



MUSEUM OF SAVING

# ACTIVITY REPORT

SEPTEMBER 2023  
JUNE 2024

KNOW LEARN EXPERIMENT

**MdR**  
MUSEO DEL RISPARMIO

# FINANCIAL EDUCATION IN STEP WITH THE TIMES: NEW CONTAMINATIONS AND NEW HORIZONS

*by Giovanna Paladino,  
Director and Curator of the Museum of Saving*



In our country, the importance of financial education was officially recognized in 2024 with the definitive approval of the Capital Bill, Bill no. 674-B, by the Senate of the Republic. This decree, in art. 25, provides for the introduction of financial education in school programs.

Given the growing attention on this topic, at the Museum of Saving we constantly ask ourselves how to make our activity of disseminating financial knowledge and skills more effective for all segments of the public.

Over the last year, we have decided to explore new contaminations with disciplines, subjects and languages apparently far from economics and finance, but capable of attracting the attention of children, teenagers and adults, transmitting complex concepts to them in a creative and engaging way. Financial education lends itself well to these hybridisations, as it has many connections with very different fields. Trespassing into artistic, humanistic and scientific terrains offers us precious opportunities for enrichment.

With the inauguration of the new exhibit "Admire", visitors have the unique opportunity to reflect on fundamental concepts such as consumption, savings, wealth, investment, crisis, market and accounting through immersion in masterpieces by artists of the caliber of Peter Paul Rubens, Édouard Manet, Edward Hopper, Pieter Brueghel the Younger and Pierre Bonnard.

The sporting world was another source of inspiration. There are numerous similarities between the attitudes and skills necessary to cultivate our psychophysical well-being and those necessary to take care of our financial well-being. From this synergy, various events and dedicated courses were born, such as the "Let's score a try" and "Warm up the muscles" training cycles for adults, which provide the basic concepts of financial education using metaphors and references to sport.



# FINANCIAL EDUCATION IN STEP WITH THE TIMES: NEW CONTAMINATIONS AND NEW HORIZONS

*by Giovanna Paladino,  
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The creation of the first escape room dedicated to finance themes, called "The Climb", is inspired by the challenges of the mountains and plays on the parallelism between Alpine climbing and financial planning: the summit represents the goal and the stopwatch the time to reach it, while the challenges that engage the players represent the steps for correctly planning our consumption and saving decisions.

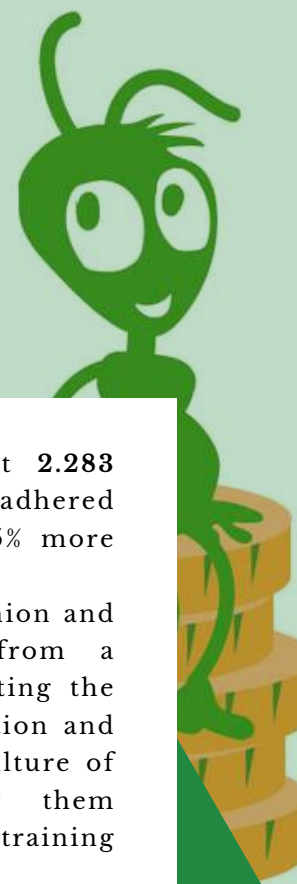
Through cinema we addressed the topic of female economic independence. In an event organized together with the National Cinema Museum, films such as "Gone with the Wind", "Pretty Woman", "Thelma and Louise" and "The Devil Wears Prada" made it possible to observe how the female figure has progressively emancipated itself, even from a financial point of view.

In this panorama of contaminations, cooking could not go missing: in the new book "A pinch of economics" the protagonists discover, between yeast and dough, reductions and icings, that some basic concepts of cooking are useful for understanding the principles of economics, not so distant from their daily lives and replicable in the creation of tasty recipes.

