

PLANO NACIONAL DE FORMAÇÃO FINANCEIRA

TODOS CONTAM

PORTUGUESE NATIONAL PLAN
FOR FINANCIAL EDUCATION

ANNUAL REPORT 2014



BANCO DE
PORTUGAL
EUROSYSTEM



CMVM



ASF
Autoridade de Supervisão
de Seguros e Fundos de Pensões

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Contents

5	Note of the National Council of Financial Supervisors
9	Summary of the activities of the National Plan for Financial Education
12	Box 1 CYFI Country Award for Europe
13	Box 2 Production of financial education materials
15	Box 3 eLearning platform
17	1. Core Competencies for Financial Education
18	Teacher training programme
21	2. Training and awareness-raising initiatives
22	Training sessions for the public in general
23	Training initiatives to support entrepreneurship
24	Other training and awareness-raising initiatives
25	3. Global Money Week
27	4. <i>Todos Contam</i> competition
29	Assessment and selection of applications
30	Box 4 List of Portuguese schools participating in the 3 rd <i>Todos Contam</i> competition
34	Box 5 Brief description of the projects awarded in the 3 rd <i>Todos Contam</i> competition
37	Announcement of the awarded schools
40	Box 6 Delivery of awards of the 2 nd <i>Todos Contam</i> competition
45	5. Financial Literacy Day
46	Activities at Palácio D. Manuel – Évora
55	Activities of the <i>Todos Contam</i> schools network
57	Box 7 List of schools participating in Financial Literacy Day 2014 – <i>Todos Contam</i> school network
58	Other activities of the Plan's stakeholders
59	6. <i>Todos Contam</i> website
59	Box 8 Statistics of the <i>Todos Contam</i> website

Charts and tables

- 18 Table 1 | Programme of the classroom sessions of each training workshop
- 33 Table 2 | Awards in the 3rd *Todos Contam* competition
- 33 Table 3 | Honourable mentions awarded in the 3rd *Todos Contam* competition
- 59 Chart 1 | Number of monthly visits to the *Todos Contam* website
- 60 Chart 2 | Visits to the *Todos Contam* website by themes
- 60 Chart 3 | Breakdown of visits by calculator
- 61 Chart 4 | Breakdown of visits by life stage
- 61 Chart 5 | Breakdown of visits to the Plan's menu

Note of the National Council of Financial Supervisors



The way we deal with money – when we make a payment, manage a budget, take out a loan or insurance – can crucially affect our well-being, both individually and collectively. Being able to understand the risks and opportunities of financial products and services is a key skill for citizens today, who are forced to make financial decisions on a daily basis.

Financial knowledge and behaviour are undoubtedly the first major line of defence for consumers and an important complement to the regulation and supervision of the financial system. Better informed consumers are able to make better decisions regarding their needs and risk profile and are, from the outset, more discerning citizens and customers.

The financial supervisors – Banco de Portugal, Comissão do Mercado de Valores Mobiliários (Portuguese Securities Market Commission) and Autoridade de Supervisão de Seguros e Fundos de Pensões (Portuguese Insurance and Pension Funds Supervisory Authority) – are fully aware of the importance of skills and behaviour for consumer protection.

Although the access to financial products and services has become widespread, findings on the literacy of the Portuguese population and the investor profile show that there is still a long way to go in terms of financial knowledge and behaviour. There is forthwith evidence of significant gaps in the understanding of basic financial concepts. And although attitudes are in general positive, they do not always reflect appropriate financial behaviour.

To promote financial literacy of the Portuguese population, the financial supervisors teamed up and in 2011 released the National Plan for Financial Education.

The National Plan for Financial Education is essentially a long-term commitment of the supervisors. Increasing the knowledge of population and above all shaping values, attitudes and behaviours require a comprehensive strategy with well-defined goals, priorities and metrics, carried out step by step, based on a network of stakeholders able to ensure the reach of this strategy. The first years of implementation of the National Plan for Financial Education clearly demonstrate this vision.

The priority of the supervisors was to take financial education to schools in a consistent and structured way so that children and young people could acquire basic financial expertise early on in life, in terms of managing the family budget and different financial products and services. It is undeniable that financial education should follow the various steps of personal, intellectual and civic development because only then can it aspire to transform attitudes and behaviours. And we cannot forget that the consumption of financial products and services is starting earlier and earlier and that children and young people are themselves catalysts of financial education and information within families.

The great accomplishment of the National Plan for Financial Education in this area, with the invaluable support of the Ministry of Education and Science, was the approval of the Core Competencies for Financial Education, the guiding document that will implement financial education in a school and training context.

The work is not yet complete, although it has earned the recognition of a prestigious international organisation in promoting financial inclusion – Child and Youth Finance International. Supervisors and partners are now working on developing teaching resources to support the implementation of the Core Competencies for Financial Education and creating an eLearning platform to assist the National Plan for Financial Education in reaching other audiences, encouraging self-training.

After schools, in 2014 the National Plan for Financial Education defined as its next priority the support to entrepreneurs in the social economy (or ‘third sector’) and micro, small and medium enterprises, given their importance for sustainable development. Once again, the supervisors are backed by very relevant partners:

CASES – Cooperativa António Sérgio para a Economia Social (Public Interest Cooperative for Social Economy) and IAPMEI – Agência para a Competitividade e Inovação (Public Agency for Competitiveness and Innovation).

The implementation and success of an innovative project critically depend on the ability of entrepreneurs to plan in the medium and long term, to identify funding and investment opportunities and to anticipate risks, especially in the face of growing diversity and complexity of financial instruments available on the market. This is also true when it comes to a third sector project or institution, crucial from the point of view of social cohesion and therefore for collective well-being and sustainable development.

In the coming years, the National Plan for Financial Education will continue to give priority to financial education and to supporting entrepreneurship, gradually reaching out to new target groups. To this effect, it will need to consolidate existing partnerships and to take on new partners that are willing and able to extend the very encouraging results achieved so far. If it is true that more responsible citizens are more protected citizens, we must also bear in mind that a society that is capable of taking advantage of the best the financial system has to offer is a prerequisite for the growth we desire for the Portuguese economy.

The National Council of Financial Supervisors

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

António Varela, Administrator of Banco de Portugal

José Figueiredo Alმაça, Chairman of Portuguese Insurance and Pension Funds
Supervisory Authority

Carlos Tavares, Chairman of the Portuguese Securities Market Commission



Summary of activities of the National Plan for Financial Education



The National Plan for Financial Education, launched in 2011, aims to help raise the population's level of financial knowledge and to promote the adoption of appropriate financial behaviours. The Plan envisions a set of national initiatives in this area, proposing to coordinate the efforts and projects of various stakeholders, support the implementation of financial education activities in the field and clarify the goals and commitments made by the partners involved.

Upon completion of a number of infrastructure projects in 2012 and implementation in 2013 of a more systematic programme of financial education among different segments of the population, in 2014 the Plan continued the strategy of **introducing financial education in schools** and consolidated its **work among other target groups** for whom financial education is equally relevant.

In 2014, the Plan launched two projects that aim to contribute to effective implementation of the Core Competencies for Financial Education in Kindergarten, Basic Education, Secondary Education and Adult Learning and Training, adopted in 2013 by the Ministry of Education and Science, in partnership with the financial supervisors. It started a teacher training programme with two training **sessions in the North and Centre of the country**. Furthermore, it began to **prepare teaching materials** to support teachers and students in dealing with the financial education topics in the Core Competencies for Financial Education, signing a cooperation agreement between the National Council of Financial Supervisors, the Ministry of Education and Science and four associations from the financial sector: APB – Associação Portuguesa de Bancos (Portuguese Banking Association); APS – Associação Portuguesa de Seguradores (Portuguese Association of Insurance Companies); APFIPP – Associação Portuguesa de Fundos de Investimento, Pensões e Patrimónios (Portuguese Association of Investment Funds, Pensions and Assets) and ASFAC – Associação de Instituições de Crédito Especializado (Association of Specialised Credit Institutions).

The work carried out by the Plan in the context of financial education in schools was recognised in 2014 by Child and Youth Finance International, which awarded Portugal the Country Award 2014 for Europe.

Based on the training modules catalogue published in 2013, the Plan started training sessions open to the public in general in 2014. These sessions covered several topics such as deposit accounts, payment instruments, savings and investment products, credit, insurance and fraud prevention. The Plan also participated in several conferences, debates and awareness-raising actions on financial education, run by different entities in various regions of the country and targeted at different audiences, especially young people, indebted households and entrepreneurs.

In 2014, the 3rd ***Todos Contam* competition** was launched. This initiative is held every year by the National Council of Financial Supervisors (CNSF), in collaboration with the Ministry of Education and Science, with the aim of rewarding the best financial education projects to be implemented in schools in each school year.

In total, 71 applications were received in 2014, the highest number since the launch of the *Todos Contam* competition, involving around 100 schools and approximately 21,000 students.

For the first time, the competition awarded a prize for kindergarten, in addition to the prizes awarded to each of the three levels of basic education and the prize awarded to secondary education.

The *Todos Contam* competition selection panel also awarded a special prize to a project that stood out in the financial education of students with special educational needs. Given the high quality of the projects submitted, the jury decided to award seven honourable mentions.

Recognising the importance of financial expertise in the success of entrepreneurs, in 2014 the Plan also had several initiatives for this target group. At the invitation of Cooperative for Social Economy (CASES), the Plan participated in the 1st **ES Academia programme** which was held in Oporto. The ES Academia is a programme aimed at raising the awareness of young people and training them on issues of social economy, designed to promote the development of social and collective entrepreneurship projects. The CNSF also associated itself to CASES, offering a **financial education module to the winners of the António Sérgio Prize 2014** in the categories 'Innovation and Sustainability' and 'School Projects'.

Financial education in supporting entrepreneurship was also the central theme of **Financial Literacy Day**, which in 2014 was held in Évora. Financial Literacy Day 2014 started with a conference, in Palácio D. Manuel, dedicated to the importance of financial expertise for entrepreneurs, where initiatives and experiences on financial education and support to entrepreneurship were presented. The winners of the *Todos Contam* competition were announced at this event. In the afternoon workshops were held on educational initiatives for entrepreneurship and the winning projects of the *Todos Contam* competition were presented. Throughout the day, the Plan's stakeholders set up theatres, games and other recreational activities in the context of financial education initiatives directed at the public. Across the country, schools from the *Todos Contam* network and the Plan's stakeholders commemorated Financial Literacy Day developing financial education activities and initiatives. The Financial Literacy Day celebrations were also the venue for the

presentation of the **eLearning platform** to be launched in 2015 by the Plan, that will support the training of trainers and the financial education initiatives, satisfying the different training needs identified in terms of content and target groups and allowing the actions to reach a greater number of people and have greater coverage of the national territory.

The plan remained involved in various **international initiatives**, notably **Global Money Week**, sponsored by Child and Youth Finance International in March 2014, in which students from schools in Lisbon and Oporto participated in games and debates on financial issues on the premises of the Banco de Portugal, the Portuguese Securities Market Commission (CMVM) and the Portuguese Insurance and Pension Funds Supervisory Authority (ASF) and in guided tours of the Lisbon Stock Exchange (NYSE Euronext Lisbon), Banco de Portugal's Money Museum and the Paper Money Museum of Fundação Dr. António Cupertino de Miranda.

