the application of savings in a conscious and informed manner is a factor in making dreams and projects come true, thus enhancing the social and economic development of the country.



Delivery of the award by the Vice-Chairwoman of CMVM, Filomena Oliveira, to the Director of the school, Manuel Pereira, and to the teacher responsible for the project, Maria Irene Ramos.

### **Centro Educativo dos Olivais (district of Coimbra) – Continuity award**

The continuity award was given to Centro Educativo dos Olivais by the Chairman of ASF, José Figueiredo Alმაça, representing the National Council of Financial Supervisors.

The ceremony took place on the premises of the Educational Centre in Coimbra on 15 March 2019 and was attended by representatives of the financial supervisors, Ministry of Education and the Deputy Director General of the Directorate-General for Reinsertion and Prison Services, Francisco Navalho.

During the session, students, subject to educational tutelage and attending adult education and training courses that grant equivalence to the 2<sup>nd</sup> and 3<sup>rd</sup> stages of basic education, presented the project “A nossa árvore das Patacas” (Our money tree). There was also an opportunity to visit an exhibition with the projects already carried out within the scope of the project and to watch a brief musical moment.

At the award ceremony, the Chairman of ASF highlighted the active involvement of the entire school community in the financial education initiatives.



Delivery of the award by the Chairman of ASF, José Figueiredo Almaça, to the Director of the Centro Educativo dos Olivais, Ângela Portugal.

### **Agrupamento de Escolas João de Deus (district of Faro) – Special jury award**

The Vice-Governor of Banco de Portugal, Luís Máximo dos Santos, representing the National Council of Financial Supervisors, awarded the special jury award to Agrupamento de Escolas João de Deus.

The ceremony was held at Escola Secundária João de Deus, the headquarters of the school group, on 25 February 2019, and was attended by representatives of the financial supervisors and Ministry of Education.

During the session, the various initiatives that make up the winning project “Cuida do teu porquinho!” (Take care of your piggy!) were presented to an audience of about 200 primary and secondary school students, some of which accompanied by a Portuguese sign language interpreter. The project includes initiatives developed in Portuguese sign language for deaf students of the school group.

At the award ceremony, the Vice-Governor of Banco de Portugal congratulated the mentor of the winning project and the Director of the respective school group, pointing out that the *Todos Contam* competition comes alive with moments such as the one witnessed during the session, alluding to the videos, the play and the dance performances that the students prepared to receive the financial supervisors and the Directorate-General for Education.



Delivery of the award by the Vice-Governor of Banco de Portugal, Luís Máximo dos Santos, to the Director of the school, Carlos Luís, and to the teacher responsible for the project, Anabella Vaz.

## Training and awareness-raising activities for young people

In 2019, the National Plan for Financial Education continued to collaborate with educational establishments throughout the country, hosting financial training and awareness-raising activities directed at approximately 58,000 young people of all ages.

The **Portuguese Association of Insurance Companies (APS)**, in partnership with **Junior Achievement Portugal**, implemented the financial literacy programme "O Risco e Eu" (Risk and I) , whose target audience was secondary school students aged between 15 and 17 years. During the 2<sup>nd</sup> term of the school year, seven schools were included in this programme, involving a total of 572 students and 19 teachers. In the sessions, students were confronted with concrete situations to make them reflect on the importance of managing and preventing risk and understanding the emotions and attitudes related to it.

On 14 October APS launched the book "Alerta Máximo" (Maximum Alert), from APS' Insurance & Citizenship collection. Through yet another fiction story, written by the authors Ana Maria Magalhães and Isabel Alçada, APS aims to demonstrate



the importance of insurance in the daily life of society, as a way to prevent and mitigate risk. The book was launched with students from the 3<sup>rd</sup> stage of basic education at Agrupamento de Escolas Francisco Arruda, in Lisbon, and counted on the interventions of the authors, the President of the Monitoring Committee of Exposição Permanente Memória do Seguro, Fernanda Rollo, the teacher specialised in the subject of climate change, Helena Freitas, and the Secretary of State for Education, João Costa. Also present were representatives of the School Libraries Network and the Alcântara Municipal Library.

During 2019, the **Portuguese Association for Consumer Protection**(DECO) hosted information and awareness-raising sessions on the importance of personal finances and how to manage money, as part of the initiative “Consumers Talk: ABC da Poupança”. These sessions were held in schools throughout the country by DECO’s regional teams and included 80 sessions involving 3458 students and 182 teachers.

In 2019, with the support of its regional network, the **Banco de Portugal** hosted 493 financial training sessions throughout the country, involving more than 17,000 students of all ages. Planning and managing the family budget and savings were the most-discussed topics in the financial training activities carried out in 2019, followed by credit, the financial system and the euro. The topic of digital channels also gained prominence in 2019, with the hosting of financial training sessions under the digital financial education campaign *#toptip*.

Within the scope of World Investor Week, the **Portuguese Securities Market Commission**, the Euronext and the **Portuguese Association of Investment Funds, Pensions and Assets** (APFIPP) carried out two training sessions directed at a total of 400 secondary school students at Escola Secundária da Maia. The sessions “Poupar e Investir para preparar o Futuro” (Saving and Investing to prepare for the Future) were held on 1 October and included the following topics: (i) Saving and Investing: Investment Funds, an alternative for the application of Savings (APFIPP); (ii) The Stock Exchange is not a Game (Euronext); (iii) CMVM – The Investor Profile (CMVM).

Between October 2018 and June 2019, the **António Cupertino de Miranda Foundation** hosted another financial education project “No Poupar Está o Ganho” (By saving you gain), aimed at students and teachers in the North Region. This project aims to combat the deficit in financial literacy and convey knowledge for the development of skills to children and young people that allow them to make informed and responsible financial decisions, also contributing to the improvement of their performance in school. It consists of an integrated programme, implemented on a continuity basis, throughout the school year, adopting the following methodology: (i) teacher training (accredited); (ii) visit to the Paper Money Museum; (iii) use of an e-learning platform with approaches to all of the topics of the Core Competencies for Financial Education, according to the various school stages, online training, lesson plans, didactic films and activity sheets; (iv) monitoring and supporting the implementation of the project with teachers throughout the school year; (v) hosting Financial Education Olympics; (vi) hosting a competition and exhibiting projects.

Throughout the 2018/2019 school year, **Junior Achievement Portugal** implemented five financial literacy and entrepreneurship education programmes with approximately 29,000 basic education students in schools across the country, through business volunteers. The programmes were as follows:

- “A Família” (The Family) Programme;
- “A Comunidade” (The Community) Programme;
- “Europa e Eu” (Europe and I) Programme;
- “É o Meu Negócio” (It’s My Business) Programme;
- “Economia para o Sucesso” (Economy for Success) Programme.

Junior Achievement Portugal also implemented the programme “A Empresa” (The Company) with 6795 students from 160 secondary schools throughout the country. In this programme, students create a mini-company with the help of a volunteer and a teacher with the aim of developing entrepreneurial skills for their future.

Junior Achievement Portugal’s programme “Braço Direito” (Right Arm) also involved 295 secondary school students. This initiative consists of a day when students observe volunteers in their work environment and participate in their daily activities. Through this practical experience, students acquire knowledge about work culture, work ethics and the various career options.

Junior Achievement Portugal’s Start-Up Programme was hosted among 650 university students and aims to help students develop entrepreneurial skills through the organisation and management of a fictitious company.





# Financial education in vocational training

## 2

In July 2018, the National Council of Financial Supervisors and the Portuguese Institute for Employment and Vocational Training (IEFP) signed a cooperation agreement for the promotion of financial education in vocational training. This agreement reinforced the coverage of the Plan among the most vulnerable populations, with a special focus on the unemployed.

To promote financial education in vocational training, in 2019 IEFP training centres throughout the country continued to be mobilised, with the aim of strengthening the capillarity of the initiatives carried out, enhancing the multiplier effect of these actions.

The financial supervisors and the National Agency for Qualification and Vocational Education and Training (ANQEP) identified the contents of adult financial education provided for in Short-Term Training Units (UFCD's) that are part of the Core Competencies for Financial Education. These Short-Term Training Units have been included in the National Qualifications Catalogue since 2017, which allowed them to be included in the training offer of vocational training centres.

The financial education courses in vocational training were structured in accordance with the topics contained in the Short-Term Training Units, namely:

- Budget planning and management;
- Accounts and payment instruments;
- Savings and its applications;
- Insurance;
- Credit and indebtedness;
- Capital market;
- Consumer support services provided by the financial supervisors.

### Training of trainers' programme

After having established as a priority line of action the hosting of financial training sessions for the trainers of vocational training centres, in 2019, three financial education courses in vocational training were developed, covering a total of 54 trainers.



Brochure "Training programme for trainers of financial education in vocational training", available on the *Todos Contam* website at (in Portuguese only):  
[https://www.todoscontam.pt/sites/default/files/taxonomy\\_file/programaformadoresiefp\\_1.pdf](https://www.todoscontam.pt/sites/default/files/taxonomy_file/programaformadoresiefp_1.pdf)

The 3<sup>rd</sup> “Financial training in vocational training” course was held in the city of Coimbra on 14, 15, 21 and 22 February, with 18 trainers from various job centres in the region, including Águeda, Aveiro, Coimbra, Guarda, Leiria, Pinhal Interior and Viseu.



IEFP's third training of trainers' course, in Coimbra.

In turn, the 4<sup>th</sup> and 5<sup>th</sup> courses took place in the cities of Beja and Vila Real, respectively. The 4<sup>th</sup> course was held on 21, 22, 28 and 29 March and was addressed to 15 trainers from the Regional Directorates of Lisbon, Algarve and Alentejo. The 5<sup>th</sup> course, held on 28 and 29 May and 4 and 5 June, included 21 trainers from job centres in the North Region, namely Porto, Bragança, Chaves, Vila Nova de Gaia, Viana do Castelo and Rio Meão.



IEFP's fourth training of trainers' course, in Beja.



IEFP's fifth training of trainers' course, in Vila Real.

These courses and the subsequent multiplier effect by the participating trainers led to the development, in 2019, of a set of 303 financial training sessions across the country, aimed at 5,996 trainees, mainly unemployed registered with IEFP's job centres. Since the beginning of the partnership with IEFP, a total of 387 financial training sessions have been carried out, reaching out to 7731 people.

IEFP also joined the celebrations of Financial Literacy Week 2019<sup>7</sup>, hosting a public assessment session of the trainers programme on 28 October.

<sup>7</sup> See Chapter 12 (Financial Literacy Week – Initiatives for trainers of vocational training courses).

# Financial education for micro, small and medium-sized enterprises

# 3



In 2015, a cooperation protocol was signed between the financial supervisors and the Ministry of Economy, through the Public Agency for Competitiveness and Innovation (IAPMEI) and the Portuguese Tourism Agency, recognising the importance of financial education for managers of micro, small and medium-sized enterprises.

The first stage of implementation of the cooperation protocol was concluded in November 2016 with the publication of the *Core Competencies for Financial Training of micro, small and medium-sized enterprises*<sup>8</sup>.

Under this protocol, two trainers training courses were held in Lisbon and Porto between December 2016 and February 2017 with the aim of creating a pool of trainers to promote the implementation of the core competencies for financial training among the business community. The scholarship was created in 2017 and includes 10 trainers.

## Training programme for entrepreneurs and managers of micro, small and medium-sized enterprises

In 2019, the IAPMEI and the Portuguese Tourism Agency continued the financial training programme for entrepreneurs and managers of micro, small and medium-sized enterprises, having carried out 29 training sessions, which counted with the participation of 564 managers, entrepreneurs and employees of companies. The subjects of these courses covered several topics of the Core Competencies for Financial Training.

The training sessions were covered throughout mainland Portugal, predominantly in the Lisbon region, and involved the collaboration of several local partners, including: hotel and tourism schools, city halls in Mealhada, Matosinhos, Torres Vedras, Vila do Conde and Cadaval, business associations in the West Region, Águeda and Baixo Ave, regional development entities and the Portuguese Chartered Accountants Association.



