

GLOBAL MONEY WEEK®

introduced by

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Zoud

The National
Financial Wellbeing
& Sustainability Initiative

11th – 15th May 2026



Global Money Week (GMW) is a global initiative coordinated by the OECD International Network on Financial Education and implemented in over 170 countries worldwide. It aims to strengthen financial awareness and capability among children and young people, helping them develop the skills and confidence needed to make informed financial decisions.

As part of its national mandate to advance financial wellbeing, Zoud, operates as the national coordinator of Global Money Week 2026.

Learn more about Global Money Week around the world,

www.globalmoneyweek.org or [*click here*](#)

In the 2025 edition of Global Money Week UAE, **partnerships with educational institutions were the central driver of national impact:**

TOTAL REACH
~145,745
INDIVIDUALS

INSTITUTIONS REGISTERED
150
INSTITUTIONS

TOTAL PARTICIPANT ENGAGEMENTS
45,644

PARTICIPANTS IN KAHOOT QUIZZES
8,416

PARTICIPANTS IN "GAME HOUR"
7,890

STUDENTS VISITED FINANCIAL INSTITUTIONS
3,067

THIS YEAR'S THEME:

SMART MONEY

Talks



The 2026 GMW theme, “Smart Money Talks,” emphasises the importance of open and confident conversations about money.

Research shows that young people who discuss money regularly with parents, teachers, and mentors demonstrate stronger financial behaviours and greater confidence in financial decision-making.

THIS YEAR'S THEME:

SMART MONEY Talks

In the UAE context, this theme is particularly relevant as 2026 marks the Year of Family. As family members, especially young people, increasingly interact with digital financial tools such as mobile wallets and e-commerce platforms, GMW 2026 aims to ensure they are equipped with the knowledge and practical decision-making skills needed to navigate financial choices responsibly.

2026 GMW Objectives

Encouraging saving and budgeting habits for smarter spending.



Strengthening family financial resilience and future preparedness.

Promoting open conversations about money to build confidence and responsibility.



Equipping youth to understand and use digital financial tools responsibly.

Why Join GMW?



**Bringing Together all
Education Institutions
to Ignite Young Minds!**

Get ready for an electrifying UAE Global Money Week as for the first time the country unites its youth to inspire, educate, and empower the next generation with a week of exciting financial literacy activities!



**A Nationwide
Challenge for all!**

An exciting opportunity for institutions across the UAE to compete, collaborate, and showcase their financial skills on a national stage!