BOX 1 | CYFI Country Award for Europe

In 2014, Portugal was awarded the Child and Youth Finance International (CYFI) Country Award for Europe. The prize was awarded to the National Plan for Financial Education and recognises in particular the work of the financial supervisors and the Ministry of Education and Science developed in the context of financial education in schools.

The ceremony for the Country Award 2014 took place on 22 May in New York, in the Annual CYFI Summit. The summit was held at the Unicef and UN headquarters. It was organised by CYFI and by the United Nations Capital Development Fund (UNCDF) in order to place on the United Nations' Agenda for post-2015 Development the goal of enabling all young people, on reaching adult life, to have a dignified life through access to employment or self-employment. CYFI advocates that the integration of financial education in the school curriculum is key in preparing young people for integration into the labour market.



The Country Award for Europe 2014 was received on behalf of the National Council of Financial Supervisors by the chair of the Coordinating Committee of the National Plan for Financial Education, Lúcia Leitão (Banco de Portugal), and by the other members of the Plan's Coordinating Committee, Maria Igreja (CMVM) and Rui Fidalgo (ASF).

CYFI Country Award

The CYFI Country Award recognises the work of the government authorities to promote financial education, citizenship and the financial inclusion of young people.

The Country Award distinguishes exceptional and innovative initiatives, the building of strong alliances between policymakers and financial regulators, participation in the initiatives fostered regularly by CYFI and endeavours to build alliances among the more relevant local partners.



CYFI prize winners in 2014.

Every year CYFI awards a Country Award for each of the world's regions. In 2014, the winning countries were:

- South Africa** | Country Award for Africa
- Saudi Arabia** | Country Award for North Africa and the Middle East
- Brazil** | Country Award for America
- Portugal** | Country Award for Europe
- Singapore** | Country Award for Asia

BOX 2 | Production of financial education materials

The development of educational and teaching materials for students and teachers to address the topics of the Core Competencies for Financial Education in Kindergarten, Basic Education, Secondary Education and Adult Learning and Training (prepared jointly by the financial supervisors and the Ministry of Education and Science and adopted in 2013 by this Ministry) at the various education and teaching levels is crucial to support the implementation of the Core Competencies for Financial Education in the school curriculum.

Within the scope of the implementation of the Core Competencies for Financial Education, on 19 December 2014 a cooperation agreement was signed for the preparation of educational and teaching materials to support the Core Competencies for Financial Education, between the National Council of Financial Supervisors (Banco de Portugal, CMVM and ASF), the Ministry of Education and Science and four associations of the financial sector (APB – Portuguese Banking Association; APS – Portuguese Association of Insurance Companies; APFIPP – Portuguese Association of Investment Funds, Pensions and Assets and ASFAC – Association of Specialised Credit Institutions).

The agreement aims to develop, edit and print educational and teaching materials to support teachers and students in the approach to the financial education topics set out in the Core Competencies for Financial Education.

The preparation of these teaching materials seeks to complement teacher training sessions developed by the Directorate-General for Education with the collaboration of the financial supervisors, with a view to implementing the Core Competencies for Financial Education in schools.

The implementation of the cooperation agreement will start with the development of materials for the first stage of basic education. It is expected that they be tested through a pilot experience to be held in the 2015/2016 school year with a representative sample of schools.

The Ministry of Education and Science will validate the educational and curricular adequacy of the materials, participate in their preparation and will also be responsible for promoting them in schools.

The financial supervisors and the associations of the financial sector will collaborate in the assessment of the technical component of the materials and in their distribution, with the latter offering to finance the editing and printing costs. CNSF will coordinate the development of the materials through the Coordinating Committee of the National Plan for Financial Education.

The signing of this cooperation agreement reflects the commitment of the financial supervisors, the Ministry of Education and Science and the associations of the financial sector to the National Plan for Financial Education and the strategic importance of the integration of financial education in schools.

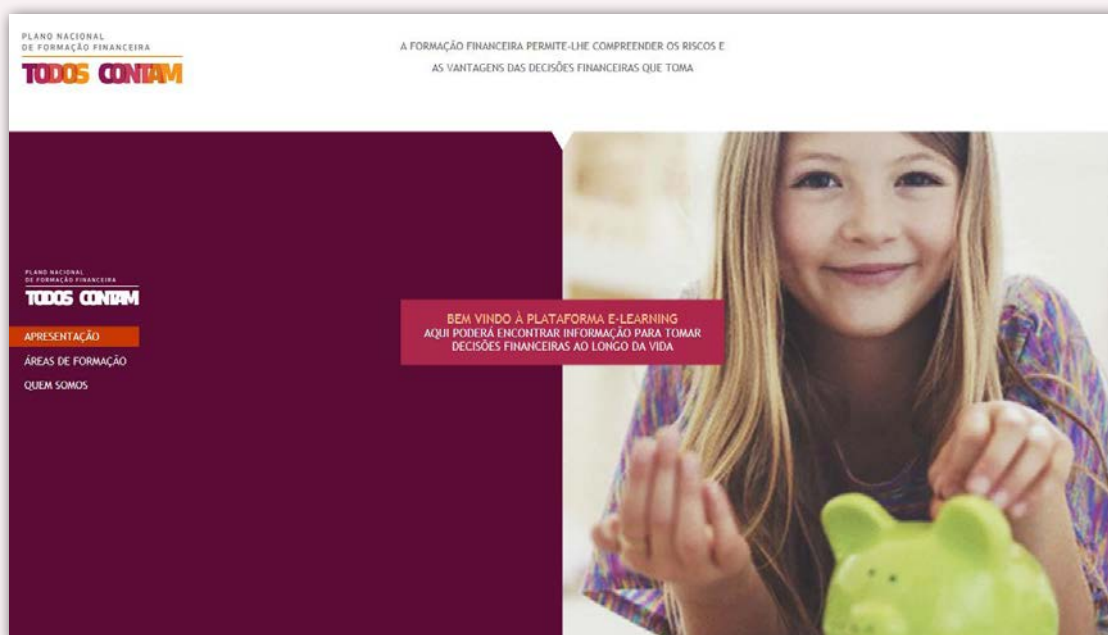


Ceremony of the signing of the cooperation agreement. From left to right, the Chairman of APFIPP, José Veiga Sarmento, the Chairman of ASFAC, António Menezes Rodrigues, the Chairman of APB, Fernando Faria de Oliveira, the Chairman of ASF, José Figueiredo Almaca, the Secretary of State of Basic and Secondary Education, Fernando Egídio Reis, the Governor of Banco de Portugal, Carlos da Silva Costa, the Chairman of the CMVM, Carlos Tavares, the Administrator of Banco de Portugal, António Varela, and the Chairman of APS, Pedro Seixas Vale.

BOX 3 | eLearning platform

Officially presented on Financial Literacy Day of 2014, the new eLearning project of the National Plan for Financial Education will support the training of trainers and the financial education initiatives, meeting the different training needs identified in terms of content and target groups and allowing the actions to reach a greater number of people and to have greater coverage of the national territory.

The eLearning platform will be launched in 2015 and is especially suited for the training of adults, in particular trainers, also serving as a self-training tool for the various target audiences.



eLearning platform of the National Plan for Financial Education.

Through this platform training sessions on video will be made available via the Internet, with the synchronised presentation in text form of the main topics covered. The sessions will be complemented by relevant literature and other teaching resources. Training sessions will be developed on basic financial concepts, characteristics of financial products of widespread use and financial decision in key life stages.



Core Competencies for Financial Education

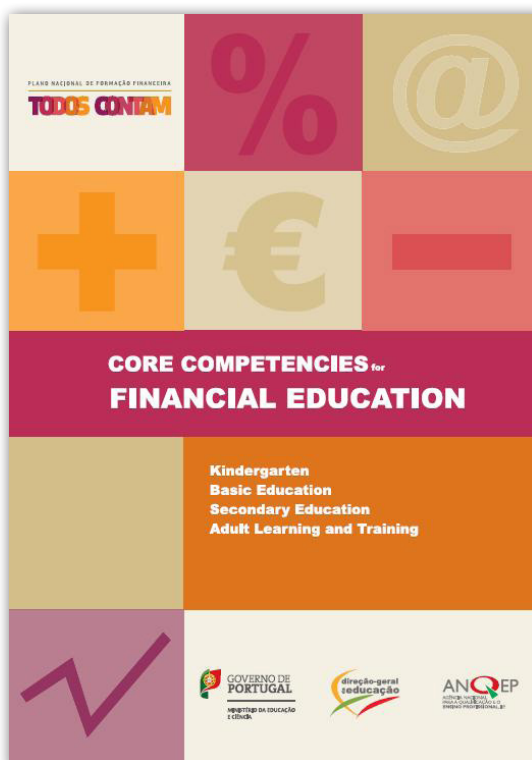
1

The Core Competencies for Financial Education for Kindergarten, Basic Education, Secondary Education and Adult Learning and Training¹ were prepared as part of the collaboration between the Ministry of Education and Science, through the Directorate-General for Education and the National Agency for Vocational Education and Qualification, and the financial supervisors. They were approved in May 2013 by the Secretary of State of Basic and Secondary Education.

The Core Competencies for Financial Education are the guidelines for the implementation of financial education in an educational and training context. They define the knowledge and skills considered essential for children and students in kindergarten, in the 1st, 2nd and 3rd stages of basic education and in secondary education. The Core Competencies for Financial Education also include a set of Short-Term Training Units (STTU) for adult learning and training.

In order to introduce the content of these core competencies in the school curricula, CNSF and the Ministry of Education and Science began teacher training sessions in 2014.

The development of teaching materials to support financial education in schools is also priority of the financial supervisors and the Ministry of Education and Science (see **BOX 2**).



Core Competencies for Financial Education, available for download on the *Todos Contam* website.

¹ The Core Competencies for Financial Education for Kindergarten, Basic Education, Secondary Education and Adult Learning and Training are available on the *Todos Contam* website (<http://www.todoscontam.pt/pt-PT/PNFF/PNFF/ReferencialEducaoFinanceira/Paginas/Referencial.aspx>)

Teacher training programme

The teacher training programme aims to provide the acquisition of economic and financial content for educators and teachers from all recruitment groups in order to qualify them to teach financial education as part of education for citizenship and contribute to the general use of Core Competencies for Financial Education within the education system.

This programme was prepared by the Directorate-General for Education in collaboration with the financial supervisors and accredited by the Scientific and Pedagogical Council for Continuous Training. A number of experts from the Directorate-General for Education, Banco de Portugal, CMVM and ASF are responsible for preparing content and conducting the training activities.

Teacher training has been designed as a training workshop and includes classroom sessions (25 hours) and autonomous work (25 hours), the overall aim being to apply the Core Competencies for Financial Education in schools. The training workshop is accredited and enables the acquisition of training credits.

TABLE 1 | Programme of the classroom sessions of each training workshop

SESSIONS	CONTENTS
1 st Session	Financial education in the context of education for citizenship (3h) Planning and managing the family budget (3h)
2 nd Session	Means of payment, bank accounts and loans (2h) The financial system (2h) Insurances (2h)
3 rd Session	Savings applications (3h) Credit (3h)
4 th Session	Ethics and the rights and duties of financial consumers (3.5h) Presentation by trainees of the results of their autonomous work (3.5h)

In 2014, the first teacher training sessions were held with teachers from the northern and central region of the country. It is expected that by the first semester of 2016 teachers from the rest of mainland Portugal (Lisbon and the Tagus Valley, Alentejo and Algarve) will have been trained.

