

Press release

EBF launches European Money Week

The European Banking Federation (EBF) announces the launch of the European Money Week for 2015. The European Financial Education Platform, created by the EBF last September, is planning a pan-European Money Week to be launched in the spring of next year.

The Platform, composed of financial literacy experts from 32 banking associations and some individual banks, aims to use the project to raise awareness of existing financial literacy projects throughout the EU and EFTA countries and to develop new ones in a coordinated manner.

"Our aim is to establish one week throughout Europe during which money issues will be discussed and explained, in schools in particular, since our primary target group is children and young people under 18", declared Guido Ravoet, Chief Executive of the EBF. "A similar initiative already exists in some countries, such as the Netherlands, and has proven very efficient in helping young people manage their finances, with a view to becoming responsible consumers".

The Financial Education Platform of the EBF is currently in the process of setting up the project, which will be presented as it develops on a dedicated website www.EuropeanMoneyWeek.eu, to be launched in the coming weeks.

The EBF and its members have for a long time been involved in financial education projects, a compendium of which was published in 2012 ([EBF Financial Education Report](#)) "Financial education is an essential part of the banking sector's corporate responsibility policy", added Ravoet. "It is one of the best ways to help achieve sustainability, particularly in a challenging economic environment."

The work of the Platform supports the CSR policy coordination established by the EBF ([CSR Report](#)).