The contamination also concerns new audiences: thanks to the FLITIN network, with the Museum's educational formats we have reached a few thousand students beyond our national borders, in Albania, Bosnia and Herzegovina, Croatia, Egypt, Moldova, Romania, Serbia, Slovenia, Slovakia and Hungary. We have also worked to make our courses accessible and inclusive for people with visual, hearing and cognitive disabilities, aware that financial education represents, especially for vulnerable categories, a powerful tool for autonomy and well-being.

The new open horizons push us to broaden the range of communication tools and develop an innovative approach in the dissemination of financial culture, based on creativity and the valorization of diversity.

## OVERVIEW

FROM KNOWING  
TO DOING

Between September 2023 and June 2024, the educational and training activities of the Museum of Saving reached a total of **65.000 users**, of whom **54.700 first and second grade students**, and **10.300 adults**, involved through events, dedicated educational/training initiatives and educational visits, with a total of **over 1.000 hours of training provided** (at the Museum or live online).

**8.127 children and adolescents** participated in face-to-face activities, inside or outside the Museum premises, and **46.600** were involved in **online educational activities**, always accompanied by a tutor, for a total of **860 hours** (educational workshops, guided tours or dedicated in-depth events).

For schools, the online program of "**Percorsi per le competenze Trasversali e per l'Orientamento (PCTO)**" (Pathways to Transversal Competencies and Orientation - a.k.a. School-Work Alternance) of the Museum of Saving, has been reinforced and new themes have been added for a total of six modules lasting a total of 60 hours (Currency and payment instruments; Understanding economic information; Financial instruments; Major financial crises; Ethical and sustainable business; Risk and planning) that classes were able to choose and combine according to specific needs.

Overall, **117 classes** and about **2.283 students** from **11 Italian regions** adhered to the PCTO MoS proposal, **35% more** than in the previous school year.

**Over 400 students** from 12 Fashion and Design institutes benefited from a special path aimed at transmitting the basic concepts of business creation and stimulating reflection on the culture of entrepreneurship, which saw them involved in four dedicated training sessions.

Among the topics addressed with schools, training on security in digital payments and in the management of first online purchases was of particular importance, with the training initiatives of "**Drizza le antenne**" (**Prick up Your Ears**), an educational project developed with the Cybersecurity Department of Intesa Sanpaolo. In addition to the playful workshops dedicated to schools of all levels (39 sessions provided for a total of **1,259 students**), the informative webinar "**Digital Smart Live: put cybersecurity into practice**" was organised during the Cybersecurity Month. This saw the participation of over **1.800 students** from all over Italy. As part of the Safer Internet Day, two events were organized for second cycle schools, involving **around 7,500 participants**.

Furthermore, the educational activity on the circular economy and the sustainable management of scarce resources continued, through the **S.A.V.E. Virtual Tour**.

## OVERVIEW

# FROM KNOWING TO DOING



This is a multimedia kit developed in collaboration with the BEI Institute, whose training contents have been used in the last four school years by about a thousand classes and almost 20.000 students from all over Italy. Out of the total number of members, in the last school year around **700 Italian students and 2.440 foreign students** participated in the related initiative “**S.A.V.E. Ambassadors**”, which guides young people in the development of research-action projects aimed at improving the conditions of sustainability and social inclusion in their cities and helps them develop critical thinking.

Various projects continued for schools in collaboration with institutions, third sector associations and foundations:

- “School4Life” (509 students and 33 interventions provided in the period considered), coordinated by the **ELIS Consortium** together with several large Italian companies, to support young people to discover their talents and develop interests that guide them in future life and work choices;
- “Competition on Economic Legality” promoted by the Regional Usury Observatory of the **Piedmont Regional Council**, with the provision of two online sessions on the topics of indebtedness and usury for a total of approximately 400 high school students;

- “Varese School Cup”, a project for school children in the **Province of Varese** which introduced the theme of money management through the language of sport, which was attended by over 400 participants;
- “Deploy your Talents” which aims to encourage meetings between schools and businesses, in collaboration with the **Sodalitas Foundation**;
- “Next-Land”, created by the Next-Level association, with the support of the **Vodafone Italia Foundation, Compagnia di San Paolo, the CRT Foundation and the Turin Chamber of Commerce**, and aimed at training girls in STEM subjects through innovative and widespread teaching.

