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**GLOBAL  
MONEY  
WEEK**

2025 UAE  
INTRODUCED BY

**Zouh**

The National  
Financial Wellbeing  
& Sustainability Initiative





# A New Era of Financial Empowerment Begins!

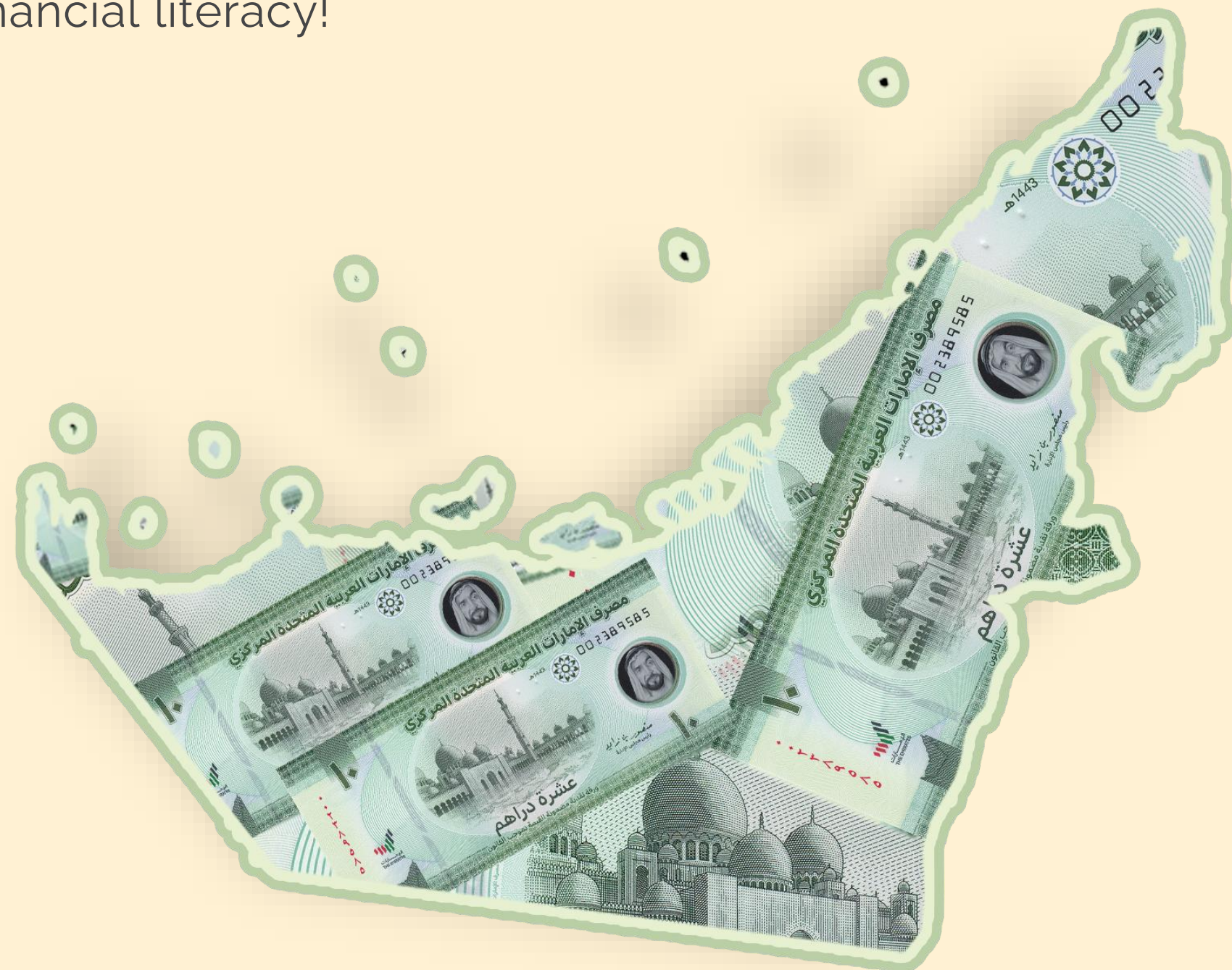
**Educated, empowered, and financially smart!**

Be part of this incredible movement as we shape the future of financial wellbeing together!