The Core Competencies for Financial Training is available on the *Todos Contam* website (<https://www.todoscontam.pt/sites/default/files/SiteCollectionDocuments/CoreCompetenciesFinancialTrainingSME.pdf>).

<sup>8</sup> The *Core Competencies for Financial Training for micro, small and medium-sized enterprises* is available on the *Todos Contam* website (<https://www.todoscontam.pt/sites/default/files/SiteCollectionDocuments/CoreCompetenciesFinancialTrainingSME.pdf>).



**TABLE 5 | Training sessions for entrepreneurs and managers of micro, small and medium-sized enterprises in 2019**

Topic	Number of sessions	Regiões
Financial analysis in practice	2	Centre (1); Lisbon (1)
How to prepare my company's business plan	4	Centre (1); Lisbon (2); North (1)
How to prepare my company's financial plan	9	Alentejo (1); Algarve (2); Centre (4); Lisbon (2)
Accounting in company management	4	Centre (3); North (1)
Company financing	1	Algarve
Financing my business through capital markets	1	Lisbon
Pension Funds in the HRM	1	Lisbon
Banking Products	1	Lisbon
Financing and investment solutions	4	Centre (1); North (3)
Validation of business models	2	Alentejo (1); Lisbon (1)

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

On 29 November, the IAPMEI, the Portuguese Tourism Agency and the financial supervisors held a conference on “Financial Education in Business Development”.

The conference was held at Escola Superior Agrária of the Polytechnic Institute of Coimbra and had about 80 participants, mostly representatives of the business fabric of the North and Centre regions.

The conference was attended by the Vice-President of the Polytechnic Institute of Coimbra, Filipe Rodrigues, the member of the Board of Directors of IAPMEI, Nuno Gonçalves, the member of the Board of Directors of the Portuguese Tourism Agency, Filipe Silva, and the member of the Board of Directors of CMVM, Rui Pinto.



Conference “Financial Education in Business Development”. From left to right, the representative of CNSF and Member of the Board of Directors of CMVM, Rui Pinto, Member of the Board of Directors of IAPMEI, Nuno Gonçalves, and Vice-President of the Polytechnic Institute of Coimbra, Filipe Rodrigues.



Intervention by the representative of CNSF and Member of the Board of Directors of CMVM, Rui Pinto.

On behalf of the National Council of Financial Supervisors, in his speech the member of the Board of Directors of CMVM, Rui Pinto, addressed the importance and advantages of corporate financing through capital market and the role of venture capital and crowdfunding in loan modality as alternative ways for companies to obtain know-how and funds to finance their investment.

Throughout the afternoon, several speakers talked about business planning and financing and new technologies. The panel “Planning and negotiating access to finance” was presented by Paulo Santos, from the Pedro Nunes Institute, an entity that aims to promote innovation and technology transfer, establishing a link between the scientific and technological environment and the productive fabric. “New Financing Models



– the use of venture capital” was the panel promoted by Portugal Ventures. The last panel “Blockchain and Cryptocurrencies – myths, realities and challenges” was presented by Portuguese Blockchain Alliance.

# Financial education to support social economy

## 4

Recognising the benefits of better levels of financial literacy for entrepreneurs in the social economy, in 2015 the Plan signed a cooperation protocol with the Cooperative António Sérgio for Social Economy (CASES).

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

In 2019, the National Plan for Financial Education continued to support the António Sérgio Cooperation and Solidarity Prize.

The Prize, awarded by CASES, seeks to honour the natural and legal persons that have most distinguished themselves each year in the implementation and dissemination of innovative and sustainable projects, in the production of studies and research, in the postgraduate training offer and in school work in areas relevant to the social economy.

In 2019, the Plan awarded training sessions to the winner of the António Sérgio Prize in the “School Work” category. The National Council of Financial Supervisors was part of the jury for the second time, having been represented by the Member of the Board of Directors of CMVM, Rui Pinto.

In early 2020, the winning projects of the António Sérgio Cooperation and Solidarity Prize for 2019 were announced, the winner being in the category “School Work”:

- Colégio Paulo VI – Educating for Peace and Sustainable Development.

Within the scope of the training offer to the winners in the category “School Work” of several editions of the Prize, in April and September 2019 the Plan promoted a series of awareness-raising sessions on financial topics for teachers of the following school groups:

- Agrupamento de Escolas de Maximinos (Braga);
- Agrupamento de Escolas de Conde de Ourém (Ourém);
- Agrupamento de Escolas de Argoncilhe (Santa Maria da Feira);
- Agrupamento de Escolas António Rodrigues Sampaio (Esposende).



Awareness-raising session at Agrupamento de Escolas de Maximinos (Braga).



Awareness-raising session at Agrupamento de Escolas de Conde de Ourém (Ourém).



Awareness-raising session at Agrupamento de Escolas de Argoncilhe (Santa Maria da Feira).



Awareness-raising session at Agrupamento de Escolas António Rodrigues Sampaio (Esposende).

These sessions were directed at around 130 teachers from the three stages of basic education and focused on Financial Education Workbooks 1, 2 and 3 and other educational materials made available on the *Todos Contam* website, to support teachers and students in addressing the topics indicated in the Core Competencies for Financial Education.



# Financial education with the local authorities

## 5

The National Council of Financial Supervisors signed a cooperation agreement with the Norte Portugal Regional Coordination and Development Commission (CCDR-N) in June 2017 to promote financial education initiatives aimed at the populations of this region. Local authorities are strategic partners for the development of financial education initiatives at regional level, given their proximity to the populations of the respective geographic areas.

Under the protocol, cooperation agreements were signed with the intermunicipal communities of Tâmega e Sousa and Alto Tâmega in 2017 and 2018, respectively.

### **Project with the Intermunicipal Community of Terras de Trás-os-Montes**

In 2019, the National Council of Financial Supervisors and the Norte Portugal Regional Coordination and Development Commission strengthened the scope of action in the Northern region through the conclusion of a cooperation agreement with the Intermunicipal Community of Terras de Trás-os-Montes.

The signing ceremony of the cooperation agreement with the Intermunicipal Community of Terras de Trás-os-Montes took place on 21 June 2019, in Mirandela, and was attended by the National Council of Financial Supervisors, the President of the Norte Portugal Regional Coordination and Development Commission, as well as those responsible for the nine municipalities that make up this Intermunicipal Community: Alfândega da Fé, Bragança, Macedo de Cavaleiros, Miranda do Douro, Mirandela, Mogadouro, Vila Flor, Vimioso and Vinhais.

This cooperation agreement aims to promote financial education and information initiatives aimed at the populations of the municipalities that make up the Intermunicipal Community of Terras de Trás-os-Montes.



Signing of the cooperation agreement between the CNSF, CCDR-N and the Intermunicipal Community of Terras de Trás-os-Montes. From left to right, the Mayor of Vimioso, Jorge Fidalgo, the Member of the Board of Directors of CMVM, Rui Pinto, the Councillor of the Municipality of Bragança, Miguel Abrunhosa, the Mayor of Alfândega da Fé, Berta Nunes, the Mayor of Vila Flor, Fernando Barros, the Mayor of Mirandela, Júlia Rodrigues, the President of CCDR-N, Fernando Freire de Sousa, the Vice-Governor of Banco de Portugal, Elisa Ferreira, the Mayor of Miranda do Douro, Artur Nunes, the Member of the Board of Directors of ASF, Manuel Caldeira Cabral, the Councillor of the Municipality of Macedo de Cavaleiros, Pedro Mascarenhas, the Mayor of Mogadouro, Francisco Guimarães, and the Mayor of Vinhais, Luís Fernandes.

Within the scope of this agreement, a trainers training course was held on 9, 10 and 11 July 2019 in Macedo de Cavaleiros, with the participation of experts from all municipalities in the Terras de Trás-os-Montes region. The course aimed to reinforce the skills of the experts of the local authorities, providing them with the necessary tools to clarify citizens on topics such as planning and managing the family budget, the importance of savings, the use of credit, insurance and the capital market. Training was provided by employees of the Banco de Portugal, the Portuguese Insurance and Pension Funds Supervision Authority and the Portuguese Securities Market Commission.



Pamphlet on the pilot project with the Intermunicipal Community of Terras de Trás-os-Montes, available on the *Todos Contam* website at (in Portuguese only): [https://www.todoscontam.pt/sites/default/files/taxonomy\\_file/desdobravelprojopilotocimtmontes.pdf](https://www.todoscontam.pt/sites/default/files/taxonomy_file/desdobravelprojopilotocimtmontes.pdf)

The closing session of the course was attended by the President of the Norte Portugal Regional Coordination and Development Commission, the President of the Intermunicipal Community of Terras de Trás-os-Montes and the President of the Municipality of Macedo de Cavaleiros, the Councillor for Culture, Education and Social Action of the Municipality of Macedo de Cavaleiros and the Coordination Committee of the National Plan for Financial Education.



Closing session of the training of experts from the municipalities of Terras de Trás-os-Montes. From left to right, the President of CCDR-N, Fernando Freire de Sousa, the Councillor for Culture, Education and Social Action of the Municipality of Macedo de Cavaleiros, Elsa Escobar, the President of the Plan's Coordination Committee and representative of the Banco de Portugal, Lúcia Leitão, the CMVM representative on the Plan's Coordination Committee, Maria Igreja, and the President of the Intermunicipal Community of Terras de Trás-os-Montes and President of the Municipality of Macedo de Cavaleiros, Artur Nunes.



Trainers training course of of experts from municipalities of Terras de Trás-os-Montes, in Macedo de Cavaleiros, in July 2019.



All municipalities in the Intermunicipal Community of Terras de Trás-os-Montes actively participated in Financial Literacy Week 2019<sup>9</sup> with initiatives and campaigns to raise public awareness of the importance of financial education.

### **Projects with the Intermunicipal Community of Alto Tâmega and the Intermunicipal Community of Tâmega e Sousa**

In 2019, the implementation of the cooperation agreements signed with the Intermunicipal Community of Alto Tâmega – which integrates the municipalities of Boticas, Chaves, Montalegre, Ribeira de Pena, Valpaços and Vila Pouca de Aguiar – and with the Intermunicipal Community of Tâmega e Sousa – which includes the municipalities of Amarante, Baião, Castelo de Paiva, Celorico de Basto, Cinfães, Felgueiras, Lousada, Marco de Canaveses, Paços de Ferreira, Penafiel and Resende –, was continued.

Among the municipalities that promoted initiatives to raise awareness and provide financial training to their residents, the municipality of Amarante stands out. Through the Consumer Information Centre, it hosted several training and awareness-raising sessions on family budget planning, accounts and payment instruments, fraud prevention and over-indebtedness, with the support of the financial supervisors. These sessions targeted secondary school students and students of the senior university of Amarante and Vila Meã.

Through the Financial Training and Awareness-raising Office, which is part of the City Council's Social and Health Services, the municipality of Celorico de Basto provides information to residents who use these services. In the area of financial literacy, this municipality has been providing clarifications on the use of basic bank accounts. This Office also promoted some awareness-raising sessions on managing the family budget and the importance of savings, aimed at beneficiaries of the income support allowance.

Within the scope of the 20<sup>th</sup> book fair, which took place from 31 May to 5 June, the municipality of Montalegre disseminated information materials on the Plan and the Financial Education Workbooks for students and teachers of basic education.

In October 2019, the municipalities of Amarante, Boticas, Lousada, Baião, Cinfães, Felgueiras, Montalegre, Valpaços and Vila Pouca de Aguiar participated, once again, in the celebrations of Financial Literacy Week<sup>10</sup>, promoting initiatives to raise awareness of the importance of financial training for different target audiences.

<sup>9</sup> See Chapter 12 (Financial Literacy Week – Initiatives for local authorities of the North region).

<sup>10</sup> See Chapter 12 (Financial Literacy Week – Initiatives for local authorities of the North region).

# Financial education in terms of attitudes and behaviour

## 6



In 2018, the National Council of Financial Supervisors and the Portuguese Psychologists' Association celebrated a cooperation protocol, recognising the importance of psychologists addressing financial issues with the populations they work with and supporting the strengthening of their skills in this area, as well as the contribution of knowledge of psychology to the implementation of financial education initiatives.