There were **48 special events aimed at younger people**, including the main ones:

- “**My place in the World**”, a festival which, on the occasion of Bergamo Brescia Capitals of Culture 2023, was created in collaboration with the Donizetti Theater Foundation and the Teatro Grande Brescia Foundation, and saw the participation of over **2,500 students**;
- the seventh edition of the “**Fuoriclasse della Scuola**” Campus in collaboration with the Ministry of Education, FEduF, ABI and Confindustria, for the best Italian students who won the national School Olympics, on the topic of risk;

## OVERVIEW

# FROM KNOWING TO DOING



- the webinar cycle **"Financial education meets history"** aimed at understanding today's finance through a look at history. Two events were proposed in the just concluded school year which involved around **1,500 students**: "Wars and Money", and "When money grew on trees" with the participation of Alessandro Giraud, economist and writer;
- on the occasion of PI GRECO Day, **over 600** secondary school students participated in the webinar **"Counting the economy and telling the mathematics"** with the special participation of Rocco Dedda, author, teacher and mathematics influencer, and Gian Italo Bisch, professor of Mathematical Methods for Economics and Finance at the University of Urbino;
- on the occasion of Global Money Week, in collaboration with the international FLITIN network, the **MONEY MASTER CHALLENGE** was organized, an international contest involving more than **1,250 students** from eight countries - Moldova, Croatia, Slovakia, Albania, Romania, Egypt, Bosnia and Herzegovina and Serbia - to raise awareness of basic financial culture using a playful and engaging format;
- **"Choose the right information!** An interactive lesson to exercise our critical spirit": on the occasion of World Press Freedom Day, an event to understand and analyze fake news and train the critical sense to decode news, with particular reference to economic news. Special participation of the journalist Francesco Antonioli, with over **450 students** involved;
- **"The Green Heroes: green innovators"**: from Alessandro Gassmann's project, a unique meeting with the GreenHeroes, who with courage and innovation demonstrate every day how it is possible to build the future. Guests Luciano Canova, economist and scientific communicator and the founders of the green start-ups Giunko and Pieces of Venice (**over 300 participating students**);
- **"Edufin and Sport: passion and planning for success"**, webinar to explore the points of contact between money management and sports preparation, delving into how to plan and organize a sporting event (**over 400 students involved**);
- as part of the **Turin International Festival of Economics**, the Museum of Saving organized the **ECO-quiz** initiative for the third consecutive year which saw **1,650 secondary**

## OVERVIEW

# FROM KNOWING TO DOING



school students compete in an exciting eduquiz on the topics of correct evaluation of information and orientation in the world of economic information;

- the online events dedicated to primary schools were particularly appreciated, with over **13,500 participants**: “Arco and Iris: the tales of the Museum of Saving” organized as part of the Financial Education Month, “From cowboys to astronauts to save the planet”, to celebrate Earth Day, and “Traveling with For and Mica to save the planet's biodiversity” on the occasion of World Biodiversity Day.

Numerous activities have been developed to promote the synergy between sport and financial education.

Through the **BSFC SCHOOL project**, an initiative promoted by Brescia Calcio BSFC and Intesa Sanpaolo in favor of high schools in the Brescia area, around **450 students** were able to listen to the testimonies of young athletes and discover curiosities about money and saving through moments of edutainment proposed by the Museum of Saving.

In the spring, a group of young athletes from the **Atalanta youth teams** participated in the “It's up to you” workshop, which encourages reflection on the topic of managing personal finances. The interactive quizzes conducted by the Museum of Saving animated the meetings of the **Campioni di Vita cycle**, a road show conceived and organized by

**Adriano Panatta**, supported by Intesa Sanpaolo, to raise awareness among high school students about the values of sport by promoting dialogue between young people and great Italian champions of the paralympic disciplines.