The first teacher training session was held in Oporto, between February and May 2014. The opening of the first training session was attended by representatives of CNSF and the Ministry of Education and Science. This training was directed at 40 educators and teachers.



Opening session of the first teacher training session. From left to right, the Deputy Director General for Education, Luís Filipe Santos, the Chairman of ASF, José Figueiredo Almacá, the Administrator of Banco de Portugal, José Silveira Godinho, the member of the Board of Directors of CMVM, Carlos Alves, and the Chair of the Plan's Coordinating Committee, Lúcia Leitão.

The second teacher training session was held in Coimbra, between September 2014 and January 2015, and was directed at 40 educators and teachers.

These two training actions were strongly supported by educators and teachers – over 550 teachers applied.



First teacher training session, in Oporto.



Second teacher training session, in Coimbra.



A EDUCAÇÃO FINANCEIRA NAS ESCOLAS - REFERENCIAL DE
EDUCAÇÃO FINANCEIRA



Oficina de formação
Porto
18 de Novembro 2014



Training and awareness-raising initiatives

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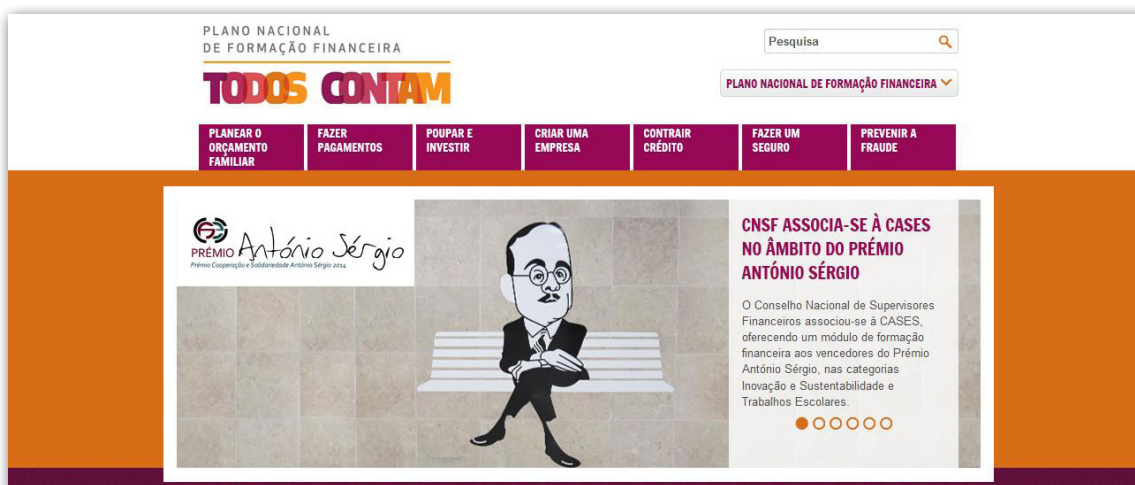
Besides schools, the Plan strengthened its intervention with other target groups for whom financial education is also relevant.

In 2014, the Plan continued its programme for training of trainers and for the public in general.

The Plan also cooperated with various entities, particularly in training activities to support entrepreneurs.



Financial education session on the *Todos Contam* website.



António Sérgio prize on the *Todos Contam* website.

Training sessions for the public in general

The first training sessions directed at the general public were held on Wednesdays in September and aimed to improve the financial knowledge and attitudes of participants. The development of these training sessions was based on the combination of different topics. On 3 September, the management of personal finance, deposit accounts, payment instruments and basic bank accounts were addressed. The next session, on 10 September was dedicated to savings and investment products. On 17 September, the subjects presented were mortgage loans, consumer credit and investment, and prevention and settlement of arrears. In the last session, on 24 September, special attention was given to insurance and prevention of fraud.

These training sessions were attended by a very heterogeneous audience that included students, legal experts, lawyers, health professionals, sociologists, banking experts, engineers, accountants, insurance agents, designers, among other professions. On average, 62 people participated in each of the training sessions.



First training sessions open to the public in general.

On 24 October, the Plan participated in a talk on the importance of the monthly budget and the real cost of credit, organised by the Vila Cova School in Barcelos. The talk was directed at parents and guardians of that school.

Training initiatives to support entrepreneurship

On 3 October, at the invitation of Cooperative for Social Economy (CASES), the Plan participated in the first Academia ES programme in Oporto. In the session dedicated to 'Financial Products in Support of Social Economy Projects', the Plan presented the main characteristics of current accounts, payment instruments, cash funding, funding of investment and insurance to young entrepreneurs. The aim of this initiative was to promote the development of social and collective entrepreneurship projects.

In 2014, CNSF associated itself to CASES, offering a financial education module to the winners of António Sérgio Award 2014 in the categories 'Innovation and Sustainability' and 'School Projects'. The training modules will be covered in 2015.



Participation of the Plan in the 1st Academia ES programme.

Other training and awareness-raising initiatives

On 1 October, the Plan attended the meeting of international partners of the financial literacy project flin€VET, at the invitation of the Polytechnic Institute of Setubal. This financial literacy project is part of the Leonardo Da Vinci Lifelong Learning Programme, promoted by the European Commission. In this initiative, the Plan presented the activities it has been developing over the last few years, highlighting the Core Competencies for Financial Education and the work that is being promoted in schools in collaboration with the Ministry of Education and Science. The meeting was attended by representatives of eight vocational education institutions from six European countries – Germany, Austria, Italy, Portugal, United Kingdom and Switzerland.

On 28 May, the Plan participated in the conference ‘The importance of financial literacy in the educational process of young people’, hosted by the Higher Institute of Business Sciences of the Polytechnic Institute of Setubal. This initiative highlighted the strategic importance of financial education, as well as the results of the survey on the financial literacy of the Portuguese population, conducted in 2010 by Banco de Portugal, and the role of the Plan in the construction of responsible financial citizenship.

On 17 September, the Plan participated in a project by SMIC – Serviço Municipal de Informação ao Consumidor (Municipal Service on Consumer Information) – hosted by CIAB (Arbitrage Centre for Consumer) of Braga. This training, directed at experts of municipal services, addressed the regulation of retail banking products, the regulation of insurance products and the regulation of capital market products.



Participation of the Chair of the Plan's Coordinating Committee, Lúcia Leitão, at the conference ‘The importance of financial literacy in the educational process of young people’, hosted by the Higher Institute of Business Sciences of the Polytechnic Institute of Setubal.

Global Money Week

3

For the second consecutive year, the Plan associated itself to the Global Money Week initiative, of Child and Youth Finance International (CYFI), which took place from 10 to 17 March 2014. During this week, entities from 118 countries carried out awareness-raising initiatives involving a total of 3 million children on the theme 'What do children and young people want for their future?'.

In Portugal, four schools from the Lisbon region and two from the Oporto region participated in the Global Money Week of 2014. At the invitation of the financial supervisors, the schools from Lisbon visited Banco de Portugal, CMVM and ASF.

On 14 March, CMVM was visited by 50 students from the Portuguese Bank Training Institute. The students watched a presentation on the National Plan and on the role of CMVM in the regulation and supervision of markets and participated in a role-play on the issuance of securities. The students were also invited to visit the Lisbon Stock Exchange (NYSE Euronext Lisbon), where they participated in the ringing of the bell that marks the close of the stock market and asked questions about the capital market.



Global Money Week report, available at:

<http://www.childfinanceinternational.org/resources/publications/2014-GlobalMoneyWeek-Report.pdf>



Students of the Bank Training Institute in a role-play on the issuance of securities, during a visit to CMVM.



Ringling of the bell that marks the close of the stock market at the Lisbon Stock Exchange (NYSE Euronext Lisbon), with the participation of students of Bank Training Institute.

On 17 March, Banco de Portugal welcomed 30 students from Escola Secundária Rainha Dona Leonor (Rainha Dona Leonor Secondary School) to its premises. The students visited Banco de Portugal's Money Museum and participated in a financial education session on the importance of saving, the value of savings over time and the effect of inflation. During this visit, the students had the opportunity of communicating, via videoconference, with the CYFI team in Amsterdam.



Students from Escola Secundária Rainha Dona Leonor who visited Banco de Portugal.

On the same day, students from Escola de Comércio de Lisboa (Lisbon School of Commerce) and INETESE visited the premises of ASF. The students participated in an awareness-raising session on the National Plan for Financial Education, Global Money Week and the importance of saving. The schools were given the opportunity to present projects developed by them in the area of financial literacy and to take part in the game "*Quem quer aprender*" ('Who wants to learn?').



Students from Escola de Comércio de Lisboa and from INETESE at ASF.

On 13 March in the Oporto region, Agrupamento de Escolas Fontes Pereira de Melo (Fontes Pereira de Melo School) hosted several initiatives with their students, including visits to the Paper Money Museum of Fundação Dr. António Cupertino de Miranda and a debate on the importance of financial education, also attended by students from a school in Colombia via videoconference. On 17 March, the students of Externato Padre Cruz de Matosinhos (Padre Cruz School) were involved in awareness-raising activities on the importance of savings and budget management.

Todos Contam competition

4

The *Todos Contam* competition is an initiative of CNSF (Banco de Portugal, CMVM and ASF) and of the Ministry of Education and Science, through the Directorate-General for Education and the National Agency for Qualification and Vocational Education and Training.

The *Todos Contam* competition aims to promote and encourage the development of financial education initiatives in schools.

The competition targets school groupings, individual schools, private and cooperative schools and vocational schools providing preschool education and primary and secondary education.

In 2014, the 3rd *Todos Contam* competition was held, which addressed financial education projects to be implemented in schools in 2014/2015 school year. For the first time, the competition included projects for kindergarten. The application period ran from 25 June to 16 October 2014.



Launch of the 3rd *Todos Contam* competition on the *Todos Contam* website.

The 3rd *Todos Contam* competition was announced on the *Todos Contam* website (www.todoscontam.pt), on the website of the three financial supervisors and on the website of the Directorate-General for Education and of the National Agency for Qualification and Vocational Education and Training. All the information needed to participate in the competition, including the terms of reference, was made available on these websites. The Ministry of Education and Science also announced the competition to schools.

The financial supervisors visited schools in order to raise awareness on financial education issues and to announce the competition. During these visits, they distributed posters on the *Todos Contam* competition.

The terms of reference of the 3rd *Todos Contam* competition² anticipated the award of five prizes, consisting of books and school materials: one for kindergarten, one for each of the three stages of basic education and one for secondary education.

Based on the Core Competencies for Financial Education for Kindergarten, Basic Education, Secondary Education and Adult Learning and Training, eligible projects should raise students awareness to the importance of financial education on a day-to-day basis, develop financial knowledge and skills, promote appropriate financial attitudes and behaviours, create savings habits and make use of the contents and resources available on the website of the National Plan for Financial Education – the *Todos Contam* website.

According to the terms of reference of the competition, projects should be in line with the Principles for Financial Education Initiatives within the National Plan.



