



**GLOBAL
MONEY
WEEK**

WAY

World Assembly of Youth
Asamblea Mundial de la Juventud
Assemblée Mondiale de la Jeunesse

GLOBAL MONEY WEEK
**AWARENESS AND EDUCATIONAL
CAMPAIGN**

8TH MARCH AND 14TH MARCH

2015

INTRODUCTION

The World Assembly of Youth (WAY) is the international coordinating body of the National Youth Councils and Youth Organisations. The full members of WAY are National Youth Councils from all continents of the world. Currently, WAY has a total of 140 member organisations. Founded in 1949, WAY has general consultative status with the Economic and Social Council of the United Nations and works in close cooperation with several UN agencies including UNAIDS, UNEP, ILO UNESCO, UNFPA, UNICEF and WHO.

WAY works for promotion of youth issues and youth organisations in programme areas such as youth employment, environment, human rights, democracy, population, health, drugs, community development, leadership training and many more. Besides organising youth related activities and events, WAY also has two main wings which are the WAY Volunteer Programme and the World Youth Institute (WYI). In 2006, the World Assembly of Youth established WAY Volunteers Programme that seeks to develop a dedicated corps of young people who will be willing to assist in WAY programmes and activities around the world.

ABOUT GLOBAL MONEY WEEK

Global Money Week is a worldwide celebration intended to empower the next generation of financial actors to be confident, responsible and skilled economic citizens. Every year, entire communities jointly take action to reshape the financial landscape, and give young people the tools and inspiration they need to shape their own future. Global Money Week takes place every year during the second week of March. It is coordinated by the Child and Youth Finance International (CYFI) Secretariat, but the events themselves are organized by schools, universities, government ministries, central banks, and financial institutions, members of the civil society and communities of active youth worldwide. The Secretariat acts as an anchor for Global Money Week activities worldwide, in an effort to coordinate, support and facilitate the many events and initiatives planned by local organizations, institutions and activists. The celebrations of 2015 will take place between 9th to 17th March. During this week various worldwide activities will be held to engage children, youth and their communities to learn about how money works, including saving, gaining employment, and creating livelihoods.

OVERVIEW OF THE ACTIVITY

Acknowledging the partnership established between the World Assembly of Youth (WAY) and the Child and Youth Finance International (CYFI) in 2015, WAY realised the necessity of introducing Global Money Week and raising awareness on the significance of financial education and independence amongst young people particularly those in Melaka and

Pahang, Malaysia. Underlying on those aim and purpose, we have conducted the two-days educational and awareness campaign focusing on the importance of financial education and independence amongst young people. The campaign took place in two states of Malaysia. The first campaign took place at Sub Marine Museum in Melaka State on 8th March 2015 from 10.00 a.m. to 01.00 p.m. in partnership with PERZIM, Melaka. This campaign was conducted in conjunction with the third birthday anniversary of the Sub Marine museum and the celebration of International Women's Day. The second campaign was held at University Malaysia Pahang (UMP) in Pahang State from 11.00 a.m. to 05.00 p.m. in collaboration with UMP AIESEC. In this two-days campaign, leaflets about the Global Money Week (GMW) containing the introduction on the significance of being financial Independent were distributed to all present, especially young people. Besides, many photos were captured where young people were requested to pose holding Global Money Week logo. In total and accumulated amount, approximately more than 200 young people were presented in this campaign.

OBJECTIVES

The objectives of this awareness and educational campaign are listed as follow.

- To introduce and promote Global Money Week in society of Malaysia, particularly young people in Melaka and Pahang states
- To raise awareness on the importance of financial education and the significance of being financially independent amongst young people

CONCLUSION

In conclusion, this awareness and educational campaign was a two-days event which took place on 8th March 2015 from 10.00 a.m. to 01.00 p.m. at Sub Marine Museum in Melaka State and 14th March 2015 from 11.00 a.m. to 5.00 p.m. at University Malaysia Pahang in Pahang State. Acknowledging the importance of promoting Global Money Week and raising awareness about the significance of Financial Independence and Education amongst young people particularly those in Melaka and Pahang, Malaysia, the World Assembly of Youth (WAY) designed this event with a main purpose of bringing fun campaign amongst youth where fliers were distributed to them and the moment was perpetuated by having young people present posed holding the GMW logo. All of these fun photos were shared in WAY Social Media serving as both promotional and awareness tools.