With the events of the “**LET'S SCORE A TRY! Take care of your money**” and “**Warm up your muscles**”, **2,680 adults** were able to acquire a set of basic financial skills also thanks to metaphors and references to the sporting world.

Aware of the fundamental role of financial education as a useful tool to promote the social inclusion of the most disadvantaged categories, the Museum of Saving has continued to offer, both online and in person, specific initiatives aimed at **vulnerable subjects**. “**Welcomed**”, for example, was dedicated to migrants and foreign students of the C.P.I.A. and to the very young of the communities. “**Promise to take care of yourself**”, was aimed at women in fragile conditions. “**LEI**” and “**Logos**” were for the social reintegration of prisoners at the end of their sentences and former prisoners. A total of **54 sessions** were provided to approximately **750 beneficiaries**.

As part of the “**Permanent Table for Financial Education and Social Inclusion**” launched in 2021 together with the Triulza Foundation and the Foundation for Financial Education and Savings, three meetings dedicated to



## OVERVIEW

# FROM KNOWING TO DOING



approximately **130** third sector operators were held to delve deeper into topics such as the fight against school dropout, the evolution of the social security system, the link between digital divide and social inclusion.

On the occasion of the Day of Cultural Diversity, the Museum of Saving, in collaboration with the Specchio dei Tempi Foundation, organized the in-person event "**Economic empowerment to promote social inclusion: tools and experiences compared**": a moment of reflection for educators and Third Sector operators interested in exploring paths and tools to promote the economic emancipation and financial inclusion of the weakest groups.

In terms of accessibility, the Museum has worked to prepare content and guided tours for people with hearing and visual disabilities. The collaboration with **ENS - National Deaf Organization** was launched in the fourth quarter of 2023 and resulted in guided tours and financial education courses involving a total of approximately 90 beneficiaries. New appointments with dedicated training courses are scheduled starting from September, while a dedicated path is being created to allow individual visits independently.

In parallel, the dissemination activity for the adult public continued with a program of **53 digital and blended events** which reached approximately **2,900 people and over 2,200 views on demand in the period considered**. Among the main ones:

- **the series of meetings dedicated to parents** promoted by the Museum of Saving in collaboration with **MOIGE** – Movimento Italiano Genitori, now in its third edition this year, which saw the overall participation of over **700 participants**;
- **"How Economics Can Save the World?"**, event organized as part of World Investor Week, with the extraordinary participation of Erik Angner, author of the book "How Economics Can Save The World: Simple Ideas To Solve Our Biggest Problems";
- **"What artificial intelligences can (not) do"**, online meeting to explore the topic of AI, its applications, and the impact it can have on our society: a dialogue between Emiliano Ippoliti, Professor of Logic and Philosophy at La Sapienza University, Laura Li Puma, Head of the Artificial Intelligence Laboratory - Intesa Sanpaolo Innovation Center and Angelo Maria Petroni, General Secretary of Aspen Institute and Professor of Logic and Philosophy at La Sapienza University;



## OVERVIEW

# FROM KNOWING TO DOING



- **“Training Economic-Financial Skills to be Free Citizens”**, an event organized as part of the Turin International Economics Festival in collaboration with CeRP Collegio Carlo Alberto.

There were four initiatives in favor of women's economic empowerment, for a total of around **300 participants**:

- **“Economics is Woman”** presented testimonies from successful women useful for understanding how economics can be a profession suitable for women, who not only can, but must start dealing with money. Among the speakers Amedea Pennacchi, President of @PWN Rome, Elisa Piazza, Class CNBC Presenter, Annamaria Nassisi, Manager Thales Alenia Space Italia;
- **“When your love asks you for the receipt”**, an event to reflect on the phenomenon of economic violence, on the occasion of the International Day against Violence against Women, in collaboration with the States General of Women;
- **“Female economic independence through cinema”**, in collaboration with the National Cinema Museum;
- **“How to defend yourself from economic violence and domestic violence”**, promoted by the working group “Discriminations?” No thank you!” within the Committee for Female Entrepreneurship

of the Turin Chamber of Commerce.