This partnership aims to define and implement financial education initiatives focused on the attitudes and behaviours of the population regarding financial decision-making.

Among the project's courses of action, it is particularly important to carry out financial education initiatives directed at the communities of psychologists who intervene in school and community contexts.

Throughout 2019, the Portuguese Psychologists' Association sought to raise awareness not only among the community of psychologists in their various professional contexts, but also among the population in general, to the importance of financial literacy, through their participation in conferences and in articles and interviews.

The Portuguese Psychologists' Association developed the e-learning course "Financial Education and Psychology", directed at psychologists from different areas of specialisation and professional exercise, with the aim of promoting familiarisation with the concept of financial education, its importance and objectives.

As part of Financial Literacy Week<sup>11</sup>, the Portuguese Psychologists' Association promoted the activity "Financial Decisions and Behaviours" aimed at secondary school students.

<sup>11</sup> See Chapter 12 (Financial Literacy Week – Initiatives for young people).



# Financial education of footballers

## 7

The National Council of Financial Supervisors and the Portuguese Union of Professional Football Players signed a cooperation protocol in 2017. This partnership aims to improve the financial knowledge and personal finance management skills of footballers, subject to a short professional career of rapid wear and tear, with concentration of income over a short period of time.

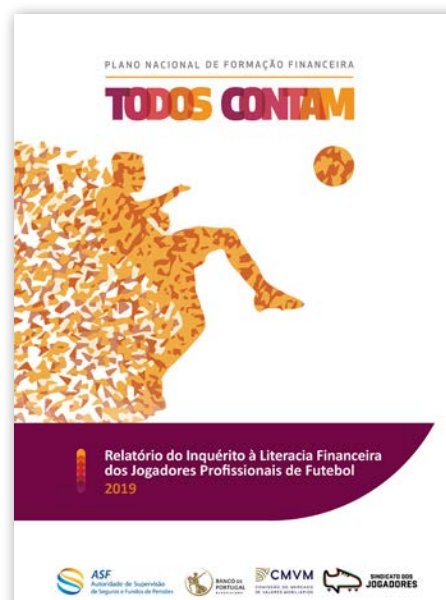
### Financial literacy survey of professional football players

In 2019, the first survey on the financial literacy of professional football players was conducted. The results of this survey were announced during Financial Literacy Week<sup>12</sup>.

The aim of this survey was to know the attitudes and financial behaviours of the players of the 1<sup>st</sup> League, the 2<sup>nd</sup> League, the Portuguese Championship and the Women's Football Championship.

The questionnaire includes 16 questions on topics related to family budget planning, savings habits and main savings objectives, the financial products contracted and the criteria for choosing these products. The interviews were conducted in person with 424 players between March and May 2019.

The main results of this first survey made it possible to identify the areas in which there are greater financial education needs of football players, to better prepare and adapt the financial education initiatives to be developed within the National Plan for Financial Education.



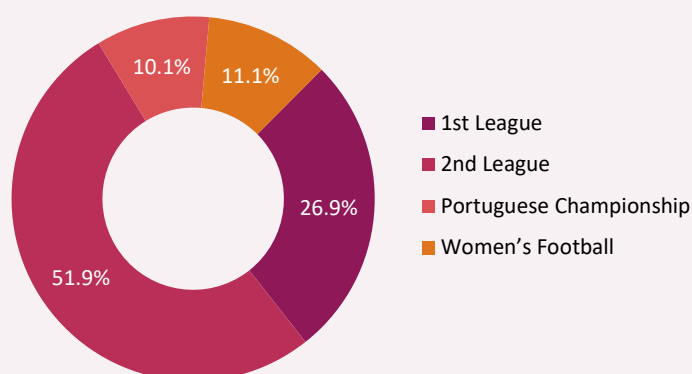
Report on the financial literacy survey of professional football players (2019), available on the *Todos Contam* website at (in Portuguese only): <https://www.todoscontam.pt/sites/default/files/2019-11/relatorioilfjogadores.pdf>.

<sup>12</sup> See Chapter 12 (Financial Literacy Week – Initiatives for footballers).

#### BOX 4 | Main results of the 2019 survey

The first survey of the financial literacy of professional football players was addressed to 424 players, most of them playing in the 2<sup>nd</sup> League, aged between 20 and 30 with secondary education.

#### CHART 1 | Characterisation of respondents by championship



Source: Survey on the financial literacy of professional football players (2019).

The answers to some questions in this survey were compared with those obtained in the Financial Literacy Survey of the Portuguese Population of 2015<sup>13</sup>, although the samples used in the two surveys show significant differences.

The results of the survey on the financial literacy of professional football players show that most of the players interviewed (91.3%) manage their own income and most (79%) do so alone. Only 7% of respondents stated that their income is managed exclusively by third parties, whether family members (4.2%) or agents, accountants or managers (2.8%). Comparing the results of professional football players with the results of the Survey on the Financial Literacy of the Portuguese population carried out in 2015, it can be seen that the players interviewed are more likely to manage their own income than the general population.

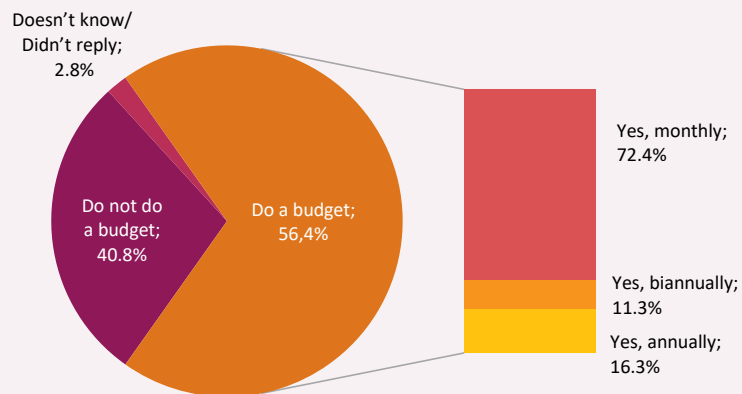
More than half of the players (56.4%) say that they do the family budget and, of these, the majority (72.4%) do this exercise monthly. However, the proportion of players who have the habit of making a family budget is lower than that of the Portuguese population in general (71.5%).

Most of the players interviewed have the habit of making savings (92.2%) and the vast majority save regularly (81.4%). These results indicate that professional football players save more often than the general population (in 2015, only 30.3% of respondents said they saved regularly).

<sup>13</sup> The report on the Financial Literacy Survey of the Portuguese Population of 2015 is available on the *Todos Contam* website (<https://www.todoscontam.pt/sites/default/files/SiteCollectionDocuments/SurveyFinancialLiteracy2015.pdf>).

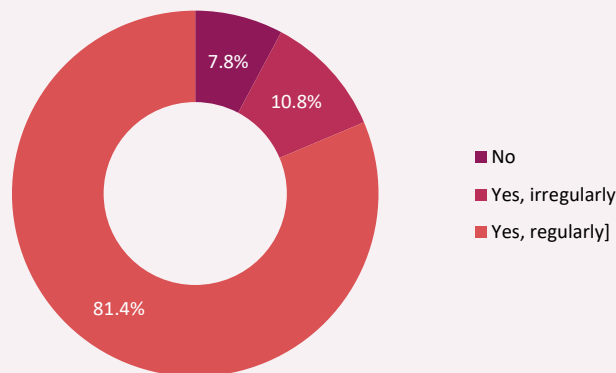


**CHART 2 | Frequency of doing a family budget**



Source: Survey on the financial literacy of professional football players (2019).

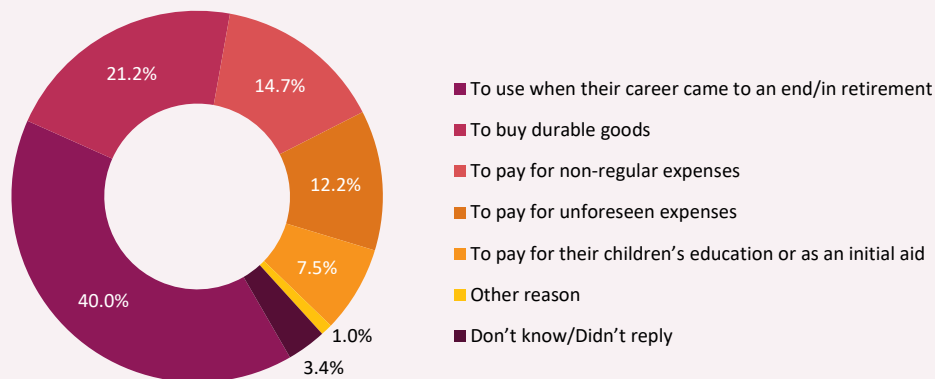
**CHART 3 | Habits of making savings**



Source: Survey on the financial literacy of professional football players (2019).

The main reason given by the players interviewed to make savings is the need to use the amounts saved after the end of their football career or in retirement, which may be related to the nature of a football career of short duration and rapid wear and tear. This is followed by savings for the acquisition of durable goods (such as houses, cars or furniture). The main reasons for saving given by players contrast with the reasons given by the general population, mainly related to the need to cope with unforeseen or non-regular expenses.

**CHART 4 | Main reason for making savings**



Source: Survey on the financial literacy of professional football players (2019).

The interviewed players with higher incomes are those who save a larger percentage of their monthly income and, consequently, those who would be able to bear their expenses for a longer period of time in case of loss of their main source of income.

In case of loss of their main source of income, about half of the players said they would be able to bear their household expenses for more than six months and more than one third said they would be able to bear these expenses for more than one year. Professional football players show a greater capacity to bear their expenses than the general population (where only 13.7% of those interviewed said they would be able to bear their expenses for more than 6 months).

Most of the players interviewed prefer to save before buying a good, do not tend to buy goods impulsively and worry about the future. On average, professional football players reveal more well-thought-out financial attitudes in assessing present expenditure and concern for the future than the Portuguese population in general.

Savings plans were the most frequently mentioned source of financing for retirement by professional football players (around 38% of respondents), in contrast to the general population, where only 11.9% of respondents indicated this option. Conversely, only 34% of professional football players intend to finance their retirement using social security deductions, while in the general population this option was mentioned by most respondents (82.2%).

More than half of the football players interviewed had savings or investment products, such as time deposits, savings certificates, retirement savings plans or shares, and about 22% had credit products.

To choose these financial products, 50.9% of the players interviewed took advice from family members and/or friends, a proportion similar to that of the general population (51.1%). However, professional football players reveal a lower propensity to resort to information provided by institutions than the general population. Only 3.8% of players said that they used the advice given at the branches of institutions when choosing financial products and services, while in the general population this was the most frequently mentioned source of information (59% of those interviewed).

# Financial education for vulnerable groups

## 8



In 2019, the National Plan for Financial Education continued its action with the most vulnerable segments of the population.

At the invitation of the **High Commission for Migrations**, the **financial supervisors** carried out a training session on 31 July, addressed to 12 experts of the “Programa Escolhas” (Choices Programme), which promotes projects to support vulnerable young people.

The session was dedicated to the family budget and included topics related to budget planning and management, the stages of drawing up a budget and the importance of saving. Participants had the opportunity to test their knowledge with a case study and get to know a set of support materials to work on this topic with young people, namely through the use of the Financial Education Workbooks. The session also addressed the topic of basic bank accounts, in which the conditions of access, costs and services included were explained.



Training of experts of the “Programa Escolhas” of the High Commission for Migrations.

Throughout the year, the **Association of Specialised Credit Institutions (ASFAC)** developed several financial education sessions for the beneficiaries of the Social Grant of the “Cozinha com Alma” (Kitchen with Soul) project of the Cascais City Council.

In December, the **Portuguese Association of Insurance Companies (APS)**, in partnership with **António Cupertino de Miranda Foundation**, promoted the “Oficina Sénior de Seguros” (Senior Insurance Workshop). The session, exclusively dedicated to the topic of insurance and directed especially at a more senior population, was taught by a trainer from APS. This session covered essential aspects related to compulsory insurance and also some current issues with an impact on the insurance industry, such as climate change. The session was interactive, with the audience sharing real cases and issues.