APPENDICES

AGENDA
CELEBRATION OF THE THIRD BIRTHDAY ANNIVERSARY OF SUB MARINE MUSEUM
IN CONJUNCTION WITH COMMEMORATION OF INTERNATIONAL WOMEN'S DAY
8TH MARCH 2015
SUB MARINE MUSEUM, DATARAN 1 MALAYSIA, KLEBANG
MELAKA, MALAYSIA

TIME	ACTIVITIES
10.00 a.m.	<ul style="list-style-type: none"> • Arrival of the invitees • Grateful prayer for the third anniversary of Sub Marine Museum • Welcoming Remarks by Miss Ediola Pashollari, Secretary General of the World Assembly of Youth • Welcoming Remarks by Hon. Datuk Hajah Norpipah binti Abdol, Deputy EXCO for Youth Development and Heritage cum Deputy Chairman of PERZIM • The cutting ceremony of the yellow sticky rice (Pulut kuning) • The cake cutting ceremony for the commemoration of the International Women's Day • Educational Presentation on Women's Health Care by Dr. Rusidah binte Hj. Mohd. Tahir, Founder of the Ahrisaa Health and Beauty Centre. • Tokens of Appreciation Presentation • Souvenirs Presentation • Tour to the Exhibition in the Museum
11.30 a.m.	<ul style="list-style-type: none"> • Dismissal

LEAFLET OF THE GLOBAL MONEY WEEK

FRONT



In the service of youth since 1949

GLOBAL MONEY WEEK

*A big part of financial freedom is having your heart
and mind free from worry about the what-ifs of life.*

~Suze Orman~



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Founded in 1949, WAY has general consultative status with the Economic and Social Council of the United Nations and works in close cooperation with several UN agencies including UNAIDS, UNEP, ILO UNESCO, UNFPA, UNICEF and WHO.

WAY recognizes the Universal Declaration of Human Rights as the basis of its action and services. WAY works for promotion of youth and youth organisations in programme areas such as: youth employment, environment, human rights, democracy, population, health, drugs, community development and leadership training.



About Global Money Week

Global Money Week is a worldwide celebration intended to empower the next generation of financial actors to be confident, responsible and skilled economic citizens. Every year, entire communities jointly take action to reshape the financial landscape, and give young people the tools and inspiration they need to shape their own future. Global Money Week takes place every year during the second week of March.

It is coordinated by the Child and Youth Finance International (CYFI) Secretariat, but the events themselves are organized by schools, universities, government ministries, central banks, and financial institutions, members of the civil society and communities of active youth worldwide. The Secretariat acts as an anchor for Global Money Week activities worldwide, in an effort to coordinate, support and facilitate the many events and initiatives planned by local organizations, institutions and activists.

The celebrations of 2015 will take place between 9th to 17th March. During this week various worldwide activities will be held to engage children, youth and their communities to learn about how money works, including saving, gaining employment, and creating livelihoods.

Financial Independence

“My definition of Financial Freedom is simple: it is the ability to live the lifestyle you desire without having to work or rely on anyone else for money.”

~ T. Harv Eker ~

In today’s world where complexity and competition are both high, young people are challenged to both survive and be financially independent. Acknowledging that limitation of job opportunities is one of the major causes of today youth’s financial difficulties, young people are required to have not only the understanding about financial literacy but also the idea of creating their own financial sources.

After all, “financial success, as most as success in life, is not about perfection, it is about direction” (Donald Lynn Frost). For planning and deciding on the best directions towards financial independence, young people should have adequate knowledge about their personal financial planning and the target that they would like to achieve. Therefore, it is pivotal for schools, colleagues, universities and other similar institutions to include financial education in the curriculum to familiarize young people with financial literacy and promote the importance of being financially independent.

In addition, other stakeholders such as NGOs, CSOs, private and public sectors as well as international organisations should create more awareness in promoting the value of financial education and the significance of being financially independent in today society.

CYFI Response

CYFI stresses the importance of financial education, in combination with social and livelihoods education, as essential building blocks for children and young people to be empowered to act as active economic citizens in today’s world. By learning about and understanding the financial system, in addition to having access to financial products and services, children and youth are empowered to make wise, independent financial decisions to better their financial futures.

WAY Response

We, at the World Assembly of Youth, always believe in working with passion and dedication to serve the betterment of young people worldwide. For us, it is never about the money and we would like to inspire young people out there not to be a slave to money but be the master of it. By doing so, you will automatically start walking on the path of being financially independent. In the efforts of accomplishing our Forth Millennium Plan of Action (4thMPAC), we would like to take a step further in promoting financial education and encouraging young people to be financially independent and successful. In this year Global Money Week, we would like to know the understanding of young people and their own definition of financial independence.

So, what is your response?

PHOTOS OF ACTIVITY





