



**MONEY  
SMART  
WEEK**

**SOUTH AFRICA 2021**

*Creating a money smart South Africa*

# Participation Guidelines 2021

Aligned with Global Money Week (GMW)

**GLOBAL  
MONEY  
WEEK.**

## Financial literacy is essential to building our nation

In the Budget Review of 2018, emphasis was placed on *“Building a financial services sector that serves all South Africans”*.

Financial literacy aims to help South Africans make sound financial decisions and anticipate their financial needs. The National Treasury (NT), Financial Sector Conduct Authority (FSCA) and the National Consumer Financial Education Committee (NCFEC) is committed to Money Smart Week (MSWSA), a national consumer financial education initiative which involves financial institutions, NGOs, PBOs, companies, schools, universities and communities.

The first MSWSA pilot took place in 2018. See section 3 for more details.

In 2020, the MSWSA Steering Committee (SteerCo) had a vision to take the project to new heights by going national. Due to COVID-19 and the subsequent lockdown restrictions, the project progressed with a transitional campaign throughout 2020 leading into 2021 via social media and other publicity channels to continue disseminating important financial information to South Africans.

The MSWSA 2021 campaign differs from the pilot run in 2018 in that all participants will be responsible for all logistics of their financial literacy initiatives. Support in the form of Public Relations (PR) and Marketing as well as Monitoring and Evaluation (M&E) of the MSWSA 2021 campaign will be provided to participants. Our vision for MSWSA 2021 is to extend nationally, to far supersede the number of participants from 2018 and reach as many South Africans as possible.

The official second **MSWSA will take place between 22 and 28 March 2021** and will be a dedicated week of financial education activities, consisting of digital events live-streamed on [www.mswsa.co.za](http://www.mswsa.co.za), education campaigns via selected media channels, and/or small events where permitted. Please note that any participant applying to run a physical face-to-face event needs to do so in accordance with strict COVID-19 precautions and regulations, and are themselves responsible for the sourcing and provision of any personal protective equipment (PPE) supplies needed and participants are themselves responsible.

**This campaign will provide a national collaborative platform to enable expanded dissemination of financial education by participating institutions and individuals across a variety of industries and sectors, providing a 360-degree overview of financial education in South Africa.**

MSWSA was based on the Chicago model Money Smart Week (MSW) concept. It was developed in Chicago, Illinois in the United States of America (USA) and spearheaded by The Chicago Federal Reserve Banks and the Money Smart Advisory Council. MSW is a public awareness campaign designed to help consumers better manage their personal finances. While modelled around the Chicago MSW programme, the implementation of MSWSA has been revised to meet local context as well as introduce the idea of collaboration into the sector.

The MSWSA Steering Committee (SteerCo) invites organisations and individuals to participate as we bring financial education, awareness, information and expert advice to the eyes and ears of our communities.

Don't miss this exciting opportunity to be listed as part of the largest co-ordinated consumer financial literacy event taking place nationally.



## Contents

1. MSWSA 2021 - CREATING A MONEY SMART SOUTH AFRICA .....	04
2. BENEFITS OF PARTICIPATING IN MSWSA 2021.....	04
3. MSWSA 2018.....	05
4. GLOBAL MONEY WEEK.....	05
5. GOVERNANCE/STEERING COMMITTEE (STEERCO).....	05
6. HOW TO BECOME A PARTICIPANT .....	06
7. PROVIDERS OF FINANCIAL EDUCATION .....	06
8. TARGET AUDIENCE .....	07
9. MSWSA 2021 MESSAGING.....	07
10. APPLICATION .....	07
11. CAMPAIGN PRODUCTION LOGISTICS - DIGITAL .....	08
12. MEDIA AND MARKETING .....	08
13. BRANDING AND CO-BRANDING .....	09
14. MONITORING AND EVALUATION .....	10
15. HOW TO APPLY AND REGISTER FOR AN ONLINE EVENT: A STEP-BY-STEP GUIDE.....	11
16. PRE-EVENT CHECKLIST .....	12

## 1. MSWSA 2021 – Creating a Money Smart South Africa

This campaign is an opportunity for organisations or individuals to showcase their financial literacy programmes and activities across South Africa by running various activations during the week of **22-28 March 2021**.