Among the new projects, we highlight the launch of the **collaboration between the Museum of Saving and the Department for Youth Policies and the Universal Civil Service**, with the aim of spreading financial education to young people aged between 18 and 35, holders of the Youth Card . As part of the collaboration, the Museum of Saving has reserved a training course of ten online meetings, “Warm up your muscles: ten-step marathon to become the protagonist of your financial future”, to introduce the basic concepts of economics and provide useful elements to make informed and rational decisions.

Various innovations have been introduced, including the **inauguration of the new Admire room** (see in-depth box) and the **launch of the new Escape Room “The CLIMB”**, which simulates the climbing of a group of mountaineers committed to tackling some puzzles in the shortest time possible.

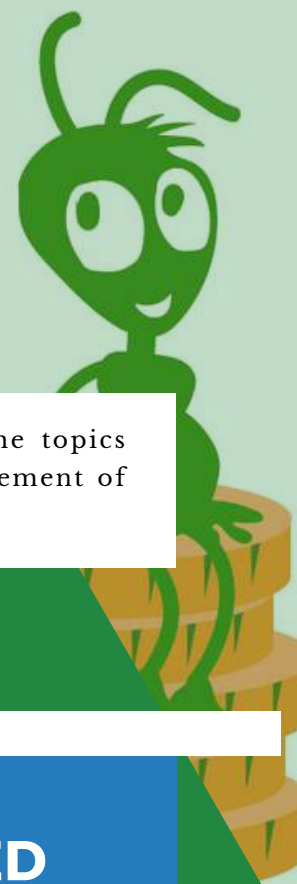
Among the new MdR contents, also the book **“A pinch of economy”**, by Giovanna Paladino, director and curator of the Museum of Saving, and Luciano Canova, economist and popularizer, with the collaboration of chefs Davide Caranchini and Barbara Girardi.

## OVERVIEW

# FROM KNOWING TO DOING

Research activities also continue, in particular with the Intesa Sanpaolo Innovation Center, for the development

of some specific projects on the topics of risk aversion and the management of financial anxiety.



## RESULTS

**65.044**

**USERS REACHED**

**609**

**TRAINING and  
DISSEMINATION  
INTERVENTIONS**

**1.056**

**HOURS OF TRAINING /  
DISSEMINATION  
PROVIDED**

# THE NEW ROOM ADMIRE



The Museum of Saving inaugurated in February 2024 the **new interactive exhibit** "Admire", a physical and virtual space that conveys economic concepts through some famous moving works of art.

The new room hosts **two VR stations** that, thanks to the support of an interactive seat and the latest generation Oculus, allow museum guests to live an immersive experience in which some works of art come to life to explain the key principles of economics and finance.

A **journey through art and history** that not only entertains the visitor, but also brings him closer to economic and financial education issues in an original and engaging way.

The **works of artists** such as Peter Paul Rubens, Édouard Manet, Edward Hopper, Pieter Brueghel the Younger, Pierre Bonnard, carefully selected for their affinity with the themes underlying the innovative experience, are now permanently installed in the Museum to respond to its vocation of spreading financial education in a simple and fun way. A vintage train, a 17th-century Flemish village, a sidecar racing through the lavender fields of Provence, a ship docked in the port of Antwerp. By interacting with the elements of each scenario, and by browsing through the folds of time, visitors can approach economic concepts that are sometimes perceived as complex, such as accounting or financial crises.

The exhibit Admire was awarded the **special mention of the Gianluca Spina Award for Digital Innovation in Cultural Heritage and Activities 2024**, a recognition offered by the Digital Innovation Observatory for Culture of the Milan Polytechnic. The mention was awarded *"For having created a project that uses a multidisciplinary approach that starts from art and immersive technology to transfer economic concepts such as consumption, savings, wealth, investment, crisis, taxation, banking, market, industry, accounting"*.



