



Significance of Global Money Week

\\ Trinidad and Tobago Securities and Exchange Commission

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 informed and are acquiring the knowledge, skills, attitudes, and behaviours necessary to make sound financial decisions and achieve financial well-being. It seeks to ensure that all children and youth have access to high-quality financial education, learn about money matters and are able to make smart financial decisions that can improve future financial resilience and financial well-being.

Since 2012, this global youth initiative has steadily grown and now attracts participation from 176 countries. As of 2020, the campaign is coordinated globally by the Organisation for Economic Co-operation and Development/International Network on Financial Education (OECD/INFE) and organised nationally by a wide range of stakeholders. Participating organisations encourage youth engagement during GMW through a variety of financial education activities in-person and on-line which can include financial education workshops, trainings and seminars, visits to money museums and financial institutions, public debates and competitions, financial literacy games and fairs, and many more.

This year, the Trinidad and Tobago Securities and Exchange Commission (TTSEC) will join its partners in the National Financial Literacy Programme and the rest of the world in observing GMW 2022 under the theme, '**Build your future, be smart about money**', from March 21st - 27th.

The TTSEC is using this opportunity to launch its **Youth Entrepreneurs Series (YES)** initiative, on the theme, '**Invest in your Start-Up Dream,**' which will encompass GMW and extend to April 1st, 2022. The YES campaign expands on the GMW theme and aims to promote an entrepreneurial mindset among the nation's youth by highlighting successful entrepreneurs within the 13-25 age group. It is based on the simple concept of youth inspiring youth. The participants will share their unique experiences in opening their businesses as a means of encouraging and inspiring others to invest in their own start-ups.



Yes Campaign image

Trinidad and Tobago nationals were invited to participate in the YES campaign by completing the simple application process that was made accessible via an online platform. The entries received were reviewed and assessed along certain criteria, one of which was the uniqueness of the venture. The successful applicants will be featured on all the TTSEC's digital platforms. The shortlisted businesses, in phase one of the campaign, are:

1. Quantic Supplies
2. ByShaniaPeters
3. Tiffany's Nut Butter
4. Rose Gold Naturals
5. Celestial Essence

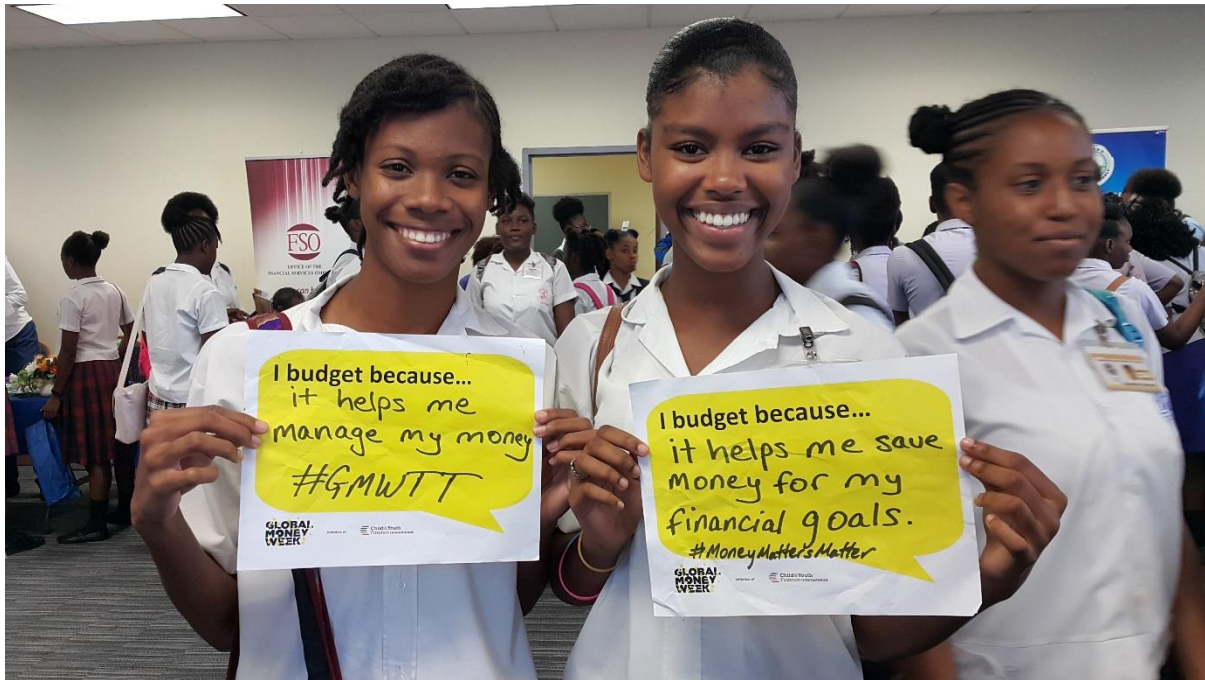
The owners, behind these brands, were required to produce a two-minute video story about their businesses which were later packaged by the TTSEC.

The YES campaign provides a platform for the country's young entrepreneurs to share their real-life stories – the challenges and successes, and also offer advice and tips to motivate and encourage their fellow youth toward getting into their own start-ups and options for obtaining financing. Wealth creation and entrepreneurship, at an early age, can create opportunities for young persons to become financially independent earlier, and later propel them to become potential investors - whether for their business, as a capital generator, or as an individual investor.

It is important that children and young people develop sound financial habits, knowhow, and attitudes so that they are better able to manage their personal finances throughout their lives and be empowered to make wise financial decisions for their future; which may include investing in a start-up - to get them closer to the achievements of their dreams.

As we transition from a pandemic environment, the TTSEC's investor education programme will continue to focus on income preservation, generation, and resilience as key themes, toward helping young individuals become better at conserving and managing their money, while also growing their wealth.

The TTSEC currently has a robust Investor Education (IE) Programme that is freely available to the public via our various platforms. Since 2009, the TTSEC has been advancing its IE programme to include: an outreach programme; a website, investucatett.com, which is the go-to hub for learning about investing in the local securities market; an investing game, investorquest-tt.com; an **Instructor's Manual and Student Workbook**; an **Investor Protection App (IPA)** and much more. The TTSEC also collaborates regionally with the International Forum for Investor Education (IFIE) – Caribbean Working Group, as a thought leader and collaborator for regional investor education initiatives and activities such as GMW and World Investor Week, which is held annually, in the month of October.



Students at a GMW event in Tobago

Should you wish to schedule a free virtual outreach session with the TTSEC investor education team, kindly contact us at ccei@ttsec.org.tt .

The video packages produced for the YES campaign will be featured on the TTSEC's social media (SM) pages – Facebook, Instagram, Twitter, LinkedIn, and YouTube. Be sure to check them out during the period March 21- April 1, 2022 and support our young entrepreneurs.

For more information on the securities market and the role and functions of the TTSEC, please visit our corporate website at www.ttsec.org.tt. To become a smart investor, [download our IPA via the Google Play and Apple Stores](#). You can also take the investor education online course on our investor education website, www.InvestUcateTT.com, and test your knowledge in our interactive investing game InvestorQuestTT at www.InvestorQuest-tt.com, and remember, to connect with us via Facebook; Twitter, Instagram, LinkedIn or YouTube.

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For more information, please visit our corporate website, www.ttsec.org.tt.
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