**Compete, Learn,
and Get Rewarded!**

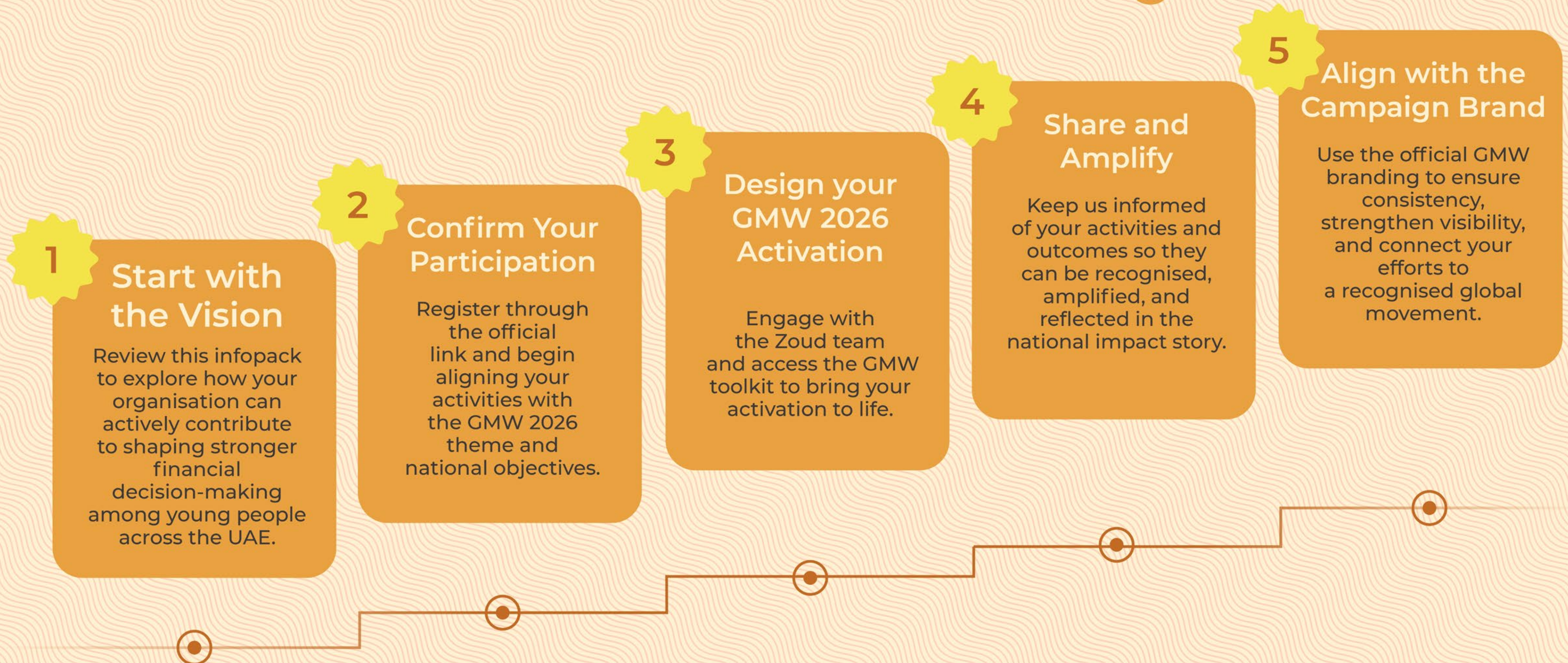
All participants will receive officially recognized certificates, celebrating their commitment to financial literacy! Plus, the top winners and most active institutions will receive additional rewards!



**Exclusive Visits
to Financial Institutions!**

Register your interest to provide an opportunity for your institution to get a front-row seat in the financial world with special trips to bank branches and Financial Institutions! A hands-on experience to inspire the next generation of financial leaders!

Your GMW 2026 Journey



Zoud

The National
Financial Wellbeing
& Sustainability Initiative

**Zoud proudly serves as the
UAE's national coordinator
for Global Money Week!**

Launched as a national initiative by UAE leadership, Zoud integrates financial wellbeing into everyday life, at home, in communities, and across institutions. Through innovative tools, education, and resources, we empower individuals to make informed, responsible financial decisions and confidently navigate today's complex financial landscape.

#GlobalMoneyWeek2026 #GlobalMoneyWeekUAE #GMW2026
#GMWUAE #LearnSaveEarn #SmartMoneyTalks #Zoud

Ready to Join the Movement?

Empowered and equipped, it's time to take action!

Register

Join by registering
your institute on
[*this link*](#)

Get more information

Join us for Virtual Support
Sessions on: 27th and 29th April
2026 (Monday and Wednesday)

Mark your calendar

11th – 15th
MAY 2026

Connect with Zoud



GMW@zoud.ae



Zoud



@Zoud.ae



@Zoud.Wellbeing

Connect with GMW



@GlobalMoneyWeek



@OECDGlobalMoneyWeek

Brand your GMW activation

Access official resources:

- Branding Guidelines
- Social Media Kit
- Logos & Designs
- Toolkit
- Brochure



www.globalmoneyweek.org

Official GMW 2026 Hashtags

#GlobalMoneyWeekUAE

#ThinkBeforeYouFollow

#FinancialGameOn

#GMW2026

#GMWUAE

#LearnSaveEarn

#MakingHistory

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