## SCHOOL PROJECTS

# P.C.T.O.

## COURSES FOR TRANSVERSAL SKILLS AND FOR ORIENTATION



In the 2023-2024 school year, the Museum of Saving's proposal for "Courses for Transversal Skills and Orientation (PCTO)" was enriched and diversified, offering six financial education courses on different topics for a total duration of 60 hours, online and accountable by educational institutions for the purpose of fulfilling legal obligations.

The proposed courses address the main, fundamental pillars of financial education, which should be part of the knowledge of anyone, regardless of the school chosen:

- Coins: the origins and the future;
- Info-mania: how to navigate economic information;
- ABC of finance: financial tools and concepts;
- The great financial crises;
- Businesses: innovation, ethics and sustainability;
- Think ahead: protect yourself from risks.

Each module includes a minimum of three online appointments with a dedicated tutor, who introduces the topics and manages the debriefing with the individual classes, and is available along the entire course for any further information.

The teaching method promotes interaction, team work and creative expression, through three distinct moments:

- an introductory online lesson by the MoS tutor;
- a group project, in which the students have to prepare a creative work on the topics learned in the course;
- a final event with the participation of an expert on the proposed theme and the awarding of prizes for the best projects.

In addition to the PCTO MoS, the Museum has actively contributed to PCTO courses developed by other organizations, including in particular:

- national project "What a feat, guys!" promoted by the Foundation for Financial Education and Savings (FEduF);
- "Deploy your talent" project promoted by the Sodalitas Foundation;

dedicated to specific in-depth contexts required by individual schools.

# P.C.T.O. RESULTS



Geographical  
coverage



**11** Regions

**20** Provinces

## SCHOOL PROJECTS

# FASHION SCHOOLS COURSES FOR TRANSVERSAL SKILLS AND FOR ORIENTATION



To meet the specific needs of Fashion and Design Institutes located in Italy, the Museum of Saving has set up a modular training course to transmit the basic elements of business creation and stimulate a reflection on the culture of entrepreneurship.

The launch of the course was supported by the presentation to teachers, managers and students of the themes and structure of the PCTO as part of the online event "Special fashion schools: how to develop self-entrepreneurship skills". The winning school of the first edition and the manager of Fair Enough, an ethical and sustainable fashion store in Turin, were involved. He shared his story and how to be an innovative and sustainable company in the fashion sector.

In the period November 2023 - May 2024, 4 more training sessions were organized for classes interested in following a more structured path, for a total of 10 hours accountable for fulfilling school obligations.

The first two online lessons addressed the topic of entrepreneurship and the ways of financing businesses.

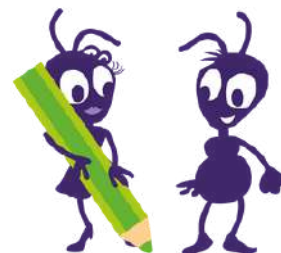
Afterwards, students had the opportunity to talk with entrepreneurs and experts in the fashion world and create group Projects, presented during a final event.

More than 400 students from 12 Italian schools have joined this training course permanently included in the PCTO MoS catalog.



# P.C.T.O. FASHION SCHOOLS

## RESULTS



**12**

Institutes



**24**

Classes



**414**

Students



**15**

Educational  
courses



**33**

Hours of  
courses

**Geographical  
coverage**



**6** Regions

**10** Provinces

## SCHOOL PROJECTS

# S.A.V.E. VIRTUAL TOUR



S.A.V.E. (Sustainability, Action, Voyage, Experience) is the savings and sustainability education project, created in partnership with the EIB Institute, for schools of all levels.

Started in 2018, in the first two editions it took place as an itinerant tour of Italy, aboard the Discovery Truck, a truck specially set up with the multimedia contents of the Museum of Saving, and reached a total of 37 cities and over 15,000 students of the Center, South and Islands.

Since 2021 the project has evolved into a digital course, the "S.A.V.E. Virtual Tour", consisting of animated videos, gaming apps and kits for the creation of play-educational workshops. The contents are available in Italian and English and can be used by teachers in the classroom to explain what the circular economy is and how to manage scarce resources.