Throughout 2019, the **Portuguese Association for Consumer Protection (DECO)** promoted 56 informative sessions “DECO (IN) Forma – Quando a Esmola é Grande, DESCONFIE!” (DECO informs – When alms are big, be careful!), which involved 1210 consumers. These sessions, held in partnership with local authorities and private social solidarity institutions (IPSS), are mainly aimed at the most vulnerable consumers, such as senior citizens, and aim to help consumers avoid financial fraud and alert them to the care they should take with their personal finances. The topics covered in the sessions included basic care when using debit cards, contracting financial services, applying for credit and preventing possible financial fraud.

In 2019, with the support of its regional network, the **Banco de Portugal** organised 18 financial education sessions throughout the country for the most vulnerable population. These sessions involved 549 people, including seniors, unemployed and beneficiaries of the income support allowance. The most addressed topics in these sessions were basic bank accounts, prevention of default and family budget management.

Between February and December, **António Cupertino de Miranda Foundation** implemented the project “Eu e a Minha Reforma” (Me and My Retirement), with people over the age of 55 and a vulnerable senior population at risk of financial and digital exclusion in the Northern Region. Through thematic and eminently practical workshops, the project aims to promote financial literacy, transferring knowledge that allows greater confidence in financial decision-making, development of savings habits and caution in relation to situations of debt risk and the correct use of financial products. The sessions held throughout the year were attended by trainers from the Banco de Portugal, the Directorate-General for Consumer Affairs, the Energy Services Regulatory Authority, the National Communications Authority, the Portuguese Association of Insurance Companies and the Portuguese Securities Market Commission.

# Financial education for the general public

## 9

In 2019, the National Plan for Financial Education participated in training and awareness-raising activities aimed at raising the general public's awareness of the importance of a proper and informed consideration of financial issues.

At the invitation of the social services of the Public Security Police (PSP), on 7 June, the **financial supervisors** organised an awareness-raising session on financial issues for students of the Degree in Police Sciences, namely deposit accounts, basic bank accounts, credit liabilities, rights and duties of consumer insurance and savings applications in shares, bonds and investment funds.



Awareness-raising session for students of the Degree in Police Sciences.

Approximately 100 students took part in the session, which took place at Instituto Superior de Ciências Policiais e Segurança Interna, in Lisbon. The action was taught by representatives of the Banco de Portugal, the Portuguese Insurance and Pension Funds Supervision Authority and the Portuguese Securities Market Commission.

Throughout the year, the **Portuguese Banking Association** (APB) conducted financial education sessions in partnership with the network of municipal libraries. These initiatives were addressed to the general public and library users and aimed at raising awareness of the importance of knowledge of basic concepts associated with the financial sector and the management of personal finances. Topics covered included the financial system and the role of banks in the economy, family budget planning and management, credit and debt, remuneration and interest rates, financial products and digital literacy.

In 2019, with the support of its regional network, the **Banco de Portugal** promoted 20 financial education sessions aimed at the general community, involving 651 people from all over the country. The most addressed topics were credit, basic bank accounts and family budget management.

Through its associative structure, the **Confederation of Portuguese Business** (CIP) hosted training sessions throughout 2019.

In particular, the Association of Metalworkers and Metalomechanics of Portugal (AIMMAP) organised a financial management seminar on 5 December for entrepreneurs and senior managers. This seminar aimed to make known essential tools for the control and good financial management of companies, allowing a better monitoring of the activity by entrepreneurs and managers and facilitating decision-making.



On 9 and 19 October, the Portuguese Pharmaceutical Industry Association (APIFARMA) held a course on finance and accounting for a non-financial audience, aimed at employees of associate companies of APIFARMA. In addition to understanding and learning concepts in the financial area, the course aimed to provide trainees with skills to help them take appropriate management measures for their business activity.

The Business Association of the Algarve Region (NERA) implemented several training courses for employees and unemployed people on general accounting, financial management in Excel, accounting and taxation in the company and management control.

# Financial education through digital channels

## 10

Digital channels are essential for the implementation and dissemination of financial education initiatives and contents to the population, and are an integral part of the Plan's communication strategy.

The management of the *Todos Contam* website, the e-learning platform and the Facebook page is ensured by the financial supervisors.

### *Todos Contam* website

The *Todos Contam* website – [www.todoscontam.pt](http://www.todoscontam.pt) –, launched in 2012, continues to be the preferred channel for the dissemination of contents on personal finance management and financial education initiatives.

Throughout 2019, the initiatives promoted by the financial supervisors and partners of the Plan were disclosed on the website. These initiatives include teacher training courses, carried out in conjunction with the Ministry of Education, training of trainers' courses, promoted in conjunction with the Portuguese Institute for Employment and Vocational Training, initiatives implemented by municipalities and the training of experts from municipalities, with the support of the Norte Portugal Regional Coordination and Development Commission, the financial education sessions of the winners of the António Sérgio Cooperation and Solidarity Prize, promoted jointly with the Cooperative António Sérgio for Social Economy, and the results of the survey on the financial literacy of professional football players, carried out jointly with the Portuguese Union of Professional Football Players.

The *Todos Contam* website is also the channel where the activities of the Financial Literacy Week, the *Todos Contam* competition and the Global Money Week are disseminated.

*Todos Contam* website, available at (in Portuguese only): <http://www.todoscontam.pt>

### **Todos Contam e-learning platform**

The *Todos Contam* e-learning platform – <https://elearning.todoscontam.pt> –, launched at the end of 2015, is an especially important tool in the training of trainers that makes it possible to support classroom training initiatives.

The platform provides a set of classes and respective support materials on various financial training contents, namely:

- Planning the family budget;
- Making payments;
- Saving and investing;
- Taking out loans;
- Taking out insurance;
- Economic and financial system.



*Todos Contam* e-learning platform, available at (in Portuguese only): <https://elearning.todoscontam.pt>

The *Todos Contam* e-learning platform also provides a financial knowledge assessment tool in a Moodle environment.

In 2019, new evaluation tests were introduced to allow users to evaluate their knowledge about basic bank accounts, credit liabilities and over-indebtedness. It is now possible to test knowledge in several subject areas:

- Family budget;
- Saving and investing;



- Credit;
- Insurance;
- Basic bank accounts;
- Credit liabilities;
- Over-indebtedness.

The screenshot displays the Moodle interface for 'Todos Contam'. At the top left, it features the logo 'PLANO NACIONAL DE FORMAÇÃO FINANCEIRA' and 'TODOS CONTAM'. The main header image shows a woman smiling at a laptop with the text 'Todos Contam' and 'A formação financeira permite-lhe compreender os riscos e as vantagens das decisões financeiras que toma'. Below this, there is a navigation menu on the left titled 'Navegação' with options: 'Painel do utilizador', 'Página Inicial do site', 'Páginas do site', 'As minhas disciplinas', and 'Disciplinas'. On the right, there is a search bar labeled 'Procurar disciplinas:' and a list of course categories: 'Orçamento familiar', 'Poupar e Investir', 'Crédito', 'Seguros', 'Serviços Mínimos Bancários', 'Responsabilidades de Crédito', and 'Sobre-endividamento'.

*Todos Contam* Moodle environment, available at (in Portuguese only): <https://elearning.todoscontam.pt/moodle/>

## Facebook page

In 2018, the Facebook page of the National Plan for Financial Education – <https://www.facebook.com/TodosContam/>, was launched, becoming another important communication channel of the Plan.

Through the *Todos Contam* Facebook page, the Plan has disseminated financial education contents to the population that uses social networks as a privileged channel of communication.

Throughout 2019, the Plan has disseminated useful contents, tools and videos for personal finance management, available on the *Todos Contam* website and on the websites of each financial supervisor. The initiatives promoted in the scope of the Financial Literacy Week, the *Todos Contam* competition and the Global Money Week were also disclosed, as well as other actions carried out with the Plan’s partners.



Facebook page, available at (in Portuguese only): <https://www.facebook.com/TodosContam>

# Training and awareness-raising initiatives

# 11



The Plan promotes initiatives to raise the awareness of the population and young people to the importance of personal finance management.

In 2019, the Plan once again participated in the celebrations of Global Money Week, an initiative started in 2012 by Child and Youth Finance International that aims to raise awareness among young people to the importance of financial issues.

## Global Money Week

In 2019, Global Money Week's initiatives were held around the world from 25 to 31 March under the theme "Learn.Save.Earn."

Portugal's participation in Global Money Week counted with a total of 23 schools, involving more than 3500 students, through the promotion of training sessions and other activities, such as games.

## Schools participate in initiatives promoted by the financial supervisors

Over the course of Global Money Week 2019, the financial supervisors hosted a number of initiatives involving schools throughout the country.

On 26 March, the **Banco de Portugal** held a session in Porto for students from the Escola Profissional Vértice (of Paços de Ferreira). A total of 53 secondary school students participated in various activities, with emphasis on the game "Equilibra o orçamento" (Balance the budget), whose main goal is to make students aware of the importance of managing the family budget. The session also included a presentation of the play "A família moedas" (The coins family) and the board game "Vértice Financeiro" (Financial Vértice), projects developed by Escola Profissional Vértice, for which this school received an honourable mention in the 7<sup>th</sup> *Todos Contam* competition.

Throughout the week, through its regional network, Banco de Portugal also promoted financial education sessions in schools in the districts of Leiria, Faro, Porto, Viana do Castelo, Viseu and in the Autonomous Region of Azores:

- Agrupamento de Escolas da Maia, in Maia
- Agrupamento de Escolas de Mangualde, in Mangualde
- Agrupamento de Escolas de São Martinho do Porto, in Alcobaça
- Agrupamento de Escolas de São Pedro do Sul, in São Pedro do Sul
- Agrupamento de Escolas Padre António Martins de Oliveira, in Lagoa
- Agrupamento de Escolas Sidónio Pais, in Caminha
- Colégio Gente de Palmo e Meio, in Ponta Delgada
- Escola Básica Integrada Canto da Maia, in Ponta Delgada
- Escola Secundária/3 Prof. Dr. Flávio F. Pinto Resende, in Cinfães

Approximately 700 students of all ages participated in these sessions and several financial education topics were discussed, including family budget management, the importance of savings, responsible use of credit, safe use of digital channels and understanding the financial system.



Initiatives with students from Escola Profissional Vértice, at Banco de Portugal's branch in Porto.

To celebrate Global Money Week, the **Portuguese Insurance and Pension Funds Supervision Authority (ASF)** joined INETESE – Instituto para o Ensino e Formação and ISCEM – Instituto Superior de Comunicação Empresarial, having promoted awareness sessions for its students.

On 26 March, students from the INETESE vocational school visited ASF's facilities and took part in the game "Segura-te Bem" (Insure yourself well). The game allowed the 40 participants to test their knowledge about insurance and savings, and the activity ended with a visit to the ASF library.

Also as part of the Global Money Week celebrations, about 40 students from Instituto Superior de Comunicação Empresarial participated in an awareness-raising session organised by ASF, in which issues related to risk and the role of insurance in mitigating it were discussed, as well as the importance of saving and its correct application.



Initiatives with students from INETESE, at the ASF facilities in Lisbon.



Initiatives with students from ISECM, in Lisbon.

The **Portuguese Securities Market Commission (CMVM)** celebrated Global Money Week by joining Agrupamento de Escolas da Marinha Grande Nascente, which received two honourable mentions in the 7<sup>th</sup> *Todos Contam* competition.

On 29 March, at Escola da Comeira, in Marinha Grande, around 130 students from kindergarten and the 1<sup>st</sup> stage of basic education participated in a set of playful and educational initiatives on financial topics, including rhyming and performing songs and dances, created especially for this celebration. Students also performed a play with a view to recreating situations alluding to saving and managing the family budget. The work done by students in the financial education project that includes several schools in this school group was also exhibited.



Initiatives with students from Agrupamento de Escolas da Marinha Grande Nascente, in Marinha Grande.