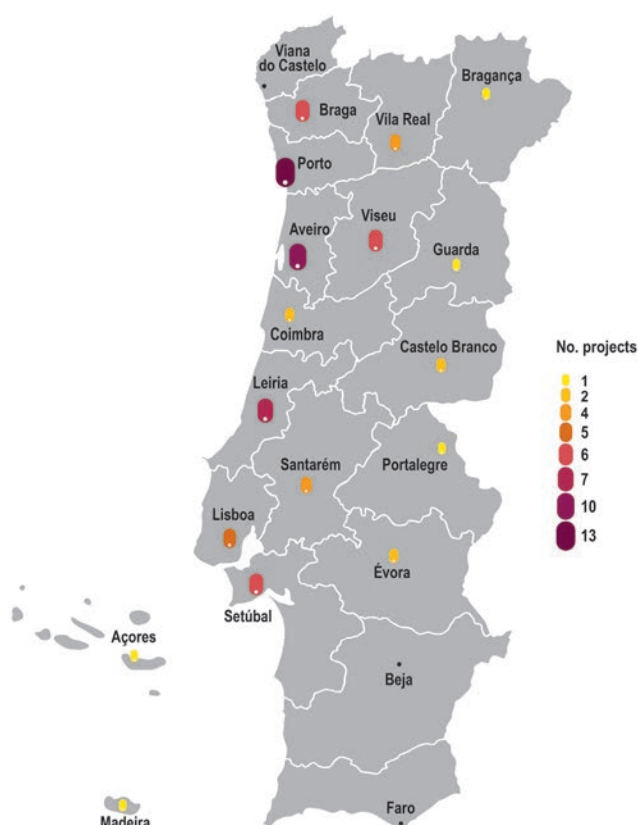
Poster announcing the 3rd *Todos Contam* competition.

² The terms of reference of the competition are available on the *Todos Contam* website (<http://www.todoscontam.pt/pt-PT/PNFF/PNFF/Eventos/CTC/Paginas/CTC2014.aspx>)

Assessment and selection of applications

In 2014, 71 eligible projects were received for the 3rd *Todos Contam* competition, the highest number since the launch of the *Todos Contam* competition in 2012, involving around 100 schools and approximately 21,000 students.

The 71 applications received included 24 projects for kindergarten, 26 for the 1st stage of basic education, 19 for the 2nd stage of basic education, 31 for the 3rd stage of basic education and 27 for secondary education.



Geographical distribution of eligible projects of the 3rd *Todos Contam* competition.

When applications cover more than one education level / school stage, they are considered in the evaluation of all the levels they address. Should they be awarded, the prize will be awarded for the education level / school stage that stood out most.

Schools from almost all districts in mainland Portugal, with the exception of Beja, Faro and Viana de Castelo, participated in the 3rd *Todos Contam* competition.

Projects were also received from the Autonomous Region of Azores and the Autonomous Region of Madeira.

The districts with the highest number of projects were Oporto (with 13) and Aveiro (with 10).

All projects submitted to the competition were accepted as meeting the terms of referece, respecting in particular the Principles for Financial Education Initiatives. Projects can only include initiatives developed in partnership with financial institutions if these are represented by the respective sector association³.

³ The Principles for Financial Education Initiatives are available on the *Todos Contam* website (<http://www.todoscontam.pt/pt-PT/PNFF/PNFF/PrincipiosOrientadores/Paginas/PrincipiosOrientadores.aspx>).

BOX 4 | List of Portuguese schools participating in the 3rd *Todos Contam* competition

- Agrupamento de Escolas do Cerco – Escola Básica do 1.º ciclo / Jardim de Infância do Falcão | Oporto
- Agrupamento de Escolas Alexandre Herculano – Jardim de Infância do Choupal | Santarém
- Agrupamento de Escolas Amato Lusitano – Escola Secundária Amato Lusitano | Castelo Branco
- Agrupamento de Escolas D. Afonso Henriques – Escola Secundária D. Afonso Henriques, Escola Básica de Vila das Aves | Oporto
- Agrupamento de Escolas D. Dinis – Escola Básica do 1.º ciclo / Jardim de Infância n.º 195 de Lisboa | Lisbon
- Agrupamento de Escolas da Maia – Escola Secundária da Maia | Oporto
- Agrupamento de Escolas da Sertã | Castelo Branco
- Agrupamento de Escolas de Airões – Escola Básica e Secundária de Airões | Oporto
- Agrupamento de Escolas de Argoncilhe – Escola Básica de Aldriz | Aveiro
- Agrupamento de Escolas de Argoncilhe – Escola Básica de Argoncilhe | Aveiro
- Agrupamento de Escolas de Argoncilhe – Jardim de Infância de Aldriz | Aveiro
- Agrupamento de Escolas de Atouguia da Baleia – Escola Básica do 1.º ciclo de Atouguia da Baleia | Leiria
- Agrupamento de Escolas de Canas de Senhorim | Viseu
- Agrupamento de Escolas de Guia – Escola Básica e Secundária de Guia | Leiria
- Agrupamento de Escolas de Loureiro – Escola Básica de Alumieira | Aveiro
- Agrupamento de Escolas de Mirandela – Escola Básica / Jardim de Infância de Carvalhais | Bragança
- Agrupamento de Escolas de Pevidém – Escola Básica de Candoso S. Martinho, Escola Básica de Cruzeiro Gondar, Escola Básica de Eirinha Serzedelo, Escola Básica de Selho S. Cristóvão, Escola Básica de Pevidém n.º 1 | Braga
- Agrupamento de Escolas de Ribeira de Pena – Escola Básica dos 2.º e 3.º ciclos com Ensino Secundário Ribeira de Pena, Escola Básica dos 2.º e 3.º ciclos de Cerva, Centro Escolar de Ribeira de Pena, Jardim de Infância de Cerva, Escola Básica do 1.º ciclo de Cerva | Vila Real
- Agrupamento de Escolas de S. Pedro do Sul – Escola Secundária de S. Pedro do Sul | Viseu
- Agrupamento de Escolas de Santa Iria de Azóia – Escola Básica dos 2.º e 3.º ciclos de Santa Iria de Azóia | Lisbon
- Agrupamento de Escolas de Vale D’Este – Escola Básica do 1.º ciclo / Jardim de Infância de Rio Côvo Santa Eulália | Braga
- Agrupamento de Escolas de Vila Cova – Escola Básica e Secundária de Vila Cova | Braga
- Agrupamento de Escolas do Paião – Escola Básica dos 2.º e 3.º ciclos Dr. Pedrosa Veríssimo | Coimbra
- Agrupamento de Escolas Dr. Francisco Sanches – Jardim de Infância Quinta das Fontes, Escola Básica do 1.º ciclo de S. Victor, Escola Básica do 1.º ciclo / Jardim de Infância das Enguardas, Escola Básica do 1.º ciclo / Jardim de Infância do Bairro da Alegria, Escola Básica do 1.º ciclo / Jardim de Infância da Quinta da Veiga, Escola Básica do 1.º ciclo do Bairro da Misericórdia, Escola Básica Dr. Francisco Sanches | Braga

- Agrupamento de Escolas Dr. Guilherme Correia de Carvalho – Escola Básica Dr. Guilherme Correia de Carvalho | Guarda
- Agrupamento de Escolas Dr. Júlio Martins – Centro Escolar de Santa Cruz Trindade, Escola Nadir Afonso, Escola Dr. Júlio Martins | Vila Real
- Agrupamento de Escolas Dr. Mário Sacramento – Escola Secundária Dr. Mário Sacramento | Aveiro
- Agrupamento de Escolas EB1 Gualdim Pais – Escola Básica do 1.º ciclo Gualdim Pais | Leiria
- Agrupamento de Escolas General Serpa Pinto – Escola Básica dos 2.º e 3.º ciclos General Serpa Pinto | Viseu
- Agrupamento de Escolas General Serpa Pinto – Jardim de Infância de Cinfães, Jardim de Infância de Travassos, Jardim de Infância de Santiago de Piães, Jardim de Infância de Oliveira do Douro, Jardim de Infância de Nespereira, Jardim de Infância de São Cristóvão, Jardim de Infância de Louredo, Jardim de Infância de Meridãos | Viseu
- Agrupamento de Escolas Gil Vicente | Braga
- Agrupamento de Escolas Gomes Monteiro | Vila Real
- Agrupamento de Escolas João de Araújo Correia – Escola Secundária João de Araújo Correia | Vila Real
- Agrupamento de Escolas Marinha Grande Nascente – Escola Secundária Pinhal do Rei | Leiria
- Agrupamento de Escolas Martim de Freitas – Centro Educativo dos Olivais | Coimbra
- Agrupamento de Escolas n.º 3 de Elvas – Escola Secundária D. Sancho II | Portalegre
- Agrupamento de Escolas n.º 4 de Évora – Escola Básica Conde de Vilalva | Évora
- Agrupamento de Escolas n.º 4 de Évora – Escola Secundária André de Gouveia, Escola Básica Conde de Vilalva, Escola Básica do 1.º ciclo / Jardim de Infância do Bacelo, Escola Básica do 1.º ciclo / Jardim de Infância dos Canaviais, Escola Básica do 1.º ciclo do Frei Aleixo, Jardim de Infância Penedo d’Ouro | Évora
- Agrupamento de Escolas Nuno de Santa Maria – Escola Secundária Santa Maria do Olival, Escola Básica D. Nuno Álvares Pereira | Santarém
- Agrupamento de Escolas Viseu Norte – Centro Escolar Rolando de Oliveira, Escola Básica do 1.º ciclo de Torredeita, Escola Básica do 1.º ciclo de Abraveses | Viseu
- ASMAN – Associação de Solidariedade Social Mouta Azenha Nova | Oporto
- Centro de Bem Estar Social de Foros de Salvaterra | Santarém
- Centro Social Paroquial Nossa Senhora da Anunciada – Jardim de Infância A Nuvem | Setúbal
- Centro Social Paroquial Nossa Senhora da Anunciada – Jardim de Infância Aquário | Setúbal
- Colégio Bartolomeu Dias | Lisbon
- Colégio Campo de Flores | Setúbal
- Colégio D. José I – 1.º ciclo | Aveiro
- Colégio D. José I – Pré-escolar | Aveiro
- Colégio de São Miguel | Santarém
- Colégio do Castanheiro | Autonomous Region of Azores
- Colégio Guadalupe | Setúbal

- Colégio Internato dos Carvalhos | Oporto
- Colégio Monte Flor | Lisbon
- Colégio Nova Encosta | Oporto
- Colégio Oficina dos Sonhos | Setúbal
- Colégio Penas Real | Setúbal
- Colégio Senhor dos Milagres | Leiria
- Didáxis – Cooperativa de Ensino e Escola Cooperativa de Vale | Braga
- Escola Profissional de Aveiro | Aveiro
- Escola Profissional de Serviços de Cidenai | Oporto
- Escola Profissional de Viticultura e Enologia da Bairrada | Aveiro
- Escola Profissional Profitecla | Oporto
- Escola Profissional Vértice | Oporto
- Escola Secundária com 3.º ciclo Prof. Dr. Flávio Pinto Resende | Viseu
- Escola Secundária de Penafiel | Oporto
- Externato Cooperativo da Benedita | Leiria
- Externato Padre Cruz | Oporto
- INED – Instituto de Educação e Desenvolvimento | Oporto
- INETESE – Instituto de Educação Técnica de Seguros | Lisbon and Leiria
- INETESE – Madeira | Autonomous Region of Madeira
- Instituto Duarte Lemos | Aveiro

Assessment of the applications and the selection of the best projects for each school stage / level was the responsibility of the selection panel of the *Todos Contam* competition.

