

FOR IMMEDIATE RELEASE

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## The Aflatoun Movement joins Global Money Week 2026 to champion “Smart Money Talks” for Young People worldwide

*As digital finance and AI reshape how young people engage with money, Aflatoun International calls on youth to question, think critically, and build confident financial futures*

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**Amsterdam, March 2026** - Aflatoun International, a global social and financial education movement reaching millions of children and young people, is proud to participate in **Global Money Week (GMW) 2026** under the theme *“Smart Money Talks by Aflatoun Movement.”* Taking place throughout March, the annual global campaign encourages young people to become informed, critical, and confident participants in today’s fast-evolving digital financial world.

### About Global Money Week

Global Money Week, organised by the OECD, is a spin-off from Aflatoun Day, an annual celebration and learning event held by Aflatoun’s partner network every March. Since its launch in 2012, GMW’s set of events by OECD has grown into one of the world’s largest financial education campaigns, reaching over **60 million children and young people in 176 countries** across 14 editions.

The GMW 2026 theme, **“Smart Money Talks,”** addresses how developments in digital finance and the way young people interact with financial services online continue to evolve. From the influence of “finfluencers” to the increasing use of Artificial Intelligence, young people need tools to identify reliable financial information and advice.

### Smart Money Talks by Aflatoun Movement

This year’s theme spotlights the power of informed financial conversations. GMW 2026 organisers call on young people around the world to:

- **Question before they trust**
- **Think critically about financial advice**
- **Build confidence in their financial decisions**
- **Share knowledge with their communities**

*“Global Money Week 2026 celebrates the voices of young people who are learning to navigate an increasingly complex financial landscape. For nearly 20 years, we’ve been committed to empowering the next generation with social and financial education. This year, through Smart Money Talks, we’re amplifying the importance of*

*critical thinking, meaningful conversations about money, and building resilience in the face of digital financial pressures. Young people deserve access to quality financial education that equips them to make informed decisions, challenge misleading information, and create secure financial futures — in every corner of the world.”*

— Roeland Monasch, CEO, Aflatoun International

## How Aflatoun Partners are getting Involved in GMW 2026

Aflatoun’s global network of partners is participating in GMW in many different ways, including:

### 1. Conducting Global, Regional, and Local Activities

Partners choose from three engaging activities designed by Aflatoun for different age groups (available in both high- and low-tech formats, and offered in six languages: English, Spanish, French, Arabic, Portuguese, and Russian). Plus, they organise regional and local initiatives: competitions, challenges and meetings where kids, youth and educators work together and discuss topics related to Smart Money.

### 2. Joining Global & Regional Calls and Discussions

Partners connect with the global Aflatoun community through online events held throughout the campaign week, featuring multilingual thematic discussions, partner showcases, and youth voices platforms across multiple time zones.

### 3. Sharing Stories with #VoicesFrom Global Campaign

Partners are encouraged to upload videos, share photos of their activities, and submit testimonials from learners to contribute to Aflatoun’s #VoicesFrom campaign — a global effort to showcase the real-world impact of the Aflatoun movement.

### 4. Spreading the Word on Social Media

Aflatoun has boosted this year’s campaign, and everyone can join and tag by following Aflatoun International on social media and using the official hashtags: [#GMW2026](#) [#AflatounInternational](#) [#GlobalMoneyWeek2026](#) [#AflatounDay2026](#) [#SmartMoneyTalks](#) [#LearnShareEmpower](#)

## About Aflatoun International

Aflatoun International is a global non-profit organisation headquartered in Amsterdam, the Netherlands, and Nairobi, Kenya. For nearly 20 years, Aflatoun has been pioneering social and financial education for children and young people. Through its network of over 400 partners in more than 100 countries, Aflatoun reaches millions of young people each year with its Financial Literacy programmes designed to build confidence, critical thinking, and lifelong financial resilience.

Learn more at [www.aflatoun.org](http://www.aflatoun.org) and [gmw.aflatoun.org](http://gmw.aflatoun.org).

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