### Schools host initiatives throughout the country

Several schools around the country also celebrated Global Money Week through the promotion of training sessions and other activities, which were disclosed on the *Todos Contam* website. The following schools participated in Global Money Week:

- Academia Sénior from the University of the Azores, in Ponta Delgada
- Agrupamento de Escolas “A Lã e a Neve”, in Covilhã
- Agrupamento de Escolas D. Afonso III, in Faro
- Agrupamento de Escolas General Serpa Pinto, in Cinfães
- Agrupamento de Escolas n.º 1 de Gondomar, in Gondomar
- Agrupamento de Escolas Padre António Andrade, in Oleiros
- Centro Educativo dos Olivais, in Coimbra
- Escola Profissional de Serviços de Cidenai, in Santo Tirso
- Escola Secundária Dr. Joaquim de Carvalho, in Figueira da Foz

The **António Cupertino de Miranda Foundation**, in Porto, also joined the celebrations of Global Money Week, promoting, on March 26<sup>th</sup>, the final of the 3<sup>rd</sup> Financial Education Olympics. The Financial Education Olympics had the participation of 2200 students from 34 municipalities in the Northern Region. This initiative aims to promote the involvement of young people from the 1<sup>st</sup> and 2<sup>nd</sup> stages of basic education in financial education.

**Association of Specialised Credit Institutions (ASFAC)** promoted financial education sessions with children and young people to enable them to manage their money, inspiring them to convey this knowledge and to be agents of change within their family and community. These sessions were directed at secondary school students of Escola Secundária da Baixa da Banheira, in Moita.

### European Money Week

European Money Week is a European initiative to promote financial literacy coordinated by the European Banking Federation, which includes the European banking associations – among them the Portuguese Banking Association (APB) – and takes place annually in March, in parallel with Global Money Week.

As part of the European Money Week celebrations, the European Banking Federation hosts the European Money Quiz.

In Portugal, for the second consecutive year, the APB invited teachers to enrol their students, between the ages of 13 and 15, in the European Money Quiz, which tests their financial knowledge.

The national quiz placed in confrontation a universe of about 3000 students, from more than 50 Portuguese schools, of which two finalists per school were selected. The national final took place on 28 March in the Auditorium of the Lisbon Faculty of Law, where the 120 students assessed at national level answered a number of questions related to financial literacy.

The winners of the national final were two students from Colégio Vasco da Gama, in Lisbon, who participated in the international final held in May, in Brussels. The 60 finalist students, among them the two Portuguese, from the 30 participating countries, answered a quiz with 30 questions translated into 26 languages and which tested their basic knowledge in subjects such as saving, family budget, risk, inflation and online security.



Plano Nacional de Ação de Educação Financeira  
**TODOS CONDOM**  
**Semana da FORMAÇÃO FINANCEIRA**  
28-31out2019  
Programa  
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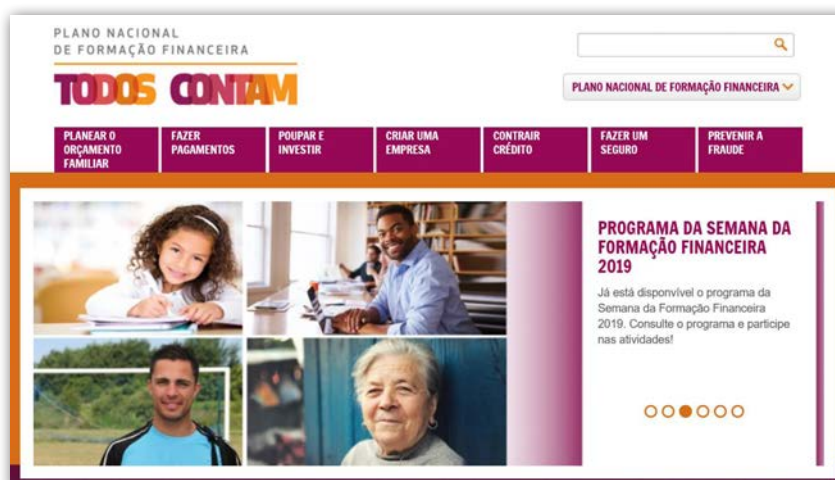
# Financial Literacy Week

# 12

Financial Literacy Week is an initiative promoted annually by the National Plan for Financial Education that aims to raise awareness of the importance of financial education.

In 2019, Financial Literacy Week was held between 28 and 31 October in the city of Bragança and the other municipalities of the Intermunicipal Community of Terras de Trás-os-Montes, under the slogan “Na Formação Financeira *Todos Contam*” (Everyone Counts in Financial Literacy). This year’s event involved more than 4000 participants, mostly young people of school age, but also teachers and other trainers, footballers, working age population and seniors.

The activities held during the week were disseminated through the *Todos Contam* website and the Facebook page, in addition to local and national press and radio. In parallel, and with the support of SIBS, the event was also announced on the ATM network.



Dissemination of Financial Literacy Week 2019 on the *Todos Contam* website:  
<https://www.todoscontam.pt>



Dissemination of Financial Literacy Week 2019 on the Facebook page:  
<https://www.facebook.com/TodosContam>

## Initiatives for young people

On 28 October, the initiatives of Financial Literacy Week dedicated to young people were held at Escola Secundária Emídio Garcia, the headquarters of Agrupamento de Escolas Emídio Garcia, and had the participation of around 1400 students, from basic and secondary education, from five schools of this school group.

The three financial supervisors – Banco de Portugal, Portuguese Insurance and Pension Funds Supervision Authority (ASF) and Portuguese Securities Market Commission (CMVM) – together with the partners of the National Plan for Financial Education, carried out 66 financial education sessions in the classrooms of Escola Secundária Emídio Garcia, which were transformed into thematic spaces to welcome young people from the various stages of education.

On this day there was also a solemn ceremony to announce the winners of the 8<sup>th</sup> *Todos Contam* competition, which for the first time included the awarding of a prize to the teacher who stood out the most in implementing financial education projects in previous years.

### Solemn session and announcement of the winners of the *Todos Contam* competition

On the morning of 28 October, the solemn session was opened by the Principal of Agrupamento de Escolas Emídio Garcia, Eduardo Manuel dos Santos, and the Mayor of Bragança, Hernâni Dinis Dias.



Welcome speech by the Principal of Agrupamento de Escolas Emídio Garcia, Eduardo Manuel dos Santos.



Welcome speech by the Mayor of Bragança, Hernâni Dinis Dias.

After the opening of the solemn session, the winners of 8<sup>th</sup> *Todos Contam* competition were officially announced. The first speaker was the representative of the Directorate-General for Education, Rosália Silva, who made a brief assessment of this year's competition. This was followed by the speech of the Director-General of the Directorate-General for Education, José Vítor Pedroso, as representative of the jury of the *Todos Contam* competition. Not being able to attend, the Director-General of the Directorate-General for Education shared a video in which he greeted the promoters of this initiative and congratulated the winners of the 8<sup>th</sup> competition, encouraging all the participating schools to carry out the projects submitted to the contest.



Speech by the representative of the Directorate-General for Education, Rosália Silva.



Message of the Director-General of the Directorate-General for Education, José Vítor Pedroso.

The winners of the 8<sup>th</sup> *Todos Contam* competition<sup>14</sup> were presented by members and representatives of the National Council of Financial Supervisors: Chairwoman of ASF, Margarida Corrêa de Aguiar, Vice-Governor of Banco de Portugal, Luís Máximo dos Santos, Director of Banco de Portugal, Ana Paula Serra, and Member of the Board of Directors of CMVM, Rui Pinto.

<sup>14</sup> See Chapter 1 (Financial education in schools – *Todos Contam* competition).



Session announcing the winners of the 8<sup>th</sup> *Todos Contam* competition. From left to right, the Member of the Board of Directors of CMVM, Rui Pinto, the representative of the National Council of Financial Supervisors and Director of Banco de Portugal, Ana Paula Serra, the representative of the Chairman of the National Council of Financial Supervisors and Chairwoman of ASF, Margarida Corrêa de Aguiar, and the Vice-Governor of Banco de Portugal, Luís Máximo dos Santos.

During the ceremony, the students of Agrupamento de Escolas Emídio Garcia hosted three entertaining moments: “Está tudo bem quando se poupa bem” (All’s well when you save well), “All you Wanted” and “Money, Money”.



Dance moment of the students of Agrupamento de Escolas Emídio Garcia: “Está tudo bem quando se poupa bem”.



Musical moment of students Bruno Sendas and Sofia Santos of Agrupamento de Escolas Emídio Garcia: “All you Wanted”.



Dance moment of the students of Agrupamento de Escolas Emídio Garcia: “Money, Money”.



Message of the Deputy Secretary of State and Education, João Costa.

The solemn session was closed by the Deputy Secretary of State and Education, João Costa, who, not being able to attend, sent a video congratulating all the participating schools in the *Todos Contam* competition and, especially, the awarded schools. He also praised the work developed by the financial supervisors and the Directorate-General for Education, as well as the other partners of the National Plan for Financial Education, which together have allowed the “*Todos Contam*” project to take place every year. He referred not only to the Financial Literacy Week celebrations, but above all to all the work that is done throughout the year in schools, including the resources that are produced and the support that is given to teacher training.

He also stressed that the Ministry of Education considers financial education a key area of development and for this reason it is currently registered as one of the compulsory components of the subject of citizenship and development, from the first stage to the end of secondary education: “not because it’s fashionable, not because it seems to be a more important subject than other subjects, but because of its potential to respond to some of the main challenges of our education system, [...] how to develop skills for problem solving, critical thinking and cooperative work, [...] in the various practical dimensions of life,” said the Deputy Secretary of State and Education, João Costa.

He ended with a note on the challenge he has been launching to schools in recent years: that of financial and social inclusion. “A citizen who is not able to manage his financial life is a citizen who is much more vulnerable to manipulation and exclusion. Thus training for financial literacy is also training for active and, therefore, necessarily inclusive citizenship”, he concluded.

### **Financial education workshops in Escola Secundária Emídio Garcia**

Over the course of 28 October, the financial supervisors and partners of the Plan promoted various financial education workshops aimed at basic and secondary school students. Through games and other playful initiatives, students discussed financial issues such as planning and managing the family budget, the importance of savings and care in their application, as well as ways to prevent risk situations and better understand how the financial system works.

The representatives of the National Council of Financial Supervisors and the Plan's Coordination Committee, accompanied by the Principal of Agrupamento de Escolas Emídio Garcia, went through the various spaces of this secondary school, from the classrooms to the library and the gymnasium, ending in the noble hall, to learn about the financial activities that were taking place.

This visit was also accompanied by the Mayor of Bragança and the First Secretary of Intermunicipal Community of Terras de Trás-os-Montes.



Visit to the financial education workshops in Escola Secundária Emídio Garcia. From left to right, the First Secretary of Intermunicipal Community of Terras de Trás-os-Montes, Rui Caseiro, the Vice-Governor of Banco de Portugal, Luís Máximo dos Santos, the Principal of Agrupamento de Escolas Emídio Garcia, Eduardo Manuel dos Santos, the representative of the National Council of Financial Supervisors and Director of Banco de Portugal, Ana Paula Serra, the *Todos Contam* mascots, Clara and Tomás Moedas, the representative of the President of the National Council of Financial Supervisors and Chairwoman of ASF, Margarida Corrêa de Aguiar, the Member of the Board of Directors of CMVM, Rui Pinto, and the President of Portuguese Association of Insurance Companies, José Galamba de Oliveira.

## BOX 5 | Activities at Escola Secundária Emídio Garcia (Bragança)

### Activities hosted by the financial supervisors

The teams of the financial supervisors hosted the game “Pergunta e Respostas” (Question and Answers), a game for secondary school students with questions, answers and counter-answers on financial topics such as budget management, savings, credit, investment products and insurance. The approximately 150 students who participated in the game were divided into three teams, each called upon to answer one question, which was then put to the other teams as well. By assessing whether the first team’s answer to the question was right or wrong, the other teams had the chance to earn extra points.



Hosting of the game “Pergunta e Respostas”.