The panel is composed of members of the Advisory Board of the National Plan for Financial Education – Isabel Alçada (president), Maria Amélia Cupertino de Miranda and Maria Emília Brederode Santos – and by representatives of the Ministry of Education and Science – Luís Filipe Santos and Cristina Pereira.

In their decision, the panel considered each application based on all the assessment and valuation criteria set out in Article 6 of the terms of reference of the 3rd *Todos Contam* competition:

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

The selection panel unanimously gave the five awards under the terms of reference of the competition to projects submitted by the schools listed in **TABLE 2**. The selection panel decided to award a Special Prize, not foreseen in the terms of reference, to a project that stood out in the financial education of students with special educational needs (see description of the projects in **BOX 5**).

TABLE 2 | Awards in the 3rd Todos Contam competition

SCHOOL STAGE	SCHOOL	DISTRICT
Kindergarten	Associação de Solidariedade Social Mouta Azenha Nova	Oporto
1 st stage of basic education	Escola Básica Conde de Vilalva, do Agrupamento de Escolas n.º 4 de Évora	Évora
2 nd stage of basic education	Agrupamento de Escolas Dr. Francisco Sanches	Braga
3 rd stage of basic education	Instituto Duarte de Lemos	Aveiro
Secondary education	Escola Profissional Vértice	Oporto
Special Award	Agrupamento de Escolas General Serpa Pinto de Cinfães	Viseu

Given the high quality of the projects submitted, the selection panel also awarded seven honourable mentions to the projects presented by the schools indicated in

TABLE 3.

TABLE 3 | Honourable mentions awarded in the 3rd Todos Contam competition

SCHOOL STAGE	SCHOOL	DISTRICT
Kindergarten	Escola Básica do 1.º ciclo / Jardim de Infância de Rio Côvo Santa Eulália, do Agrupamento de Escolas de Vale D'Este	Braga
1 st stage of basic education	Colégio Monte Flor	Lisbon
	Colégio do Castanheiro	Autonomous Region of Azores
2 nd stage of basic education	Didáxis – Cooperativa de Ensino e Escola Cooperativa de Vale	Braga
3 rd stage of basic education	Escola Básica dos 2.º e 3.º ciclos Dr. Pedrosa Veríssimo, do Agrupamento de Escolas do Paião	Coimbra
Secondary education	Escola Secundária D. Sancho II, do Agrupamento de Escolas n.º 3 de Elvas	Portalegre
	INETESE – Madeira	Autonomous Region of Madeira



BOX 5 | Brief description of the projects awarded in the 3rd *Todos Contam* competition

I | Associação de Solidariedade Social Mouta Azenha Nova (district of Oporto) – Award for kindergarten

The project *“Aqui todas as gotas contam...”* (*‘Here all the drops count...’*) of Associação de Solidariedade Social Mouta Azenha Nova (ASMAN) is directed at kindergarten students.

The contents to be addressed in the project are based on the Core Competencies for Financial Education, with emphasis on saving.

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

- Information session for the entire educational community;
- Acquisition and distribution of water tanks to save rainwater;
- Distribution of piggy banks to all students;
- Reutilisation of rainwater to wash pavements, cars, floors, etc.

By saving water it is hoped that students will learn to:

- Acquire saving habits;
- Link saving to the purchase of goods;
- Adopt savings behaviours;
- Understand the importance of water as a valuable asset;
- Cut down consciously on present consumption in favour of future generations.

The project aims to involve the entire educational community as well as parents / guardians.

II | Escola Básica Conde de Vilalva, do Agrupamento de Escolas n.º 4 de Évora (district of Évora) – Award for the 1st stage of basic education

The project *“Contamos todos!”* (*‘We all count!’*) of Escola Básica do Agrupamento de Escolas n.º 4 de Évora involves kindergarten students and students from the 1st, 2nd and 3rd stages of basic education.

The contents to be addressed in the project are based on the Core Competencies for Financial Education and focus on planning and management of budgets and savings.

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

- Training in financial literacy in the school library and preparation of materials (games, documentary background, videos...);
- Promoting the reading of works that explore financial education;
- Role-plays on financial education;
- Promotion of art activities, such as creating piggy banks and postcards;
- Promotion of a recreational training session in collaboration with parents and guardians;
- Exhibition of the materials produced by the students in the school libraries;
- Dissemination of the activities carried out using different media.

The project activities are developed in conjunction with the programme for each school stage as well as with the school library and school’s drama club.

It is hoped that this project will teach students:

- To understand the difference between what is needed and what is superfluous;

- To relate expenses to earnings;
- What it means to save and what the goals are.

The project aims to involve the parent's / guardian's association of the school and hopes to create partnerships with the Public Library of Évora, the Municipality of Évora and the Bacele Parish Council.

III | Agrupamento de Escolas Dr. Francisco Sanches (district of Braga) – Award for the 2nd stage of basic education

The project *“O meu dinheiro estica”* (*‘My money stretches’*) of Agrupamento de Escolas Dr. Francisco Sanches involves kindergarten students and students from the 1st, 2nd and 3rd stages of basic education.

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

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

- Construction on MOODLE of the subject *“A Gestão é Tua”* (*‘It's Your Management’*), open to the entire community, that makes it possible to articulate different knowledge on financial management and to develop skills such as proper planning of the budget, taking into account needs and the resources available;
- Construction and promotion of the interactive game *‘Smart Play’*, which includes different items of expense. A monthly ceiling is assigned that has to be managed by the students with possible dilemma situations that require assessment of priorities and informed decision-making and reflection, allowing for effective management of their money.

The themes of the Core Competencies for Financial Education are covered in the complementary curriculum (Health, Environment and Entrepreneurship).

The project activities will also involve the subjects of Portuguese, Mathematics, Natural Sciences, Geography, Information and Communication Technologies, Visual Education and Arts Workshop.

The project will also involve parents / guardians and other family members.

IV | Instituto Duarte de Lemos (district of Aveiro) – Award for the 3rd stage of basic education

The project *“Empresa de Sabonetes – o empreendedorismo reforça o currículo escolar”* (*‘Soap Company – entrepreneurship strengthens the school curriculum’*), of Instituto Duarte de Lemos, involves students of the 3rd stage of basic education.

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

The project envisages the creation and management of a soap company.

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

- Creating a soap company (trade name, trademark, preferential market);
- Defining the short-term objectives, the organisation model of the company, the financing model and the type of company;
- Developing the product;
- Marketing the product (conference, lectures and study visits);
- Review of the activity and collective decision on the future strategy of the company.

The project activities will be developed on an extracurricular basis throughout the school year, on a voluntary basis, and will be available to all

students of the 3rd stage. The project will also be woven into the regular subjects of the 3rd stage, specific parts of the contents to be taught in each curricular area.

V | Escola Profissional Vértice (district of Oporto) – Award for secondary education

The “*Projeto de Educação Financeira Vértice*” (‘Vértice Financial Education Project’) is intended for students of the 3rd stage of basic education.

The contents to be addressed in the project are based on the Core Competencies for Financial Education and include the following themes: planning and management of the budget, financial system and basic financial products, savings, credit, ethics and rights and duties.

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

- Commemorating World Savings Day;
- Creating a support for a vertical vegetable patch;
- Participating in solidarity campaigns;
- Exploring the *Todos Contam* website and creating a family budget with the students;
- Holding a lecture on financial education and entrepreneurship;
- Creating, presenting and promoting a kit with dynamic games on financial education;
- Creating an information pamphlet on the rights of citizens in financial matters;
- Q&A session for guardians and the general community on planning and managing a budget, savings and credit;
- Publishing news on implemented actions on the school’s webpage;
- Creating a portfolio with financial education materials.

The project activities will be carried out as part of the curriculum as well as on an extracurricular basis.

The project will involve actions directed at students from other schools in the municipality and the community in general.

VI | Agrupamento de Escolas General Serpa Pinto de Cinfães (district of Viseu) – Special award

The special prize awarded to Agrupamento de Escolas General Serpa Pinto de Cinfães values the school’s financial education projects that involve children and young people with special educational needs, in a perspective of preparation and / or transition to active life.

In the 2014/2015 school year, Agrupamento de Escolas General Serpa Pinto de Cinfães presented financial education projects directed at students from kindergarten and the 3rd stage of basic education.

The project “*Miúdos e moedas!*” (‘Kids and coins!’), directed at kindergarten students, is based on the Core Competencies for Financial Education and includes the following themes: planning and management of the budget, means of payment and savings.

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

- Cuttings from newspapers, magazines and supermarket pamphlets (pictures of adverts with products on sale);
- Creating a store inside the classroom with products that are necessary and those that are superfluous;
- Visiting a supermarket;
- Creating a safe for each group of students who will receive a chip for the safe at the end of the day according to the behaviour,

work and solidarity shown throughout the day;

- Cutting out and drawing notes and coins;
- Exchanging money for goods in the shop created in the classroom;
- Watching the film “Up” and discussing the importance of savings and dreams that money can or can’t be buy;
- Creating a safe “O Cofrinho” (‘The Little Safe’) with recyclable material for each student.

The project **“Aprendizagens Financeiras...”** (‘Financial Learning...’), directed at students of the 3rd stage of basic education, is based on the Core Competencies for Financial Education and includes the following themes: planning and management of the budget, financial system and basic financial products, savings, credit, ethics and rights and duties.

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

- Creating a poster with different products where students can identify ‘needs’ and ‘desires’;

- Creating a grid with priorities and expenses that can be eliminated / reduced in the day to day;
- Constructing a safe with recyclable material for each student / family in order to set up an emergency fund;
- Preparing a PowerPoint presentation with the currencies of the different European countries;
- Creating a pamphlet with different types of cards and their proper use;
- Visiting an ATM and a bank;
- Role-playing a visit to the bank and asking for information;
- Preparing a pamphlet with examples of insurance and its coverage;
- Preparing a poster on savings;
- Creating a manual with rights and duties of consumers.

The project activities will be developed in conjunction with the subjects of Mathematics, Portuguese, Information and Communication Technologies, Civic, Environmental and Visual Education.

Announcement of the awarded schools

Winning projects and honourable mentions of the 3rd *Todos Contam* competition were announced on 31 October during the conference of the Financial Literacy Day 2014 held at Palácio Manuel in Évora.

The president of the selection panel of the *Todos Contam* competition sent a video message of congratulations to the schools that participated in the competition, highlighting the high quality of the projects⁴.

The prizes awarded to the winners of each school stage / level consist of books and school materials worth €1,000.

Awards are given in stages: the first part, corresponding to half the total amount of the award, is delivered after the official announcement of the winning projects, on a date to be bilaterally agreed with each school; the second part of the award is delivered at the end of the 2014/2015 school year, subject to proof of the actual implementation of the project.

⁴ The video is available on the YouTube channel of the *Todos Contam* website (<https://www.youtube.com/watch?v=rQLAcbyqyF0>).

Awards of the 3rd *Todos Contam* competition



The Secretary of State of Basic and Secondary Education, Fernando Egídio Reis, delivers the award for kindergarten education to Associação de Solidariedade Social Mouta Azenha Nova (district of Oporto).



The Governor of Banco de Portugal, Carlos da Silva Costa, delivers the award for the 1st stage of basic education to Escola Básica Conde de Vilalva, do Agrupamento de Escolas n.º 4 de Évora (district of Évora).