# UAE's First-Ever Nationwide Global Money Week!

Your chance to **take part in a national event**, showcase your financial skills, and make UAE history in the world of financial literacy!



#ThinkBeforeYouFollow #WiseMoneyTomorrow #GMW2025 #LearnSaveEarn

#GMWUAE #GlobalMoneyWeekUAE #FinancialGameOn #MakingHistory

## 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!

## Making History: National Record-Breaking Financial Literacy Challenge!

Join us for a **financial literacy game hour**, where we attempt to set new **national record** for the most people playing financial literacy games in one hour at the same time! Be part of this unforgettable moment as we turn learning into an exciting, record-shattering experience!

## 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 exclusive invitations to the UAE's first-ever prestigious Youth Financial Festival!

## Exclusive Visits to Banks & ADX!

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 the Abu Dhabi Securities Exchange (ADX)! A **hands-on experience** to inspire the next generation of financial leaders!







# GLOBAL MONEY WEEK®

GMW is an **annual global** awareness-raising campaign on the importance of ensuring that young people, from an early age, are **financially aware**, and are gradually acquiring the skills, knowledge, attitudes and behaviors necessary to make **sound financial decisions** and ultimately achieve **financial well-being** and financial resilience

**Note:** In respect of the holy month of Ramadan and the exam period, OECD has granted the UAE an exception to host GMW 21<sup>st</sup> to 25<sup>th</sup> April 2025

Learn more about Global Money Week around the world, [www.globalmoneyweek.org](http://www.globalmoneyweek.org) or click [here](#).



# This Year's Theme

“Think before you **follow**, wise **money** tomorrow”

GMW 21<sup>st</sup> – 25<sup>th</sup> April



Learn. Save. Earn

The 2025 GMW theme highlights how **digital finance trends**, “influencers”, and AI complicate identifying reliable financial advice, especially for young people.

**Emotional and behavioral biases**, like herd mentality, can worsen decision-making under peer or social media pressure.

In this context, it is crucial that young people develop sound **money management skills**, recognize emotional triggers, and develop a critical eye towards **information sources**.

Strengthening **financial literacy** can help young people better navigate financial markets, resist temptation, and spot biased advice, ultimately leading to **smarter financial decisions**.



# The National Financial Wellbeing and Sustainability Initiative

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

By championing Global Money Week, Zoud and schools across the country are making a powerful move to create a lasting, positive impact on youth—empowering them with essential financial knowledge and paving the way for a brighter, sustainable future

Launched as a **national priority** by **UAE leadership**, we integrate 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.

Powered by Emirates Foundation, our **mission** is to equip people across the UAE with the **skills** and confidence to achieve **financial stability** while fostering long-term resilience and sustainability. Through **accessible education**, innovative solutions, and real-world applications, Zoud empowers individuals, families, and businesses to build a **secure financial future**.

As a **leader in financial well-being**, Zoud unites trusted advisors, industry experts, and key stakeholders to drive **lasting impact**. By promoting financial responsibility, **smarter money** management, and future-ready habits, we strengthen the UAE's economic sustainability and **human capital** development.





# How do you join us?

## Participating in Global Money Week!

**Join the GMW Movement & Make Some Noise!**  
**21<sup>st</sup> – 25<sup>th</sup> April**

Internationally, during GMW, **ministries**, central banks, financial institutions, not-for-profit, **youth organizations**, local businesses, **universities, schools** and others, work together to organize different types of **financial literacy** activities for children and youth.



We look forward to meeting all our **registered GMW coordinators** at our virtual support session after the Eid break.