### Portuguese Insurance and Pension Funds Supervision Authority

The Portuguese Insurance and Pension Funds Supervision Authority (ASF) hosted a workshop on “Risco e Incerteza” (Risk and Uncertainty) to challenge students to assess everyday situations that may involve risk, as well as to reflect on the role of insurance in mitigating them and the need to guard against unforeseen situations that may affect the family budget. 40 students from the 3<sup>rd</sup> stage of basic education participated in this activity.

ASF also held a quiz called “Segura-te Bem!” (Insure Yourself Well!), which explored different concepts of the insurance activity. The initiative also included the presentation of a video on the



Hosting of the game “Segura-te bem!”.

history of insurance, the content of which was discussed by the students. About 50 secondary school students were involved in the activity.

ASF also promoted the activity “Pinta o teu Mealheiro!” (Paint your Piggy Bank!) aimed at younger students. The concept of saving was explored in a playful way by giving students the opportunity to paint their piggy banks with different colours and themes. At the end of the activity, the 34 students of the 1<sup>st</sup> stage of basic education received a personalised participation certificate with their savings goal.



Hosting of the game “Segura-te bem!”.

### Banco de Portugal

The Banco de Portugal hosted the game “Equilibra o orçamento” (Balance the budget), which taught students how to manage and balance the budget of Mr António, the main character in this activity. The initiative involved 68 students from the 3<sup>rd</sup> stage of basic education.

The topic of digital security was also addressed by the Banco de Portugal, through the game “Missão Blindada” (Armoured Mission). In this activity, students ‘became’ highly specialised experts in cybersecurity and online fraud prevention. Their mission was to alert the employees of their ‘companies’ to risks, such as fraudulent emails, unsafe passwords or phone calls aiming to defraud the workers and the company. For each security breach, their ‘company’ registered a negative financial impact. At the end of the mission, the winner was the team with the fewest financial losses. 52 secondary school students participated in this game.



Hosting of the game “Equilibra o orçamento”.



The Banco de Portugal also promoted the activity “€uro a Nossa Moeda – Venha conhecê-la!” (€uro our currency – come and get to know it!), an interactive exhibition on euro banknotes, in which students explore their security features using black lights. 112 students from the 3<sup>rd</sup> stage of basic education and secondary education were involved in this initiative.



Hosting of the activity “€uro a Nossa Moeda – Venha conhecê-la!”.

The Banco de Portugal’s Money Museum was also ‘present’ at Escola Secundária Emídio Garcia. With the initiative “Vem ver dinheiro como nunca viste!” (Come and see money like you’ve never seen before!), it was possible for students to visit the Money Museum at a distance. Almost 120 young people from the 3<sup>rd</sup> stage of basic education and secondary education participated in this activity.



Hosting of the activity “Vem ver dinheiro como nunca viste!”.



### Portuguese Securities Market Commission

The Portuguese Securities Market Commission (CMVM) hosted the game “A árvore das patacas” (The money tree) through which students explored issues related to savings, using concepts of needs and desires, teamwork and the importance of mutual help to grow and achieve dreams. The game was preceded by the presentation of two educational videos where the concepts were explained in a playful way around a story. About 25 students from the 1<sup>st</sup> stage of basic education participated in this initiative.



Hosting of the game “A árvore das patacas”.

75 secondary school students participated in the activity “Poupar e Investir para preparar o Futuro” (Saving and Investing to Prepare the Future) which debated the following topics: the role of the capital market, the role of CMVM, the importance of information, investment options for the application of savings, the principles that should guide the regular and legitimate actions of the various market operators, fraud, risks and the new realities brought about by innovation and digital means, including cryptocurrencies.



Hosting of the activity “Poupar e Investir para preparar o Futuro”.



### Activities hosted by Agrupamento de Escolas Emídio Garcia

The students of Grupo de Teatro Emídio Garcia created and directed the play “No Poupar está o ganho” (By Saving you gain), on the topic of personal finance management. In this play, the students played the characters of a traditional family made up of father, mother, son, daughter and grandmother and, using day-to-day situations, warned about excessive consumption and the need to save.

In the PSI20 Desportivo activity, students were invited to invest in 10 games through 'cap bets' based on their team's expected performance. According to the scores set in each game, if they were successful, the teams would be rewarded with a return on their initial investment.



Hosting of the activity PSI20 Desportivo.



Planning the family budget, income and expenses, savings, credit, insurance, stocks and bonds were the financial literacy topics chosen for the questionnaire of the game "Who wants to be a Millionaire", developed by the students of Escola Secundária Emídio Garcia to celebrate Financial Literacy Week.

The activity "Atelier de estruturas para construir" (Structures to build workshop), aimed at students from all school stages, resulted in a piggy bank.

In the library of Escola Secundária Emídio Garcia, students heard traditional stories about financial education and participated in an interactive game of questions on the topics covered in Financial Education Workbooks 1, 2 and 3. These initiatives were hosted by the teachers of Agrupamento de Escolas Emídio Garcia.



Visit to the activity "Quem quer ser Milionário".



Hosting of the activity “Atelier de estruturas para construir”.



Visit to the activities in the library. From left to right, the First Secretary of Intermunicipal Community of Terras de Trás-os-Montes, Rui Caseiro, the Mayor of Bragança, Hernâni Dinis Dias, the Principal of Agrupamento de Escolas Emídio Garcia, Eduardo Manuel dos Santos, the representative of the National Council of Financial Supervisors and Director of Banco de Portugal, Ana Paula Serra, the Member of the Board of Directors of CMVM, Rui Pinto, the representative of the President of the National Council of Financial Supervisors and Chairwoman of ASF, Margarida Corrêa de Aguiar, the Vice-Governor of Banco de Portugal, Luís Máximo dos Santos, and the President of Portuguese Association of Insurance Companies, José Galamba de Oliveira.

## Activities hosted by the partners of the National Plan for Financial Education

### Association of Specialised Credit Institutions

The Association of Specialised Credit Institutions (ASFAC), in partnership with Rádio Miúdos, organised radio workshops on financial education. The initiative “Vamos fazer um programa sobre Educação Financeira” (Let’s do a programme on Financial Education) gave students the opportunity to address financial education issues and experience the various radio techniques, such as interviewing and live reporting.



Hosting of the activity “Vamos fazer um programa sobre Educação Financeira”.



### Portuguese Banking Association

The Portuguese Banking Association (APB) presented Money Quiz, a digital game on financial literacy, provided through an app. Around 130 students from the 3<sup>rd</sup> stage of basic education participated in this activity using their mobile phones.



Hosting of the activity “Money Quiz”.

### Portuguese Association of Investment Funds, Pensions and Assets

The initiative of the Portuguese Association of Investment Funds, Pensions and Assets (APFIPP) resulted in an exhibition on “Produzir & Poupar & Investir” (Producing & Saving & Investing), followed by a group dynamic involving about 50 secondary school students.



Hosting of the activity “Produzir & Poupar & Investir”.



Each group was invited to write something about the topic they were given – “Saving”, “Before Investing”, “Saving & Investing”, “Saving for Retirement” and “Investment Funds” – on slate and to present their work to the other groups, followed by a short discussion on the reasons presented and possible clarifications.

### Portuguese Association of Insurance Companies

The Portuguese Association of Insurance Companies (APS) promoted the activity “O Seguro que morreu de velho e outros ‘contos-cantiga’” (The Insurance that died of old age and other ‘sing-song tales’), which consisted of a dramatized and musicalized reading of popular tales and expressions and an illustration workshop. About 50 students from the 1<sup>st</sup> stage of basic education participated in this initiative.



Hosting of the activity “O Seguro que morreu de velho e outros ‘contos-cantiga’”.

### Portuguese Association for Consumer Protection

The Portuguese Association for Consumer Protection (DECO) promoted the activity “O poder da escolha: poupar ou gastar?” (The power of choice: saving or spending?), which consisted of an interactive presentation on the power of consumer selection and the impact on their personal finances. Students were challenged to make decisions on financial issues related to everyday situations. Close to 100 secondary school students participated in this initiative.

### Cooperative António Sérgio for Social Economy

The Cooperative António Sérgio for Social Economy held an information session on “A economia social e o microcrédito em Portugal” (The social economy and micro-credit in Portugal). This initiative was attended by 42 secondary school students from Agrupamento de Escolas Emídio Garcia.



Hosting of the information session on “A economia social e o microcrédito em Portugal”.

### Directorate-General for Consumer Affairs

The Directorate-General for Consumer Affairs (DGC) and the Consumer Indebtedness Guidance Office (GOEC) hosted the educational game “O poupinhas”. This game stimulates the capacity to analyse the mechanisms of consumer society and to reflect on lifestyles. Around 80 3<sup>rd</sup> and 4<sup>th</sup> grade students participated in this initiative.



Hosting of the activity “O poupinhas”.

### Junior Achievement Portugal

Junior Achievement Portugal organised the activity “Mantém o equilíbrio” (Keep your balance), which consists of preparing the monthly budget of several characters, with certain jobs and their salaries. Students discussed the difference between net and gross income and, based on the salaries, made a number of decisions that had an impact on the budget of the different characters. Around 45 8<sup>th</sup> and 9<sup>th</sup> grade students participated in this initiative.

This partner also addressed the topic “Family needs and desires”, with 36 students from the 1<sup>st</sup> stage of basic education. In this initiative, young people identified needs, desires and sources of income for families based on daily situations.

### Portuguese Psychologists’ Association

The Portuguese Psychologists’ Association made a presentation on “Decisões e Comportamentos Financeiros” (Financial Decisions and Behaviours), addressed to secondary school students. About 90 students attended this session.



Hosting of the presentation “Decisões e Comportamentos Financeiros”.



### Activities of the *Todos Contam* School Network

Every year schools throughout the country are invited to join the Financial Literacy Week celebrations by hosting financial literacy activities for their students and school community. In 2019, 36 schools participated with various initiatives directed at over 1600 students of all ages.

The actions were disclosed on the *Todos Contam* website and included financial education sessions promoted by entities involved in the Plan, games, video presentations, plays, musical moments, digital quizzes, the viewing of films and lectures to debate financial issues, poster exhibitions, the construction of piggy banks, the study of proverbs alluding to savings and the creation of book markers and other materials with tips on savings and budget management to raise the awareness of the school community, among many other activities.

#### BOX 6 | List of schools associated to Financial Literacy Week 2019

- Agrupamento de Escolas a Lã e a Neve | Castelo Branco
- Agrupamento de Escolas Afonso de Albuquerque | Guarda
- Agrupamento de Escolas Alberto Iria | Faro
- Agrupamento de Escolas Artur Gonçalves | Santarém
- Agrupamento de Escolas Camilo Castelo Branco | Braga
- Agrupamento de Escolas D. Afonso III | Faro
- Agrupamento de Escolas Daniel Sampaio | Setúbal
- Agrupamento de Escolas de Argoncilhe | Aveiro
- Agrupamento de Escolas de Ferreira de Castro | Aveiro
- Agrupamento de Escolas de Figueira de Castelo Rodrigo | Guarda
- Agrupamento de Escolas de Ourém | Santarém
- Agrupamento de Escolas de Real | Braga
- Agrupamento de Escolas de S. Pedro do Sul | Viseu
- Agrupamento de Escolas de Tondela – Cândido de Figueiredo | Viseu
- Agrupamento de Escolas de Vilela | Porto
- Agrupamento de Escolas Emídio Garcia | Bragança
- Agrupamento de Escolas General Serpa Pinto | Viseu
- Agrupamento de Escolas João de Deus | Faro



- Agrupamento de Escolas n.º 1 de Gondomar | Porto
- Agrupamento de Escolas n.º 3 de Elvas | Portalegre
- Agrupamento de Escolas Pedro Álvares Cabral | Castelo Branco
- Casa Pia de Lisboa | Lisbon
- Colégio Sagrado Coração de Maria | Santarém
- Colégio Senhor dos Milagres | Leiria
- Cooperativa de Ensino Superior Politécnico Universitário | Porto
- Escola Básica Integrada de Água de Pau | Azores
- Escola de Hotelaria e Turismo de Portalegre | Portalegre
- Escola de Hotelaria e Turismo do Algarve | Faro
- Escola Profissional da Horta | Azores
- Escola Profissional de Penafirme | Lisbon
- Escola Secundária das Laranjeiras | Açores
- Escola Secundária João Gonçalves Zarco | Azores
- Escola Secundária Manuel de Arriaga | Azores
- Escola Secundária Poeta Al Berto | Setúbal
- Externato Camões | Porto
- Jardim-Escola João de Deus | Viseu

### **Initiatives for trainers of vocational training courses**

On the afternoon of 28 October, the Portuguese Institute for Employment and Vocational Training (IEFP) and the financial supervisors held a public session to review the trainers training programme developed in the context of the protocol signed in 2018 between this entity and the National Council of Financial Supervisors<sup>15</sup>.