The Chairman of the CMVM, Carlos Tavares, delivers the award for the 2nd stage of basic education to Agrupamento de Escolas Dr. Francisco Sanches (district of Braga).



The Chairman of ASF, José Figueiredo Almaça, delivers the award for the 3rd stage of basic education to Instituto Duarte de Lemos (district of Aveiro).



The Secretary of State of Basic and Secondary Education, Fernando Egídio Reis, delivers the award for secondary education to Escola Profissional Vértice (district of Oporto).



The Governor of Banco de Portugal, Carlos da Silva Costa, delivers the special award of the selection panel to Agrupamento de Escolas General Serpa Pinto de Cinfães (district of Viseu).

Honourable mentions of the 3rd Todos Contam competition



The Secretary of Basic and Secondary Education, Fernando Egídio Reis, delivers an honourable mention for kindergarten education to Escola Básica do 1.º ciclo / Jardim de Infância de Rio Côvo Santa Eulália, do Agrupamento de Escolas de Vale D'Este (district of Braga).



The Governor of Banco de Portugal, Carlos da Silva Costa, delivers an honourable mention for the 1st stage of basic education to Colégio Monte Flor (district of Lisbon).



The Chairman of the CMVM, Carlos Tavares, delivers an honourable mention for the 1st stage of basic education to Colégio do Castanheiro (Autonomous Region of Azores).



The Chairman of ASF, José Figueiredo Almagá, delivers an honourable mention for the 2nd stage of basic education to Escola Secundária de Didáxis – Cooperativa de Ensino and to Escola Cooperativa de Vale (district of Braga).



The Governor of Banco de Portugal, Carlos da Silva Costa, delivers an honourable mention for the 3rd stage of basic education to Escola Básica dos 2.º e 3.º ciclos Dr. Pedrosa Veríssimo, do Agrupamento de Escolas do Paião (district of Coimbra).



The Chairman of the CMVM, Dr. Carlos Tavares, delivers an honourable mention for secondary education to Escola Secundária D. Sancho II, do Agrupamento de Escolas n.º 3 de Elvas (district of Portalegre).



The Chairman of ASF, José Figueiredo Almagá, delivers an honourable mention for secondary education to INETESE – Madeira (Autonomous Region of Madeira).

BOX 6 | Delivery of awards of the 2nd *Todos Contam* competition

In the 2nd *Todos Contam* competition, awards were given to the basic and secondary education schools with the best financial training projects to be implemented during the 2013/2014 school year. In early 2014, the members of the CNSF, the members of the selection panel and the members of the Plan's Coordinating Committee visited the winning schools, in order to deliver in person the first part of the awards given.

The awards given to the winners of each school stage / level correspond to school books and material to the value of €1,000, broken down into two equal parts. The first part of the award was delivered in early 2014, during the visit to each school, and the second part at the end of the 2013/2014 school year, subject to proof of the actual implementation of the project.

The award for the 1st stage of basic education was given to Escola Básica do 1.º ciclo O Leão de Arroios, do Agrupamento de Escolas Luís de Camões in Lisbon; the award for the 2nd stage of basic education was given to Escola Básica do 2.º e 3.º ciclos General Serpa Pinto, do Agrupamento de Escolas General Serpa Pinto in Cinfães; the award for the 3rd stage of basic education was given to Escola Secundária Filipa de Vilhena in Oporto and the award for secondary education was given to Escola Morgado de Mateus, do Agrupamento de Escolas Morgado de Mateus in Vila Real.

Escola Básica do 1.º ciclo O Leão de Arroios – Award for the 1st stage of basic education

The ceremony to deliver the award of the best financial training project for the 1st stage of basic education to Escola Básica do 1.º ciclo O Leão de Arroios, do Agrupamento de Escolas Luís de Camões in Lisbon, was held on 26 March, with the presence of the Chairman of the CMVM, Carlos Tavares, in representation of CNSF, a member of the selection panel and representative of the Ministry of Education and Science, Luís Filipe Santos, and the Plan's Coordinating Committee.

The ceremony started with a welcome address by the School Director Rosa Ralo, in a room where the projects on financial literacy made by the students of this school were on exhibition. Next a brief presentation of the National Plan for Financial Education and of the Core Competencies for Financial Education was made by Luís Filipe Santos.

This was followed by a recreational moment in which students watched three films available in the Junior Library of the *Todos Contam* website: “*O Dia da Formação Financeira 2013*” (‘Financial Literacy Day 2013’), “*História do Guito*” (‘The Story of Money’) and “*História da cigarra futebolista*” (‘The Story of the footballer cicada’).

After this session, the students presented the winning project and recited a poem on saving. A short game on saving practices was also played involving all of the students and members of the Plan that were present.

At the end of the session, the awards were delivered and Carlos Tavares gave a brief talk on the role of CMVM and on securities. During the talk, students were given the opportunity to ask questions.

Ceremony to deliver the award to Escola Básica do 1.º ciclo O Leão de Arroios



Speech by the school director during the opening session.



Presentation of the winning project by the students involved.



Delivery of the award, attended by the students.

Agrupamento de Escolas General Serpa Pinto de Cinfães – Award for the 2nd stage of basic education

The ceremony to deliver the award of the best financial training project for the 2nd stage of basic education to Escola Básica do 2.º e 3.º ciclos General Serpa Pinto, do Agrupamento de Escolas General Serpa Pinto in Cinfães was held on 24 March with the presence of the Chairman of ASF, José Figueiredo Almaça, in representation of CNSF, a representative of the Ministry of Education and Science, Rosália Silva, and the Plan's Coordinating Committee.

The ceremony started with a welcome address by the Director of the school, Manuel Pereira.

Following this, the students involved in the project shared a story and presented proverbs on money and saving.

At the end of the session, the awards were delivered and José Figueiredo Almaça reaffirmed the commitment of the financial supervisors in the financial literacy of citizens, especially young people, as exemplified by the various initiatives throughout the country aimed at raising the awareness of the school community to the importance of this topic. He further emphasised the important educational path that has been travelled by students, teachers and the directors of the winning school.

After the award ceremony, the Chairman of ASF was interviewed by a group of students for the school magazine of Agrupamento de Escolas de Cinfães.

Ceremony to deliver the award to Agrupamento de Escolas General Serpa Pinto de Cinfães



Opening session attended by the students.



Presentation of the winning project by the students involved.



Interview by a group of students to the Chairman of ASF.

Escola Secundária Filipa de Vilhena – Award for the 3rd stage of basic education

The ceremony to deliver the award of the best financial training project for the 3rd stage of basic education to Escola Secundária Filipa de Vilhena, in Oporto was held on February 13 with the presence of the Governor of Banco de Portugal and Chairman of CNSF, Carlos da Silva Costa, a representative of the Ministry of Education and Science, Teresa Abreu, and the Plan's Coordinating Committee.

The ceremony started with a welcome address by the School Director, Maria de Lurdes Ruivo.

After this, the students involved in the project presented their work and an overview of the following steps. The presentation included proverbs on 'money', 'saving' and 'insurance', a description of the steps involved in the creation of the company "ECOPOUPAR" (ECOSAVING), debates on financial issues and the planning of the study visit to the Paper Money Museum of Fundação Dr. António Cupertino de Miranda. The session also involved a musical moment animated by a group of students of the French class.

At the end of the session, the awards were delivered and the Governor of Banco de Portugal praised the importance of the work of the teachers and students involved in the project "*Bem gastar é bem viver*" ('Spending wisely is living wisely'), which aims to raise the awareness of students to the importance of managing money in a balanced way and making appropriate financial decisions.

The Governor of Banco de Portugal also answered the students' questions on saving, investment and financial literacy.

Ceremony to deliver the award to Escola Secundária Filipa de Vilhena



Opening session attended by the students.



Presentation of the winning project by the students involved.



Delivery of the award to the teachers responsible for the winning project.

Escola Morgado de Mateus – Award for secondary education

The ceremony to deliver the award of the best financial training project for secondary education to Escola Morgado de Mateus, do Agrupamento de Escolas Morgado de Mateus in Vila Real, was held on 13 February with the presence of the Governor of Banco de Portugal and Chairman of CNSF, Carlos da Silva Costa, a representative of the Ministry of Education and Science, Teresa Abreu, and the Plan's Coordinating Committee.

The ceremony started with a welcome address by the School Director, Carla Teixeira.

After this, a group of students did a presentation on the contents to be developed by the winning project.

At the end of the session, the awards were delivered and the Governor of Banco de Portugal highlighted the importance of the work to be developed by the teachers and students involved in the project *“Conhecer para Decidir”* (‘Knowing to Decide’), which aims to assist students of the Vocational Course for Restaurant Experts to acquire crucial financial knowledge, skills and attitudes, based on the Core Competencies for Financial Education.

The Governor of Banco de Portugal also answered the students’ questions on saving and situations of default.

Ceremony to deliver the award to Escola Morgado de Mateus



Opening session attended by the students.



Presentation of the winning project by the students involved



Delivery of the award to the teachers responsible for the winning project.

In July, schools submitted the implementation reports of the projects awarded in the 2nd *Todos Contam* competition for the 2013/2014 school year, with the exception of Escola Secundária Morgado de Mateus. The selection panel felt that all projects met the proposed objectives, with the exception of the school that did not present the respective report and which therefore could not provide information on the effective implementation of the project. The second part of the award was delivered to the schools that presented proof of the effective implementation of projects.

Financial Literacy Day

5

Financial Literacy Day is an annual initiative of CNSF and of the stakeholders of the National Plan for Financial Education, which aims to raise awareness about the importance of financial education.

The 3rd Financial Literacy Day was on 31 October 2014. The date chosen for this event coincided with World Savings Day.

On this day the financial supervisors and the Plan's stakeholders carry out various activities dedicated to financial literacy, disseminate initiatives already held and present future projects.

After the events in 2012 in Lisbon and 2013 in Oporto, the centre of the initiatives in 2014 was the city of Évora.



Poster campaign in outdoors with the support of the Évora Municipality.

In 2014, Financial Literacy Day was dedicated to **“Financial education in support of entrepreneurship”**, recognising the importance of financial skills for the success of entrepreneurs.

Commemorations of Financial Literacy Day 2014 were held all over the country and involved activities developed by 14 of the Plan's stakeholders and a total of 40 schools from the *Todos Contam* network, distributed over 14 districts of mainland Portugal and Autonomous Region of Azores.

In October, various initiatives were held to disseminate Financial Literacy Day after it was announced on the *Todos Contam* website.



Dissemination of Financial Literacy Day 2014 on ATMs of the Multibanco network.



Dissemination of Financial Literacy Day 2014 on outdoors of the Évora Town Council.



Dissemination of Financial Literacy Day 2014 on the facade of Banco de Portugal in Évora.

At the invitation of Antena 1, the Plan's Coordination Committee participated in a radio programme with useful advice for the management of personal finances. Every day from 27 to 31 October, the programme was dedicated to a different topic, namely management of the family budget, prevention of fraud on the Internet, fighting against over-indebtedness and precautions to have when taking out insurance and subscribing financial products.

Activities at Palácio D. Manuel – Évora

The activities of Financial Literacy Day 2014 were carried out at Palácio D. Manuel in the town of Évora. About 500 students and teachers from various schools in the region participated in these activities.

