

*There is a place where
financial education is
easy and exciting*



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MUSEUM OF SAVING



Our Mission

The Museum's mission is to contribute to spreading FINANCIAL EDUCATION to help people make rational and informed decisions and act in ways to achieve the priorities of their lives.

Financial education is the process through which individuals manage money carefully and increase their familiarity with products, institutions and concepts of risk/return, in addition to the capability of calculating.

The aim is to enable people to manage their income by planning expenses and goals over the medium - long term.

The Museum addresses a diversified audience – adults, teenagers and children – and aims to stimulate the active participation of its visitors.

"It's misleading to suppose there's any basic difference between education and entertainment. This distinction merely relieves people of the responsibility of looking into the matter"

McLuhan

The Museum of Saving is not a traditional museum, but a unique project where technology and interactivity are used to surprise visitors.

We embrace an EDUTAINMENT (education and entertainment) approach, oriented to facilitating learning through play.

The Museum's two mascots, the ants For & Mica, accompany the visitors along the themed tours with amusing cartoons; we believe that financial education should be part of that investment in HUMAN CAPITAL necessary to the growth of new generations.



Why a FinLit Museum?

The Museum of Saving was founded in 2012 thanks to the economic support of Intesa Sanpaolo, one of the largest Italian banking groups. The Museum represents a unique experience in Europe, and one of a few worldwide, in terms of thematic focus (financial education).

The decision of setting up the Museum was based on the empirical evidence that most people still lack the basic financial skills to make rational and informed choices.

As demonstrated the last OECD/PISA financial literacy assessment, this gap is observed in countries at all stages of development.

People need to master simple tools which can help them to be fully part of the economic context, and this is especially true for the youngsters. Financial education may favour greater FINANCIAL INCLUSION since being financially literate increases the ability to evaluate the potential benefit of financial instruments and thus may foster larger access to the banking system.



THE ROLE OF THE PRIVATE SECTOR

Helping people to become financially literate is key for society but also for financial intermediaries: having financially literate customers means sharing a common background which makes mutual understanding easier.

The private financial sector can play a role in overcoming the financial literacy gap by:

- offering proprietary learning initiatives built upon its internal competences and know how;
- providing support to nonprofit entities promoting financial education;
- ensuring a clear separation between marketing and educational activities.

BENEFITS OF BEING FINANCIALLY LITERATE:

- better understanding of financial products and services;
- deeper comprehension of the risks and advantages of mainstream financial products and services, especially in comparison with alternative ones;
- lower costs associated to the collection of the information necessary to make informed decisions;
- the ability to protect ourselves against unfair, discriminatory practices, such as predatory lending (first aid kit).



From knowing...

#Edutainment

Game-based learning
Multimedia & Technological Innovation
Accessible language
Enjoyable and rigorous contents



#Human Capital

Financial literacy is a core life skill for participating in modern society

#Sustainability

Focus on responsible management of scarce resources and on the ability to evaluate the consequences of one's decisions in the long term

#Inclusion

Programmes for the most vulnerable groups (migrants, border schools, former prisoners, women victims of violence)



#Network

Strong partnerships with national and international entities promoting financial literacy (International Federation of Finance Museums, National Committee for Financial Education, the Italian Banking Association, Regional School Departments, ...)

...to doing



The Museum of Saving was conceived as an innovative and entertaining place to assist the community in learning the basic financial concepts and in understanding savings and investments related issues.

It is entirely based on audio-visual and interactive materials (videos, documentaries, games, movie clips) and it makes extensive use of cutting-edge technologies, such as RFID, Gaming Apps, Artificial Intelligence.

Main Contents

KNOW: history

LEARN: basic portfolio concepts

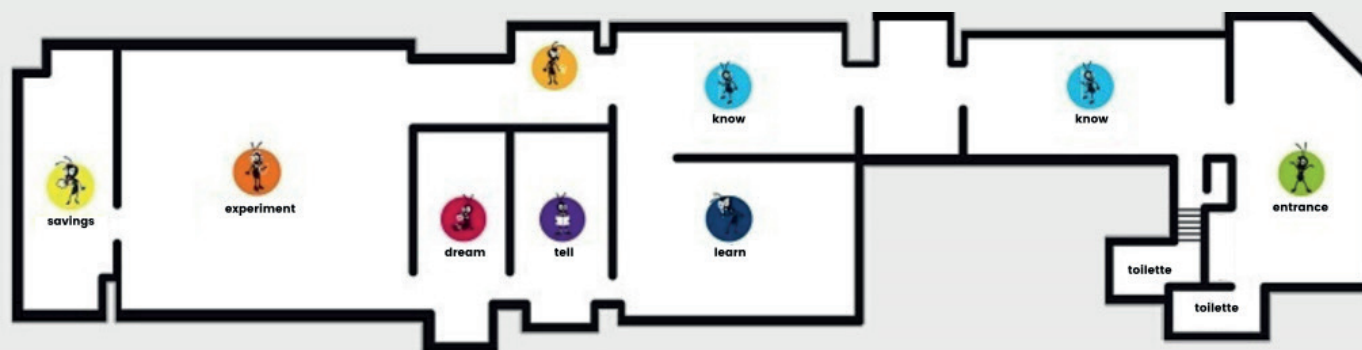
TELL: literature

DREAM: cinema

EXPERIMENT: games and applications

SAVE: collection of money boxes

TEST&FUN: discover your approach to money



In the **KNOW** Room, the visitor can learn about the history of money, its origins and its role in society. The advent of money made saving and investment easier and encouraged the beginning of trade, the creation of fiduciary loans and the rise of the concept of interest rates.