Participants can include community groups, financial services providers (FSP's), regulators, policy makers, consumer financial educators, non-profit organisations, educational and training institutes, with the aim of assisting consumers to better manage their finances.

**MSWSA will enable the common value of nation-building through participants' own financial education to make a difference in their workplaces, communities and other identified areas. For those making use of this year's digital platform, their events will be live-streamed on the MSWSA website. This digital platform will enable a number of online formats, from panel discussions and webinars to presentations.**

Other options include running community or national radio campaigns or small events where permitted.

This will all be made available to view live during Money Smart Week, as well as be loaded onto the library on [www.mswsa.co.za](http://www.mswsa.co.za).

All approved events and initiatives will be promoted via the various MSWSA channels, as well as through dedicated public relations and marketing efforts, including an extensive print, broadcast and digital marketing campaign, and will be included in the public report on MSWSA. In return, participants will be asked to report on certain measurables to the MSWSA team to allow us to understand how financial education is currently being offered and to identify any gaps based on the needs of all South Africans.

## 2. Benefits of participating in MSWSA 2021

- Participants will be able to promote their initiatives and have access to an extensive target market, with the shared objective of 'nation building' for all South Africans.
- Participants will benefit from an extensive media and marketing campaign including public relations, community radio and digital marketing to promote all events under the MSWSA 2021 umbrella.
- Financial Services Institutions should still adhere to the Financial Sector Code requirements and will qualify to earn their organisation points as per the Financial Sector Code, if compliant. [Click here](#) for a copy of the letter from the Financial Sector Transformation Council.
- All MSWSA initiatives will also form part of Global Money Week, meaning your participation will create a global reach.

### 3. MSWSA 2018

Money Smart Week South Africa 2018 involved 48 participants and 200 volunteers running physical financial literacy events in Gauteng.

Workshops, exhibitions, game shows, industrial theatre, competitions, online portals and outside media broadcasts took place in community malls and halls in Mamelodi, Tembisa, Alexandra and Soweto.

Over 5 500 consumers were reached through the campaign, with topics ranging from consumers rights and responsibilities and debt management to understanding your pension fund.



This campaign used 4 influencers to mobilise consumers to know about MSWSA 2018 and attend events, as well as distribution of 40 000 flyers and an extensive marketing campaign.

See the MSWSA 2018 M&E Report [here](#) and the MSWSA 2018 PR and Marketing Report [here](#) for more details.

### 4. Global Money Week

MSWSA coincides with Global Money Week, an annual financial awareness campaign built to inspire children and young people to learn about money matters, livelihoods and entrepreneurship. Since its launch in 2012, this campaign has reached more than 40-million children and youth in 175 countries worldwide.

The official theme of Global Money Week this year, which is what our local Money Smart Week South Africa is aligned to, is 'Take care of yourself, take care of your money'. This theme highlights the importance of building financial resilience and staying healthy in the current context of the COVID-19 pandemic.

For further information download the GMW Toolkit [here](#).

### 5. Governance/Steering Committee (SteerCo)

MSWSA is being co-ordinated by a Steering Committee (SteerCo), chaired by the National Treasury (NT), and comprises of various financial industry stakeholders, government departments, regulators and academia.

## 6. How to become a participant

- Apply to host a MSWSA event during MSWSA – Either an established initiative or new initiative to run during the week of 22-28 March 2021.
- Contribute content for the monthly MSWSA newsletter, Money Smart News during and post the campaign to make the message of financial literacy a continuous one.
- Avail yourself to be interviewed on radio about a specific financial education topic.
- Appear as an industry expert on a panel discussion.

This campaign will provide a national collaborative platform to enable expanded dissemination of financial education by participating institutions and individuals across a variety of industries and sectors, providing a 360-degree overview of financial education in South Africa. Should you have applied to run an event in 2020 and were approved, and should your planned programme and content have subsequently changed, please let the PR & Marketing company know for reporting and assessment purposes. All new initiatives and events need to be applied for formally [here](#).