The initiative “National Plan for Financial Education – from strategy to action: the contribution of the IEFP” took place at the Employment and Vocational Training Centre of Bragança and the session was opened by the Mayor of Bragança, Hernâni Dinis Dias, and by IEFP’s Regional Sub-delegate of the North, Elsa Teixeira.

<sup>15</sup> See Chapter 2 (Financial education in vocational training).



Interventions of the Mayor of Bragança, Hernâni Dinis Dias, and IIEP's Regional Subdelegate of the North, Elsa Teixeira.

This was followed by the interventions of the Director of IIEP's Vocational Training Department, Conceição Matos, and the members of the Coordination Committee of the National Plan for Financial Education, including the President of the Coordination Committee and representative of Banco de Portugal, Lúcia Leitão, the representative of ASF, Rui Fidalgo, and the representative of CMVM, Maria Igreja.



Initiative "National Plan for Financial Education – from strategy to action: the contribution of IIEP". From left to right, the representative of ASF on the Plan's Coordination Committee, Rui Fidalgo, the representative of CMVM on the Plan's Coordination Committee, Maria Igreja, the President of the Plan's Coordination Committee and representative of Banco de Portugal, Lúcia Leitão, the IIEP Regional Subdelegate of the North, Elsa Teixeira, and the Director of IIEP's Vocational Training Department, Conceição Matos.

This initiative was also attended by two IIEP trainers, Lúcia Costa, from the IIEP's Job Centre in Vila Real, and Susana Trigo, from IIEP's Job Centre in Bragança, who contributed with their testimonies on the trainers training programme and their experiences with the trainees.

Representing the National Council of Financial Supervisors, the Chairwoman of ASF, Margarida Corrêa de Aguiar, the Vice-Governor of Banco de Portugal, Luís Máximo dos Santos, and the Member of the Board of Directors of the CMVM, Rui Pinto, closed the session together with the Chairman of the Board of Directors of IIEP, António Valadas da Silva.



Closing session of the initiative “National Plan for Financial Education – from strategy to action: the contribution of IEFP”. From left to right, the Chairwoman of ASF, Margarida Corrêa de Aguiar, the Chairman of the Board of Directors of IEFP, António Valadas da Silva, the Vice-Governor of Banco de Portugal, Luís Máximo dos Santos, and the Member of the Board of Directors of the CMVM, Rui Pinto.

### Initiatives for footballers

On 29 October, the Portuguese Union of Professional Football Players and the financial supervisors presented the results of the first survey on the financial literacy of professional football players at the Polytechnic Institute of Bragança. The survey was carried out under the cooperation protocol for the promotion of the financial training of football players, signed between this entity and the National Council of Financial Supervisors.

The session was opened by the President of the Portuguese Union of Professional Football Players, Joaquim Evangelista, followed by the President of the Polytechnic Institute of Bragança, Orlando Rodrigues, and the Member of the Board of Directors of CMVM, Rui Pinto, in representation of the National Council of Financial Supervisors.



Intervention of the President of the Portuguese Union of Professional Football Players, Joaquim Evangelista.



Intervention of the President of the Polytechnic Institute of Bragança, Orlando Rodrigues.



Intervention of the Member of the Board of Directors of CMVM, in representation of the CNSF, Rui Pinto.

The presentation of the survey results<sup>16</sup> was shared between the Portuguese Union of Professional Football Players and the Banco de Portugal, in representation of the Coordination Committee of the National Plan for Financial Education.

The session followed with a debate on “The importance of financial education for football players”. This discussion, open to the audience made up of students of the Graduate Degree in Sports, counted with the participation of former international football player, Marco Ferreira, and the members of the Plan’s Coordination Committee, the President and representative of Banco de Portugal, Lúcia Leitão, the representative of CMVM, Maria Igreja, and the representative of ASF, Rui Fidalgo. The interventions were mediated by the representative of the Portuguese Union of Professional Football Players, João Oliveira, and the event was closed by its President, Joaquim Evangelista.



Initiative “Financial Education of Footballers”. From left to right, the representative of the Portuguese Union of Professional Football Players, João Oliveira, the representative of ASF on the Plan’s Coordination Committee, Rui Fidalgo, the President of the Portuguese Union of Professional Football Players, Joaquim Evangelista, former international football player, Marco Ferreira, the President of the Plan’s Coordination Committee and representative of Banco de Portugal, Lúcia Leitão, and the representative of CMVM on the Plan’s Coordination Committee, Maria Igreja.

<sup>16</sup> See Chapter 7 (Financial education for of footballers).

This initiative was announced on several national and local media.



Initiative “Financial Education of Footballers” disclosed by the media.

### Initiatives for local authorities of the North region

On 30 and 31 October, several initiatives were developed in the nine municipalities of the Intermunicipal Community of Terras de Trás-os-Montes, under the cooperation agreement signed in 2019 between the National Council of Financial Supervisors, Norte Portugal Regional Coordination and Development Commission (CCDR-N) and the municipalities of Alfândega da Fé, Bragança, Macedo de Cavaleiros, Miranda do Douro, Mirandela, Mogadouro, Vila Flor, Vimioso and Vinhais<sup>17</sup>. Each of these initiatives was attended by the respective Mayor and all of them were accompanied by an entourage that included the President of CCDR-N, Fernando Freire de Sousa, or the Vice-President of CCDR-N, Ester Gomes da Silva, a representative of the Intermunicipal Community of Terras de Trás-os-Montes and the financial supervisors represented by the Plan’s Coordination Committee. Altogether, the initiatives

<sup>17</sup> See Chapter 5 (Financial education with the local authorities).

had 575 participants from different population groups, including students and teachers, unemployed, senior population and beneficiaries of the income support allowance.

Nine municipalities of the intermunicipal communities of Alto Tâmega and Tâmega e Sousa (Amarante, Baião, Boticas, Cinfães, Felgueiras, Lousada, Montalegre, Valpaços and Vila Pouca de Aguiar) also joined Financial Literacy Week and, under the cooperation agreement they signed with the National Council of Financial Supervisors and CCDR-N, in 2017 and 2018, respectively, they hosted initiatives to disseminate the National Plan for Financial Education and held training and awareness-raising sessions on financial issues aimed at around 300 people, namely students, senior population and citizens in general.

## BOX 7 | Initiatives of the local authorities of the Intermunicipal Community of Terras de Trás-os-Montes

### Municipality of Alfândega da Fé

Alfândega da Fé celebrated Financial Literacy Week 2019 with a training session on family budget management, basic bank accounts and support for over-indebtedness directed at about 30 beneficiaries of the income support allowance. This training had the support of the financial supervisors and was held at the Alfândega da Fé Municipal Library.



Opening session of the initiative of the Municipality of Alfândega da Fé. From left to right, the First Secretary of the Intermunicipal Community of Terras de Trás-os-Montes, Rui Caseiro, the representative of ASF on the Plan's Coordination Committee, Rui Fidalgo, the Vice-President of CCDR-N, Ester Gomes da Silva, the Mayor of Alfândega da Fé, Eduardo Tavares, the President of the Plan's Coordination Committee and representative of Banco de Portugal, Lúcia Leitão, the representative of CMVM on the Plan's Coordination Committee, Maria Igreja.



## Municipality of Bragança

Bragança marked Financial Literacy Week 2019 with the game Bibliopólio, held at the Bragança Municipal Library. About 110 students of the 1<sup>st</sup> stage of basic education of Centro Escolar da Sé, Centro Escolar Santa Maria and Escola Básica Augusto Moreno participated in this initiative.



Opening session of the initiative of the Municipality of Bragança. From left to right, the representative of ASF on the Plan's Coordination Committee, Rui Fidalgo, the President of CCDR-N, Fernando Freire de Sousa, the Mayor of Bragança, Hernâni Dinis Dias, the President of the Plan's Coordination Committee and representative of Banco de Portugal, Lúcia Leitão, and the representative of CMVM on the Plan's Coordination Committee, Maria Igreja.



Hosting of the game Bibliopólio.



## Municipality of Macedo de Cavaleiros

To mark Financial Literacy Week 2019, the Municipality of Macedo de Cavaleiros and the financial supervisors organised an awareness-raising session on basic bank accounts and fraud prevention. This session took place at Centro Cultural de Macedo de Cavaleiros and was directed at 30 students from the Senior University of Macedo de Cavaleiros.



Awareness-raising session at Centro Cultural de Macedo de Cavaleiros.



Opening session of the initiative of the Municipality of Macedo de Cavaleiros. From left to right, the Mayor of Macedo de Cavaleiros, Elsa Escobar, the representative of CMVM on the Plan's Coordination Committee, Maria Igreja, the President of CCDR-N, Fernando Freire de Sousa, the President of the Plan's Coordination Committee and representative of Banco de Portugal, Lúcia Leitão, the representative of ASF on the Plan's Coordination Committee, Rui Fidalgo, and the Coordinator of the Senior University of Macedo de Cavaleiros, Eduarda Guimarães.



## Municipality of Miranda do Douro

The Municipality of Miranda do Douro marked Financial Literacy Week 2019 with the presentation of the Financial Education Workbooks in conjunction with the financial supervisors. This session gathered around 70 students of the 2<sup>nd</sup> stage of basic education and took place in the Auditorium of Escola Secundária de Miranda do Douro.



Closing session of the initiative of the Municipality of Miranda do Douro. From left to right, the Principal of Agrupamento de Escolas de Miranda do Douro, António Santos, the First Secretary of the Intermunicipal Community of Terras de Trás-os-Montes, Rui Caseiro, the representative of ASF on the Plan's Coordination Committee, Rui Fidalgo, the Mayor of Miranda do Douro, Artur Nunes, the President of the Plan's Coordination Committee and representative of Banco de Portugal, Lúcia Leitão, the Vice-President of CCDR-N, Ester Gomes da Silva, and the representative of CMVM on the Plan's Coordination Committee, Maria Igreja.



Presentation of the Financial Education Workbooks at the Municipality of Miranda do Douro.

## Municipality of Mirandela

Basic bank accounts were the topic chosen by the Municipality of Mirandela to promote Financial Literacy Week 2019 among the senior population and trainees of the Mirandela Job Centre. This session gathered around 50 participants in the Bouça Parish Council and was broadcast by a regional television channel.



Opening session of the initiative of the Municipality of Mirandela. From left to right, the President of CCDR-N, Fernando Freire de Sousa, the Mayor of Mirandela, Júlia Rodrigues, the President of the Plan's Coordination Committee and representative of Banco de Portugal, Lúcia Leitão, the representative of ASF on the Plan's Coordination Committee, Rui Fidalgo, the representative of CMVM on the Plan's Coordination Committee, Maria Igreja, and the President of the Parish Council, Duarte José Ruivo.



Intervention of the President of the Plan's Coordination Committee and representative of Banco de Portugal, Lúcia Leitão.



Broadcast of Localvisão TV – Bragança on the awareness-raising session held in Mirandela, available at <https://www.facebook.com/watch/?v=774298983017864>.

## Municipality of Mogadouro

The Municipality of Mogadouro joined the celebrations of Financial Week 2019 by hosting the game “Arrumar para ganhar” (Cleaning up to win), promoted by employees of the financial supervisors. Approximately 40 students from the 1<sup>st</sup> stage of basic education participated in this initiative, which was held at Escola Básica de Mogadouro.