Other significant facts related to the history of economics and finance are also presented, such as the role of the Knight Templars in banking activities during the Middle Ages, the development of the modern banking system during the Renaissance in Italy, the bursting of the first speculative bubbles in the 17th century. Special attention is paid to the 20th century, with videos describing the Bank Panic of 1907, the period between the two World Wars, the 1929 crisis, the Bretton Woods Agreement, the introduction of the Euro, the more recent dot-com bubble and the European sovereign debt crisis.

The **LEARN** room shows the main features of the most popular financial instruments (stocks, bonds, derivatives, insurance contracts, mutual funds, pension funds) and the basic principles of finance (the difference between real and nominal return, the relationship between risk and return, the benefits of a diversified portfolio).

The Museum is also enriched by the crossover between economics, literature and cinema. In the **TELL** room, the visitors can meet great writers (Dante, Molière, Shakespeare and Hemingway) explaining how they dealt with money in their lives and in their masterpieces.

In the **DREAM** room, some take-outs from famous movies explains complex economic concepts that are essential to make decisions in our everyday life.

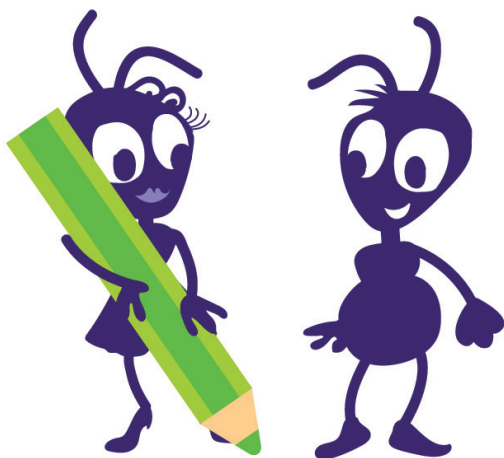
The **EXPERIMENT** room allows visitors to test their financial management skills by playing interactive games.

The **SAVE** room houses a collection of over 1,600 pieces from around the world and dating to different historical periods.

In the innovative **TEST&FUN** station, the visitor can chat with For & Mica and find out her/his money-type, as well as discover many fun facts about the Museum.

Teaching activities

The Museum offers teaching activities targeted to schools of all levels, aimed at conveying basic economic and financial concepts to the youngsters.



EDUCATIONAL VISITS FOR SCHOOLS

Educational visits are organized around specific topics like “Entrepreneurship”, “Large financial crises”, “Financial instruments”, “Social security”, “The role of money”, and so on. The tours are guided by volunteers who have a solid economic background, also acquired during their working experience.

LABS FOR KIDS AND TEENAGERS

The laboratories are conceived to teach the basic concepts of saving and investment to children and teenagers in a playful and entertaining way. They are organised both at the Museum and as part of external events such as festivals targeted at young people, international fairs, and so on.

SPECIAL EVENTS

The Museum periodically organises special events (conferences, workshops, readings) for students to stimulate debate on current political, economic and social affairs.



Online activities

On-line Lab

Tool kit allowing teachers to perform our elementary school teaching labs in the classroom or – when that is not possible – totally at home.

Webinars

The encounter between finance and cinema (“Lights, camera... actions!”) and between finance and literature (“A book in the bourse”).

Digital Events

Live talks, book presentations, panels, school-work alternance programs: all our initiatives – both for students and adults – are now available online.

Online Edu-Quizzes

Educational quizzes (delivered via “Kahoot!”) meant to encourage middle school students to reflect on the importance of saving – while having fun!



A virtual tour aimed to bring into schools located in Italy and abroad our multimedia contents about financial literacy and sustainability.

Three different online activities (including videos, apps and labs) aimed at students of all levels, from 6 to 18, available in Italian and English.

Project developed in cooperation with European Investment Bank institute.

More details on www.savetour.it

Gaming APPs

Many APPs are available to explore the Museum having fun and to familiarise with the complex art of money management.

3D Virtual tour

visitors can access the MoS from home, to follow the exhibition path, watch some of our videos and/or download our APPs about money management.



Research activities

The Museum cooperates with research centres and universities on several topics:

- establishing methodologies to assess the effectiveness of FinLit activities
- understanding the specific FinLit needs of the different population targets
- exploring innovative teaching formats and strategies



Development of educational tools

The Museum keeps developing videos and games, on a stand-alone basis and in cooperation with entities specialized in financial literacy.



IFFM

The Museum of Saving contributed in 2012 to the launch of the International Federation of Finance Museums, jointly with the Museum of Global Finance of Beijing, the Museum of American Finance of New York and the Global Financial Literacy Excellence Center of Washington.

The mission of the International Federation of Finance Museums (IFFM) is to provide a framework for greater collaboration among museums, facilitating the sharing of exhibits, the exchange of scholarship and scholarly resources, and the interchange of information and knowledge.

The IFFM also aims to develop and implement innovative ideas and programmes to advance financial literacy globally. IFFM members convene annually at an international conference that inspires innovation in the promotion of financial literacy globally, engaging media, academics, policy makers and the financial industry.



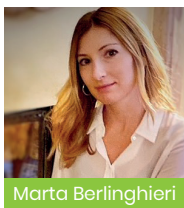
Director and Curator
Giovanna Paladino



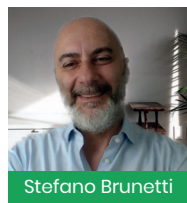
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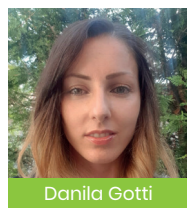
Stefano Brunetti



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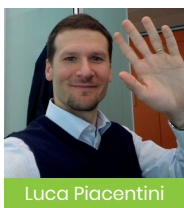
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