Financial Literacy Day began with a conference dedicated to the importance of financial literacy in supporting entrepreneurship, with speeches by the Governor of Banco de Portugal, the Chairman of the CMVM and the Chairman of ASF, the Secretary of State Assistant to the Minister and of Economy and the Secretary of State of Basic and Secondary Education.

This was followed by the announcement of the winning projects of the 3rd *Todos Contam* competition and in the afternoon a series of workshops were held during which financial concepts and entrepreneurial experiences were discussed. The activities at Palácio D. Manuel also included games and educational activities for young people of all ages held by the Plan's stakeholders.

The Financial Literacy Day celebrations were broadcast in real time on the website created by the students of Escola Profissional da Região Alentejo (Vocational School of the Alentejo Region).

Conference of Financial Literacy Day

At the opening of the conference of Financial Literacy Day 2014, the Mayor of Évora, Carlos Pinto de Sá, warmly welcomed participants.

The first panel was dedicated to the importance of financial literacy for entrepreneurship and included interventions by the Governor of Banco de Portugal and President of CNSF, Carlos da Silva Costa, the Chairman of the CMVM, Carlos Tavares and the Chairman of ASF, José Figueiredo Almagá. This panel also included the intervention of the Secretary of State Assistant to the Minister and of Economy, Leonardo Mathias.



Conference of Financial Literacy Day – Panel on “The importance of financial literacy in support of entrepreneurship”. From left to right, the Chairman of the CMVM, Carlos Tavares; the Secretary of State Assistant to the Minister and of Economy, Leonardo Mathias; the Governor of Banco de Portugal and President of CNSF, Carlos da Silva Costa; and the Chairman of ASF, José Figueiredo Almagá.

The Governor of Banco de Portugal, Carlos da Silva Costa, stressed the importance of financial literacy as a key competency for entrepreneurs and highlighted the idea that combining financial education with the support to entrepreneurship means to promote economic development.

The Chairman of the CMVM, Carlos Tavares, highlighted the need for financial literacy as a way for entrepreneurs to better understand the range of financial products.

The Chairman of ASF, José Figueiredo Almaco, stressed that financial literacy contributes to a sustainable economy, assisting entrepreneurs in adopting responsible and effective behaviours in value creation.

The Secretary of State Assistant to the Minister and of Economy, Leonardo Mathias, stressed that financial literacy promotes knowledge and innovation in companies and is therefore a key instrument at the service of sustainable entrepreneurship.

At the end of the first panel, there was a video presentation on the eLearning platform which CNSF is currently developing to support the training of trainers and financial literacy activities in the near future. This platform aims to satisfy the different training needs identified in terms of content and target groups, allowing the training sessions to reach more people and have national coverage.

This was followed by a playful moment where students of Agrupamento de Escolas n.º 4 de Évora (School from Évora) presented a mime theatre on the management of personal finances and sang a song from the Alentejo on saving.

The second panel was dedicated to the presentation of financial education initiatives in supporting entrepreneurship developed by entities from the Évora region. Luís Filipe Santos, Head of Cabinet of the Secretary of State of Basic and Secondary Education, started by highlighting the importance of financial literacy and education for entrepreneurship in the context of Education for Citizenship.



Students from Agrupamento de Escolas n.º 4 de Évora presented a mime theatre on saving.

The Director of Studies of the Vocational School of the Alentejo Region, João Lázaro, analysed financial literacy and entrepreneurship in vocational training and two students from the school presented projects developed by them in the context of their training, *“Inovalentejo / Plataforma Digital”* (‘Inovalentejo / Digital Platform’) and *“Reinventar para confortar”* (‘Reinventing to comfort’)



Conference of Financial Literacy Day – Panel on “Financial literacy initiatives in support of entrepreneurship”. From left to right, the Director of Regional Development Agency for Alentejo, Luís Cavaco, the Head of Cabinet of the Secretary of State of Basic and Secondary Education, Luís Filipe Santos; the representative of ASF in the Plan’s Coordinating Committee, Rui Fidalgo; the Deputy Director of the School of Social Sciences of the University of Évora, Paulo da Silva; and the Director of Studies of the Vocational School of the Alentejo Region, João Lázaro.

The Director-General of the Alentejo Regional Development Agency, Luís Cavaco, highlighted the importance of the policies on supporting entrepreneurship. This was followed by the presentations of entrepreneurs who have recently launched their businesses in the Évora region: Olivae and Nuvemk. Finally, the Deputy Director of the School of Social Sciences of the University of Évora, Paulo da Silva, presented the projects developed by the University of Évora in support of entrepreneurship and future plans of the university for developing the area of financial literacy.

In the closing session, the Secretary of State of Basic and Secondary Education, Fernando Egídio Reis, highlighted the financial education initiatives that the Ministry of Education and Science has developed, in partnership with the financial supervisors, stressing the importance of financial skills for new entrepreneurs.

The winning schools and honourable mentions of the 3rd *Todos Contam* competition were also announced.

Workshops of Financial Literacy Day

In the early afternoon, the winning schools of the 3rd *Todos Contam* competition presented the winning financial education projects. The President of the selection panel of the *Todos Contam* competition sent a video message of congratulations to the schools that participated in the competition, highlighting the high quality of the projects.

The students and teachers of Agrupamento de Escolas n.º 4 de Évora subsequently presented the entrepreneurship projects “Eu Dou” (‘I Give’) and “Empreender na Escola” (‘Entrepreneurship in School’).



Secretary of State of Basic and Secondary Education, Fernando Egídio Reis.



Message from the President of the selection panel of the *Todos Contam* competition, Isabel Alçada.



Presentation of the entrepreneurship projects “Eu Dou” and “Empreender na Escola” of Agrupamento de Escolas n.º 4 de Évora.

The last workshop began with the screening of a film made by the students of the Vocational School of the Alentejo Region, with street interviews on financial concepts. This film was the starting point for a debate on financial attitudes and expertise that included the participation of the Director of Studies of the Vocational School of the Alentejo Region, João Lázaro, the Chair of the Plan's Coordinating Committee and representative of Banco de Portugal, Lúcia Leitão, the representative of CMVM, Maria Igreja, and the representative of ASF, Rui Fidalgo.



Debate on financial concepts. From left to right, the Director of Studies of the Vocational School of the Alentejo Region, João Lázaro; the representative of CMVM on the Plan's Coordinating Committee, Maria Igreja; the Chair of the Plan's Coordinating Committee and representative of Banco de Portugal, Lúcia Leitão; and the representative of ASF on the Plan's Coordinating Committee, Rui Fidalgo.

Games and educational activities

The stakeholders of the Plan were present at Palácio D. Manuel, organising games and educational activities and providing visitors with financial literacy materials. In the action “*Empreendedorismo para jovens*” (‘Entrepreneurship for young people’), promoted by *Programa Escolhas* (Choices Programme) of High Commissioner for Migrations (ACM), young people came into contact with examples of situations where it is possible to make changes and be entrepreneurial.

The Portuguese Banking Association (APB), in conjunction with the Bank Training Institute (IFB) simulated a bank counter where young people could open an account and get to know the basic banking operations. APB and IFB also organised an activity on concepts of banking and financial activity and the wall of savings.

The Association of Specialised Credit Institutions (ASFAC) organised social and financial games using Aflatoun teaching materials. Young people had the opportunity to conduct a quiz on financial literacy that enabled them to discover fundamental financial concepts, through play.

The Directorate-General for Consumers (DGC) and the Guidance Office on Consumer Debt (GOEC) organised an educational game aimed at young people on consumption, saving and counting.

The following entities were present at Palácio D. Manuel, making available materials and carrying out various activities: High Commissioner for Migrations (ACM), Agrupamento de Escolas n.º 4 de Évora (School from Évora), National Agency for Qualification and Vocational Education and Training (ANQEP), Portuguese Banking Association (APB), Portuguese Association of Insurers (APS), Association of Specialised Credit Institutions (ASFAC), Cooperative for Social Economy (CASES), Professional Training Center for Journalists (CENJOR), Town Council of Évora, National Council of Financial Supervisors (CNSF), Directorate-General for Consumers and Guidance Office on Consumer Debt (DGC/GOEC), Directorate-General for Education (DGE), Portuguese Consumer Association (DECO), Vocational School of the Alentejo Region (EPRAL), Agency for Competitiveness and Innovation (IAPMEI) and the University of Évora.



Display of Portuguese Banking Association (APB).



Display of Portuguese Association of Insurers (APS).



Display of Association of Specialised Credit Institutions (ASFAC).



Display of Cooperative for Social Economy (CASES).



Display of Directorate-General for Consumers and Guidance Office on Consumer Debt (DGC/GOEC).



Display of a Portuguese Consumer Association (DECO).



Display of the Agency for Competitiveness and Innovation (IAPMEI).



Display of High Commissioner for Migrations (ACM).



Display of the National Council of Financial Supervisors (CNSF).



Display of Vocational School of the Alentejo Region (EPRAL).



Display of Agrupamento de Escolas n.º 4 de Évora (School from Évora).

Activities of the *Todos Contam* schools network

Forty schools from the *Todos Contam* network, scattered over 14 districts of mainland Portugal and Autonomous Region of Azores, joined Financial Literacy Day 2014. To mark Financial Literacy Day, these schools organised various training and awareness-raising activities to make students aware of the importance of financial literacy.

Some schools held conferences and debates on the management of the family budget, the need to save and the difference between needs and wants. Other schools implemented surveys on financial concepts among the respective school community. Tenders were also launched, rewarding, for example, the best poster on savings. In some schools students built piggy banks and mascots using recycled materials while others searched for proverbs on savings. These and other projects made by the students were put on display to mark Financial Literacy Day.

Schools throughout the country could also follow the Financial Literacy Day celebrations at Palácio D. Manuel in real time via a webcast created by the students of Vocational School of the Alentejo Region.

The activities of the *Todos Contam* school network were disclosed on the *Todos Contam* website on a page dedicated to Financial Literacy Day, which describes the activities and materials produced, including photos and videos.



Initiatives of Escola Roberto Ivens (school from Azores).





Initiatives of Agrupamento de Escolas de Paião (school from Coimbra).



Initiatives of the project “O Poder da Poupança” (‘The Power of Saving’) in Agrupamento de Escolas Francisco de Arruda (school from Lisbon).



Initiatives of Colégio do Castanheiro (school from Azores).



Initiatives of Escola de Formação Turística e Hoteleira (school from Azores).



Initiatives of Escola Secundária de Penafiel (school from Oporto).