Closing session of the initiative of the Municipality of Mogadouro. From left to right, the First Secretary of the Intermunicipal Community of Terras de Trás-os-Montes, Rui Caseiro, the Vice-President of CCDR-N, Ester Gomes da Silva, the Mayor of Mogadouro, Francisco Guimarães, the President of the Plan’s Coordination Committee and representative of Banco de Portugal, Lúcia Leitão, the representative of CMVM on the Plan’s Coordination Committee, Maria Igreja, the representative of ASF on the Plan’s Coordination Committee, Rui Fidalgo, and the Principal of Agrupamento de Escolas de Mogadouro, Silvano Cancela.

## Municipality of Vila Flor

To mark Financial Literacy Week 2019, the Municipality of Vila Flor, together with the financial supervisors, hosted a training session on family budget management and basic bank accounts. This training gathered around 35 beneficiaries of the social integration income and unemployed people in Centro Cultural de Vila Flor.



Opening session at Centro Cultural de Vila Flor. From left to right, the First Secretary of the Intermunicipal Community of Terras de Trás-os-Montes, Rui Caseiro, the representative of ASF on the Plan's Coordination Committee, Rui Fidalgo, the Vice-President of CCDR-N, Ester Gomes da Silva, the Mayor of Vila Flor, Fernando Barros, the President of the Plan's Coordination Committee and representative of Banco de Portugal, Lúcia Leitão, and the representative of CMVM on the Plan's Coordination Committee, Maria Igreja.



Training session at Centro Cultural de Vila Flor.



## Municipality of Vimioso

To mark Financial Literacy Week 2019, the Municipality of Vimioso, with the support of the financial supervisors, promoted a session to present the Financial Education Workbooks to 60 students of the 3<sup>rd</sup> stage of basic education. This session took place in the Auditorium of Agrupamento de Escolas de Vimioso.



Presentation of the Financial Education Workbooks at the Municipality of Vimioso.



Opening session of the initiative of the Municipality of Vimioso. From left to right, the Principal of Agrupamento de Escolas de Vimioso, Serafim João, the First Secretary of the Intermunicipal Community of Terras de Trás-os-Montes, Rui Caseiro, the representative of ASF on the Plan's Coordination Committee, Rui Fidalgo, the Vice-President of CCDR-N, Ester Gomes da Silva, the Mayor of Vimioso, António Fidalgo Martins, the President of the Plan's Coordination Committee and representative of Banco de Portugal, Lúcia Leitão, and the representative of CMVM on the Plan's Coordination Committee, Maria Igreja.

## Municipality of Vinhais

The Municipality of Vinhais celebrated Financial Literacy Week 2019 with a training session on accounts and means of payment through digital channels. About 150 secondary school and vocational education students of Agrupamento de Escolas Dom Afonso III attended this training. The session took place at Centro Cultural Solar dos Condes de Vinhais.



Closing session of the initiative of the Municipality of Vinhais. From left to right, the representative of ASF on the Plan's Coordination Committee, Rui Fidalgo, the President of CCDR-N, Fernando Freire de Sousa, the Mayor of Vinhais, Luís Fernandes, the President of the Plan's Coordination Committee and representative of Banco de Portugal, Lúcia Leitão, the representative of CMVM on the Plan's Coordination Committee, Maria Igreja, and the Principal of Agrupamento de Escolas Dom Afonso III, Rui Correia.


## BOX 8 | Initiatives of the local authorities of the Intermunicipal Community of Tâmega e Sousa

### Municipality of Amarante

The Municipality of Amarante, through Centro de Informação Autárquico ao Consumidor, joined Financial Literacy Week 2019 with the promotion of the game “Saber & Mexer” (Knowing & Moving) to 3<sup>rd</sup> grade students of Escola Básica n.º 2 de Amarante. This educational game aims to raise the awareness of young children on the topics of financial literacy, healthy eating and sustainability, promoting physical activity.

This initiative was attended by the representative of the Norte Portugal Regional Coordination and Development Commission (CCDR-N), Natália Gravato, and the representative of Banco de Portugal, Helena Marques.

The session was disclosed in the November edition of the regional newspaper Notícias do Tâmega.

	<p><b>Melo:</b> Imprensa <b>País:</b> Portugal <b>Period.:</b> Mensal <b>Âmbito:</b> Regional</p>	<p><b>Pág:</b> 15 <b>Cores:</b> Cor <b>Área:</b> 12,93 x 7,49 cm<sup>2</sup> <b>Corte:</b> 1 de 1</p>
<p>21-11-2019</p>		
<h3>Dia Mundial da Poupança assinalado pelo Município de Amarante</h3>		
	<p>da DECO, Ana Passos. Direcionada para técnicos/as de intervenção social e famílias que estão em acompanhamento pelos serviços de ação social, esta sessão teve como objetivo melhorar os conhecimentos e atitudes financeiras, apoiar a inclusão financeira e criar hábitos de precaução contra fraudes, ou práticas potencialmente lesivas, que podem afetar o rendimento.</p>	
<p>Com o objetivo de assinalar o Dia Mundial da Poupança, que se celebra a 31 de outubro, o CIAC - Centro de Informação Autárquico ao Consumidor do Município de Amarante, promoveu, em parceria com a DECO - Associação Portuguesa para a Defesa do Consumidor e com o Plano Nacional de Formação Financeira - Todos Contam, duas iniciativas.</p>	<p>A 7 de novembro teve lugar a segunda iniciativa. Uma turma do 3º ano da Escola Básica nº 2 de Amarante teve oportunidade de testar e contactar com o “Saber &amp; Mexer”, um jogo didático desenvolvido pelo Município de Amarante que pretende, assim, sensibilizar a comunidade escolar para o tema da alimentação saudável, da sustentabilidade, da literacia financeira e promover a atividade física.</p>	<p>de Helena Marques.</p>
<p>A 30 de outubro, na Casa da Portela, decorreu uma ação de sensibilização com a economista</p>	<p>Esta iniciativa contou ainda com a presença de duas entidades: a CCDRN representada por Natália Gravato e o Banco de Portugal, em representação do Plano Nacional de Formação Financeira - Todos Contam, através da presença</p>	<p>Recorde-se que “Saber &amp; Mexer” é um jogo produzido com material 100% reciclável e biodegradável, que contou com contributos da DECO, na análise das questões relacionadas com a proteção de dados, direitos de imagem e direitos de autor, e da FCNAUP – Faculdade de Ciências da Nutrição e Alimentação da Universidade do Porto - que validou cientificamente o conteúdo do jogo.</p>

Disclosure of the initiative of the Municipality of Amarante in the regional newspaper Notícias do Tâmega.



## Municipality of Baião

Together with the team of trainers of Banco de Portugal, the employees of the Social Affairs Department and Centro de Informação e Apoio ao Consumidor of the Municipality of Baião carried out an awareness-raising session “Poupe-se e aprenda a poupar: DICAS” (Save yourself and learn to save: TIPS) to mark Financial Literacy Week 2019. This session was supported by the Viariz Parish Council and the Union of Parishes of Loivos da Ribeira and Tresouras.

This initiative took place in the Centro de Relação Comunitária in Tresouras and was directed to 50 elderly people from the Community Relationship Centres of the Municipality of Baião. It was attended by the Councillor for Social Affairs of the Municipality, José Pinho Silva, and the representative of the Norte Portugal Regional Coordination and Development Commission (CCDR-N), Natália Gravato.

The session was disclosed in the online edition of the regional newspaper A VERDADE (THE TRUTH), which has its headquarters in Marco de Canaveses.



ESPECIAL NATAL AGENDA TÁMEGA E SOUSA SOCIEDADE DESPORTO ANÚNCIOS

### Município de Baião organizou ações de sensibilização junto de idosos na ‘Semana da Formação Financeira 2019’

ANA MAGALHÃES 10-11-2019

“Poupe-se e Aprenda a Poupar: DICAS” é o nome das ações que envolveram utentes seniores dos Centros de Relação Comunitária de Viariz e de Tesouras.

**A** Câmara Municipal de Baião promoveu nos dias 23 e 24 de outubro, no âmbito das comemorações da ‘Semana da Formação Financeira 2019’, uma ação de sensibilização e informação junto dos utentes seniores dos Centros de Relação Comunitária de Viariz e de Tesouras, intitulada “Poupe-se e Aprenda a Poupar: DICAS”.

Esta iniciativa foi pensada e desenvolvida pelos colaboradores do Serviço dos Assuntos Sociais e do Centro de Informação e Apoio ao Consumidor do município, com o apoio da Junta de Freguesia de Viariz e da União de Freguesias de Loivos da Ribeira e Tresouras.

O vereador do pelouro dos Assuntos Sociais da Câmara Municipal de Baião, José Pinho Silva, juntou-se às sessões, acompanhado por elementos do Conselho Nacional de Supervisores Financeiros do Banco de Portugal, Helena Marques, Manuela Barreto e Ana Azevedo, e da Comissão de Coordenação e Desenvolvimento Regional do Norte (CCDRN).

O autarca afirmou que **“atendendo à população sénior em causa, à sua experiência de vida e sabedoria nestas temáticas da poupança, o objetivo não foi ensinar a gerir melhor o orçamento familiar, mas sim informar dos vários direitos sociais a que poderão aceder e que lhes permitirão poupar em algumas despesas”**.

Dissemination of the initiative of the Municipality of Baião in the regional newspaper A VERDADE, available at <https://averdade.com/tamega-e-sousa/baiao/2019-11-10-Municipio-de-Baiao-organizou-aco-es-de-sensibilizacao-junto-de-idosos-na-Semana-da-Formacao-Financeira-2019>.



## Municipality of Cinfães

To celebrate Financial Literacy Week 2019, the Municipality of Cinfães promoted an awareness-raising session for 60 students of Escola Profissional de Cinfães, where the event took place. Through the play “Um e um, às vezes, são três” (One plus one is sometimes three), the teachers of the Municipality’s curricular enrichment activities addressed the topic of family budget management.

The session was opened by the Deputy Mayor of Cinfães, Serafim Rodrigues, and also had the presence of the Councillor of Education, Sónia Soares, the representative of the Norte Portugal Regional Coordination and Development Commission (CCDR-N), Natália Gravato, and the team of trainers from Banco de Portugal.



Participants in the initiative of the Municipality of Cinfães.



Intervention of the representative of CCDR-N, Natália Gravato.

## Municipality of Felgueiras

With the support of the Municipal Information and Consumer Support Service of Felgueiras, the Municipality of Felgueiras hosted an information campaign on the topics and materials of the National Plan for Financial Education during Financial Literacy Week 2019, between 23 and 31 October. The activity was directed at the general population.

## Municipality of Lousada

The Municipality of Lousada joined the celebrations of Financial Week 2019 with a training session on “Planning and managing the family budget and the importance of saving”. This initiative was held in the Auditorium of Escola Secundária de Lousada and brought together around 150 secondary school students. This session was attended by the Councillor for Education of the Municipality of Lousada, António Augusto, the representative of the Norte Portugal Regional Coordination and Development Commission (CCDR-N), Natália Gravato, and the team of trainers from Banco de Portugal.



Training session in the Auditorium of Escola Secundária de Lousada. From left to right, the team of trainers from Banco de Portugal, Helena Marques, Ana Azevedo and Manuela Barreto, representing the National Plan for Financial Education, the Councillor of the Municipality of Lousada, António Augusto, and the representative of CCDR-N, Natália Gravato.



## **BOX 9 | Initiatives of the local authorities of the Intermunicipal Community of Alto Tâmega**

### **Municipalities of Boticas, Montalegre and Vila Pouca de Aguiar**

To mark Financial Literacy Week 2019, the Municipalities of Boticas, Montalegre and Vila Pouca de Aguiar carried out initiatives to disseminate the National Plan for Financial Education aimed at the general population, mainly through the promotion of financial literacy contents in social networks.

### **Municipality of Valpaços**

With the support of the team of trainers from Banco de Portugal, the Municipality of Valpaços organised a training session on basic bank accounts for beneficiaries of the income support allowance of the Valpaços Employment and Vocational Training Centre.

This event, which marked the celebrations of Financial Literacy Week 2019, brought together 50 participants at Casa do Vinho and was attended by the Mayor, Amílcar Castro de Almeida, and the Councillor, Jorge Pires.



*National Council  
of Financial Supervisors*