## 7. Providers of financial education

- Participating organisations or individuals should appoint a representative to manage its MSWSA activities, who can liaise with the PR & Marketing company regarding any event publicity or branding requirements. For those running digital events (see point 11: Campaign Production Logistics below), this representative can also liaise with the PR & Marketing company regarding any scheduling and production requirements.
- We know that many participants run effective and established financial literacy initiatives throughout the year and ask that some of these events be dedicated to run during MSWSA between 22 and 28 March 2021.

Participants should produce and implement marketing and/or promotional materials for their individual events to build attendance.

**DISCLAIMER** – Approval of an application to run an event during MSWSA 2021 is based on the set criteria related to the MSWSA platform itself, which includes that all activities need to be educational in nature and any sales pitches and/ or commercial marketing is prohibited. Attendance to any of the events for MSWSA 2021 also needs to be free of charge. Violators will be dismissed and will not be included as an official MSWSA 2021 participant in any post campaign reporting or publicity.

Acceptance of participation in Money Smart Week South Africa 2021 does not mean assessment, approval or endorsement of your particular consumer education campaigns by Money Smart Week South Africa.



## 8. Target Audience

Target groups can include, but are not limited to:

- Young people who are interested in learning more about financial management
- First time and current financial product users
- Small business owners/entrepreneurs
- Pre-retirees/the retired
- Low-middle-income households
- Grant recipients

## 9. MSWSA 2021 Messaging

The campaign tagline for 2021 is **CREATING A MONEY SMART SOUTH AFRICA**

Help us to build the nation through financial education.

Some of the key messages at the core of the MSWSA 2021 communication to South Africans include:

- We're bringing financial education to you!
- Learn how to get informed financial advice from qualified professionals.
- Everyone is affected by finances. By having sound, credible financial information and advice readily available, consumers can make informed decisions for the future.
- Take control of your finances and safeguard your and your family's future.
- One financially literate person in a home can influence an entire generation.

Participants are encouraged to align communications for MSWSA 2021 to these messages.

## 10. Application

All proposed online events or initiatives, as per the prescribed application form submitted by prospective participants, will be assessed by the Steering Committee (SteerCo) before events are approved.

- The MSWSA Steering Committee (SteerCo) will consider all activities based on a set of strict criteria to ensure that the activities are educational in nature.

- Events can be open or closed:

An open event is one that can be marketed and to which the general public can attend.

A closed event is generally an event to which invitations have been extended, and that requires special access. This is useful for any companies wanting to do events for their internal staff or clients during MSWSA 2021. This applies to both physical and digital events.

## **11. Campaign Production Logistics - Digital**

Of all the participants who will be running digital events in MSWSA 2021, some organisations may have ready-made material that they can adapt with the relevant MSWSA branding.

The PR & Marketing Company will be providing these participants with the relevant MSWSA branding guidelines to incorporate into their material.

Organisations or individuals who have no material prepared or available as yet will have full use of the studio at the PR & Marketing Company at no cost to the participant. This includes a full production and editing crew, and their event will be live-streamed on the website during MSWSA 2021. The PR & Marketing Company will assist all participants with producing and packaging their event, and will be in touch to schedule these recordings.

Some of the larger institutions who may want to enhance their digital events with additional audio-visual (AV) capabilities or material are free to do so at their own cost, and may use an external service provider of their choice to do this.

Please note that all participant branding must be done in accordance with the branding guidelines of the Financial Sector Code for consumer financial education.

## **12. Media and Marketing**

A public relations and marketing company has been appointed to run a fully integrated media campaign. They are available to assist with any PR, marketing and social media assistance that will help publicise MSWSA 2021, including all events taking place as part of this campaign. The details of each event will be available on [www.mswsa.co.za](http://www.mswsa.co.za). Furthermore, awareness of the national MSWSA campaign will be achieved through the following marketing elements and advertising, paid for by budget allocated by the NCFEC for MSWSA 2021 and at no cost to participants.