BOX 7 | List of schools participating in Financial Literacy Day 2014 – *Todos Contam* school network

- Agrupamento de Escolas Alexandre Herculano – Jardim de Infância do Choupal | Santarém
- Agrupamento de Escolas Básicas do 1.º Ciclo Gualdim Pais | Leiria
- Agrupamento de Escolas da Maia – Escola Secundária da Maia | Oporto
- Agrupamento de Escolas de Argoncilhe | Aveiro
- Agrupamento de Escolas de Atouguia da Baleia | Leiria
- Agrupamento de Escolas de Estarreja | Oporto
- Agrupamento de Escolas de Mirandela | Bragança
- Agrupamento de Escolas de Paião | Coimbra
- Agrupamento de Escolas de Pevidém | Braga
- Agrupamento de Escolas de S. Pedro do Sul | Viseu
- Agrupamento de Escolas de Santa Iria da Azóia | Lisbon
- Agrupamento de Escolas de Vila Cova | Braga
- Agrupamento de Escolas Fontes Pereira de Melo | Oporto
- Agrupamento de Escolas Francisco Arruda | Lisbon
- Agrupamento de Escolas General Serpa Pinto | Viseu
- Agrupamento de Escolas João Araújo Correia – Escola Secundária Dr. João de Araújo Correia | Vila Real
- Agrupamento de Escolas Marinha Grande Nascente | Leiria
- Agrupamento de Escolas n.º 4 de Évora | Évora
- Agrupamento de Escolas n.º 3 de Elvas – Escola Secundária D. Sancho II | Portalegre
- Agrupamento de Escolas Nuno de Santa Maria | Santarém
- Centro Social Paroquial Nossa Senhora da Anunciada – Jardim de Infância A Nuvem | Setúbal
- Colégio de Gaia | Oporto
- Colégio de Guadalupe | Setúbal
- Colégio do Castanheiro | Azores
- Colégio Internato dos Carvalhos | Oporto
- Colégio Oficina dos Sonhos | Setúbal
- Escola Básica da Malagueira | Évora (with the support of DECOJovem)
- Escola Básica Integrada Roberto Ivens | Azores
- Escola Básica O Leão de Arroios | Lisbon
- Escola de Formação Turística e Hoteleira | Azores



- Escola Profissional da Região Alentejo | Évora
- Escola Profissional de Serviços de Cidenai | Oporto
- Escola Profissional Profitecla | Oporto
- Escola Secundária Amato Lusitano | Castelo Branco
- Escola Secundária da Boa Nova | Oporto
- Escola Secundária de Penafiel | Oporto
- Escola Superior de Gestão de Idanha-a-Nova | Castelo Branco
- Externato Cooperativo da Benedita | Leiria
- Externato Padre Cruz | Oporto
- Jardim Infantil Nossa Senhora da Piedade | Évora (with the support of DECOJovem)

Other activities of the Plan's stakeholders

On Financial Literacy Day, in addition to the activities carried out at Palácio D. Manuel, the Plan's stakeholders developed initiatives in other parts of the country directed at schools and other audiences. These initiatives were also disclosed on the *Todos Contam* website.

The Portuguese Banking Association organised a talk in Lisbon under the theme 'Saving', directed at students and teachers. It also held an exhibition on saving with the presentation of projects of students from the Bank Training Institute. In Oporto, the competition 'The Best Poster' on saving was launched and an exhibition was held on the work produced by students of the Bank Training Institute.

The Portuguese Consumer Association (DECO) held training sessions directed at the communities of Grândola, Alcácer do Sal, Reguengos de Monsaraz and Viana do Alentejo, on the theme 'Knowing how to Save'.

The Directorate-General for Consumers (DGC) held training sessions directed at army soldiers on the themes 'Management of the Family Budget' and 'The Assistance Network for Indebted Consumers'.

The Fundação Dr. António Cupertino de Miranda (FACM) organised awareness-raising and financial education sessions directed at teachers from several schools from the Northern region.

Todos Contam website

6

The *Todos Contam* website is the platform of the National Plan for Financial Education where the main financial education projects organised by the stakeholders of the Plan are disclosed, through news, newsletters and an area dedicated to events.

In 2014, the website included a page *Relatórios* ('Reports') where the annual reports and the description of the main activities organised are published. As from September, the website also included the page *Quem Somos* ('About Us'), where the *Todos Contam* website, its features and objectives are presented.

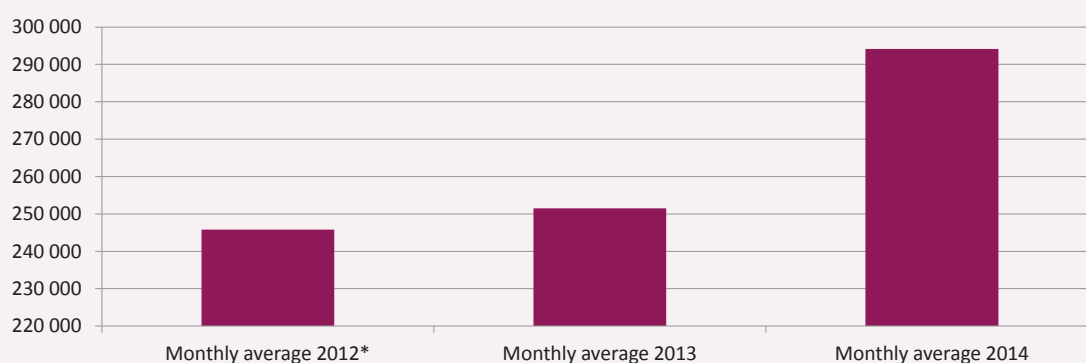
The initiatives dedicated to financial literacy organised by the financial supervisors and by the Plan's stakeholders were highlighted on the website's homepage in the course of 2014. The website's Youtube channel was enriched with videos made by schools that organised financial education initiatives for Financial Literacy Day.

New financial education initiatives and topics of interest are disclosed regularly to visitors who subscribe the newsletter of the *Todos Contam* website. In addition to regular issues, special issues of the newsletter dedicated to specific topics are published.

BOX 8 | Statistics of the *Todos Contam* website

In 2014, the *Todos Contam* website recorded a monthly average of 294,175 visits, corresponding to an increase of approximately 17 per cent year on year (**CHART 1**). On average, in 2014, 9689 pages per day were visited.

CHART 1 | Number of monthly visits to the *Todos Contam* website

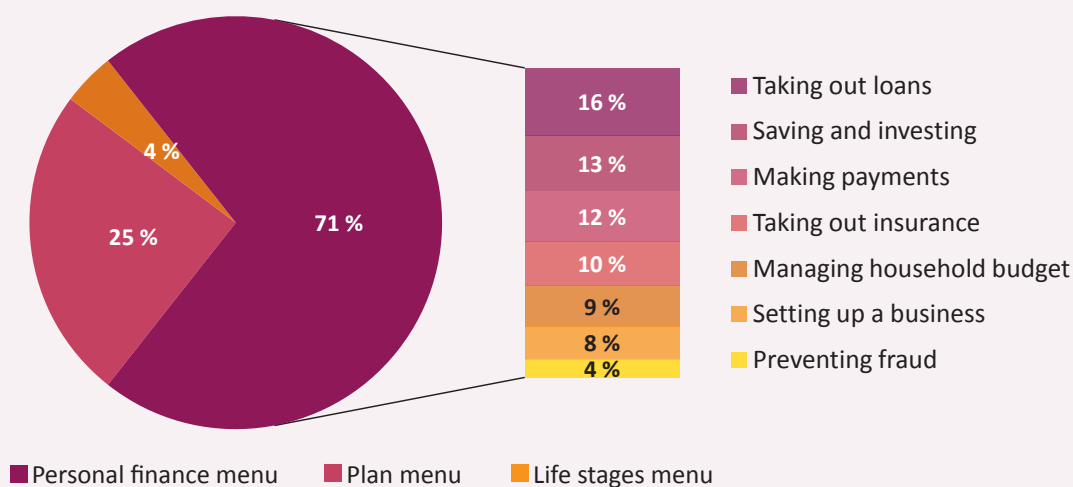


*As from 9 July 2012

The *Todos Contam* website publishes contents for managing personal finances, a menu of life stages and a menu of the National Plan for Financial Education. From here you can visit the governance model, libraries, news, events, newsletters and reports. In terms of total visits to the website, managing personal finances was the theme most visited, representing 71 per cent of total visit (**CHART 2**).

The most visited themes of the personal finances menu were *Contrair crédito* ('Taking out loans') (16 per cent), *Poupar e Investir* ('Saving and investing') (13 per cent) and *Fazer pagamentos* ('Making payments') (12 per cent) (CHART 2).

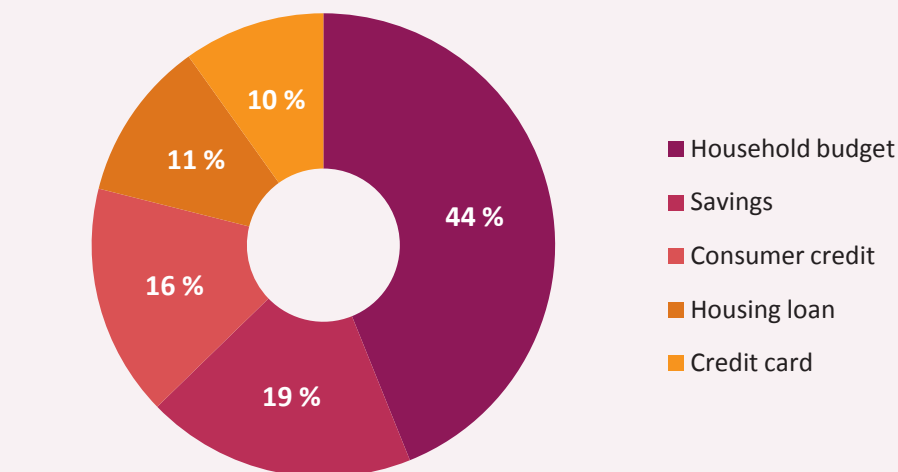
CHART 2 | Visits to the *Todos Contam* website by theme



Todos Contam is also a website that supports financial decision-making in the different life stages, providing calculators: household budget calculator, savings calculator, consumer credit calculator, housing loan calculator and credit card calculator.

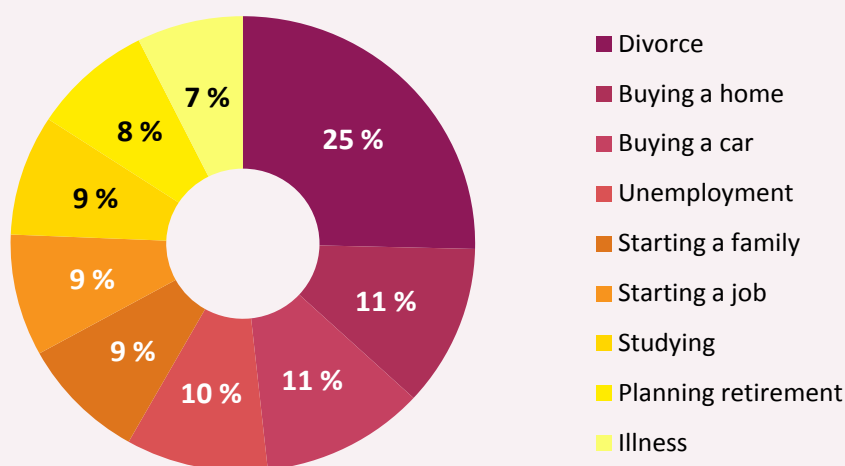
In 2014, the most visited calculator was *Simulador do Orçamento Familiar* ('Household budget calculator') (with 44 per cent) (CHART 3).

CHART 3 | Breakdown of visits by calculator



In terms of the different life stages, the most visited contents were *Divóricio* ('Divorce') (25 per cent), *Comprar casa* ('Buying a home') (11 per cent) and *Comprar carro* ('Buying a car') (11 per cent) (**CHART 4**).

CHART 4 | Breakdown of visits by life stage



On the Plan's menu, the most visited webpages were *Eventos* ('Events' – 60 per cent) and *Notícias* ('News' – 23 per cent). In 2014, the number of visits to *Eventos* increased compared with 2013 in which the same page accounted for 37 per cent of total visits (**CHART 5**).

CHART 5 | Breakdown of visits to the Plan's menu