Invitations will be sent **upon registration**.

### 1- Get Inspired:

**Use this brochure** to discover how YOU can shape the future of youth financial decision-making while making a real impact!

### 2- Own the Spotlight:

Appoint a **GMW Coordinator** to lead the charge—plan, register, and amplify your participation like a pro!

### 3- Lock It In:

**Sign up now through the ( [link](#) )** and jump into exciting, action-packed educational activities to help your GMW get moving!

### 4- Let's Talk!:

Zoud's team will reach out to set up **a support session**, answer all **your questions**, and help you engage your students in the best way possible!

### 5- Your Ultimate Toolkit:

Packed with fun activities, challenges, competitions, and activation ideas—**everything you need** to organize your GMW and bring its spirit to life!

### 6- Show It Off:

We can't wait to see what you've got! **Keep us posted** with your activities, ideas, and successes.

### 7- Brand it:

Make sure you use the GMW resources to brand your event and connect to the GMW campaign, this will help elevate your institute's exposure on an international level.



# Activities of Global Money Week!

It's your week, and you can keep it as small or large as you wish!

Global Money Week will be different for all institutions that take part

21<sup>st</sup> – 25<sup>th</sup> April

To help you get started, Zoud has created a **toolkit** filled with fun financial education activities for **all age groups**, including games, competitions, and much more! You can also explore example case studies at 'Activities' section on [www.globalmoneyweek.org](http://www.globalmoneyweek.org) or click [here](#).

## Activity Ideas:

- Visits to ADX, bank branches, money museums, central banks, currency exchanges, local businesses, schools and universities.
- Financial workshops and sessions; financial education fairs, open market events, financial literacy rallies, Q&A on money matters with financial experts, coffee mornings.
- Financial education games and savings competitions, financial football matches.
- Social media, drawing, painting, photography, article, videography contests.
- Guest speakers, financial literacy leaders, assemblies.
- Online activities, such as financial education discussions and debates, virtual visits to money museums, hackathons, motivational online sessions for teachers, volunteers, and students.





# UAE Global Money Week is supported by

trusted advisors, industry experts, and key stakeholders to drive **lasting impact**.



مصرف الإمارات العربية المتحدة المركزي  
CENTRAL BANK OF THE U.A.E.

مؤسسة الإمارات  
EMIRATES FOUNDATION



هيئة الشارقة للتعليم الخاص  
SHARJAH PRIVATE EDUCATION AUTHORITY





# Ready to join the Movement?

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

You'll get access to customized games, activities, and tools designed to make your GMW experience engaging and impactful.

**Sign up using the [link here](#)**, and you'll be invited to a virtual support session after Eid, where we'll answer all your questions, share the toolkit, and help you plan an incredible Global Money Week!

## **Connect with Zoud**

Contact us using the email [GMW@zoud.ae](mailto:GMW@zoud.ae)

**Mark your calendar: 21<sup>st</sup> – 25<sup>th</sup> April**

## **Connect with GMW**

Check out the GMW website for more information on activities, resources, participating countries, media and previous GMWs - [www.globalmoneyweek.org](http://www.globalmoneyweek.org)

## **Connect on Social media**

Follow @Zoud on LinkedIn

Follow @GlobalMoneyWeek on social media

Follow @OECDGlobalMoneyWeek on YouTube

## **Brand your GMW**

GMW brand guidelines are available online on [www.globalmoneyweek.org](http://www.globalmoneyweek.org) or click [here](#)

Resources include: • GMW Toolkit • GMW Brochure • GMW Branding Guidelines • GMW Social Media Toolkit • GMW Reports • GMW Logos & Designs

## **Use the official GMW2025 hashtags**

#ThinkBeforeYouFollow #WiseMoneyTomorrow #GMW2025  
#LearnSaveEarn #GMWUAE #GlobalMoneyWeekUAE  
#FinancialGameOn #MakingHistory



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