### Above the line media (Paid-for media)

- Community radio campaigns

### Digital media

- Click through banners and educational content
- Google display ads and search engine optimisation (SEO)
- Promotional videos and interviews with key spokespeople on social media and YouTube
- Facebook and Instagram media campaigns
- Celebrity and community influencer campaign including Celebrity and community influencer campaign including ProVerb, Nicolette Mashile, Aubrey Modiba, Dimpie Dimpopo, Lillian Dube, Maya Fisher-French and Stoan Seete.

The list is not exhaustive, and more opportunities may arise. For enquiries and more information, please email [info@mswsa.co.za](mailto:info@mswsa.co.za)

## 13. Branding & Co-branding Guideline

All participant branding must be done in accordance with the MSWSA Branding Guidelines. Financial Institutions must also abide by the branding guidelines of the Financial Sector Code for consumer financial education.

[Click here](#) to access the MSWSA Branding Guidelines.



Figure 1: Example of a double sided A5 Flyer in full colour used during MSWSA 2018.

## 14. Monitoring and Evaluation

An independent company has been appointed by the FSCA, to monitor and evaluate the MSWSA campaign. The M&E company will gather data, analyse and report on the successes/learnings of MSWSA and the platform as a whole, and provide recommendations for future campaigns. This M&E pertains to both those who are providing financial education in South Africa (participants) as well as delegates reached through the campaigns (consumers).

**NOTE:** The monitoring and evaluation company WILL NOT monitor and evaluate individual events. This will be the responsibility of each participant. In order to get enhanced outcomes of the campaign, participants who conduct their own M&E are kindly requested to share their reports with the M&E company and the FSCA.

A mandatory questionnaire for participants will cover some key areas, which will include:

- Reasons for taking part in MSWSA;
- Perceptions on the success of MSWSA;
- Interventions conducted by participants during MSWSA;
- Recommendations for future MSWSA activities;
- Relevant analytics regarding delegate attendance.

The questionnaire will be sent by the M&E company/FSCA to participants after MSWSA 2021 and the deadline for their responses is **08 April 2021**.

The digital platform registration process, or any physical event attendance registers, also enables the collection of basic demographic data from delegates (including gender, ethnicity, age and income bracket). This type of information will prove invaluable going forward to ensure that gaps in the coverage of financial education can be identified that will lead to better targeted future education initiatives in South Africa.

A POPI (Protection of Personal Information) Act Disclaimer will be added to all registration forms.

For any clarifications on the MSWSA M&E process please send communication to:  
**info@mswsa.co.za**



## **15. How to become a participant/partner and register your event on MSWSA 2021: A Step-by-Step Guide**

1. Once participants have read and understood this participation guideline, please click on the **application form here**.
2. Please complete all sections electronically and submit the application.
3. The application will then be assessed and reviewed by the Steering Committee (SteerCo) against a strict set of criteria within five working days. Please note that all initiatives must be financial literacy in nature.
4. Once approved, participants will receive an email confirming their acceptance and will be contacted by the PR & Marketing company to discuss the logistics.
5. The contact details of approved participants will also be given to the Monitoring and Evaluation company to enable them to plan their monitoring and evaluation procedures.
6. Should an application not be approved, communication will be sent in this regard, along with reasons why the application has been unsuccessful. Please note that the decision of the Steering Committee (SteerCo) is final. Should participants wish to contest the decision, the relevant contact details will be provided in the communication sent.
7. Please submit event applications by **12 March 2021**.
8. For any information regarding these participation guidelines, please contact:  
**info@mswsa.co.za**



## 16. Pre-event checklist

**Here is your pre-event checklist:**

- Online application completed.
- Communicated with the PR & Marketing company regarding nature of financial literacy initiative.
- Branding Guidelines checked.
- Initiative added to MSWSA 2021 schedule of events.
- Provide a contact person details to PR & Marketing company for the M&E etc.

**Here is your post event-checklist:**

- Submit attendance registers if applicable to the M&E company.

**IMPORTANT: All activities should be educational in nature and any sales pitches and/or commercial marketing is prohibited.** Registration to any events for MSWSA 2021 will be free of charge. Violators will be dismissed from the programme.