In addition to independent use, there is the possibility of activating the more structured SAVE AMBASSADOR path with the live online presence of one or more Museum tutors.

To guide teachers in the correct delivery of the contents of the S.A.V.E. Virtual Tour a special Reserved Area has been created on the Museum website. Here teachers can find support materials and operational guidelines, and teacher training webinars have been organised.

In addition, in the 2023-24 school year, several webinars were organized for teachers and students to learn and deepen in a fun and interactive way with the support of the museum mascots, the best practices of sustainability and circular economy.

In the last 4 scholastic years the contents of the S.A.V.E. Virtual Tours have reached more than a thousand classes and almost 20,000 students from all over Italy.

# S.A.V.E. VIRTUAL TOUR

## CONTENT



### PRIMARY SCHOOL

#### **Video course "The circulation of money, goods and people"**

The epochal changes that have characterized and will characterize the circulation of money, goods and people.

#### **App "Green Hero"**

A game to learn how to recycle materials and build new objects from waste.

#### **Workshop "Recovery. Child-friendly recycling"**

A creative laboratory to fight against waste and enhance the recovery of waste.

### MIDDLE SCHOOL

#### **Video course "The economic and environmental crises"**

The genesis and methods of propagation of economic and environmental crises.

#### **"Planet Guardian" app**

A series of challenges to understand how to choose correctly to improve the environment that we will leave to the next generations.

#### **Workshop "The tree of sustainability"**

A quiz that stimulates reflection on the importance of plants for the planet and for the economy.

### HIGH SCHOOL

#### **Video course "Economic and Social Inclusion"**

It demonstrates how a different approach by companies, finance and natural resource management can encourage the process of economic and social inclusion.

#### **"Equality Defender" app**

It allows you to become a virtual mayor or business consultant to make cities more livable and improve the sustainability of production processes.

#### **Workshop "Globetrotter for savings"**

A game to reflect on sustainable tourism.



# S.A.V.E. VIRTUAL TOUR

## SPECIAL PROJECTS



Starting from the contents of the SAVE VT, some special related projects have been started:

### BECOME A SAVE AMBASSADOR

The initiative "BECOME A S.A.V.E. MoS AMBASSADOR" (cd SAVE AMBASSADOR) consists of a structured path of education for economic and sustainable citizenship extended to all school levels.

The live online path is divided into an introductory online lesson and a group action-research work on the themes of the circular economy and social inclusion.

The proposed activities are accountable for a total of 10 hours for PCTO and Civic Education purposes.

In the last edition, 38 classes and 669 students took part, located in the cities of Firenzuola (FI), Novafeltria (RN), Osimo (AN), Chieti (CH), Giugliano in Campania (NA) and Altamura (BA).

### S.A.V.E. AMBASSADORS INTERNATIONAL II EDITION

"S.A.V.E. AMBASSADORS International Edition" is the second joint initiative aimed at secondary schools (ages 16-18) in Albania, Bosnia Herzegovina, Croatia, Egypt, Hungary, Moldavia, Romania and Serbia, who want to convey to their students a lifestyle consistent with the objectives of economic and environmental sustainability.

Promoted by the FLITIN network, and based on the contents of the S.A.V.E. Virtual Tour, it aims to bring youngsters closer to the topics of sustainability, circular economy, social inclusion and financial education.

After an introductory lesson, the classes involved, a total of 137 for 2440 students, were asked to map the unsolved problems of their city in environmental and social terms, and to propose their solutions.

In each country, the best project was selected and the winning class was nominated. An international jury selected and awarded the first three during an online event held on February 01, 2024. The Ivan Lucić High School, Class 4D, from the City of Trogir, Croatia won the first prize: the NGO Treedom planted a tree for each student of the winning class in a developing country, thus benefiting both the environment and local communities.

# S.A.V.E. VIRTUAL TOUR

## RESULTS

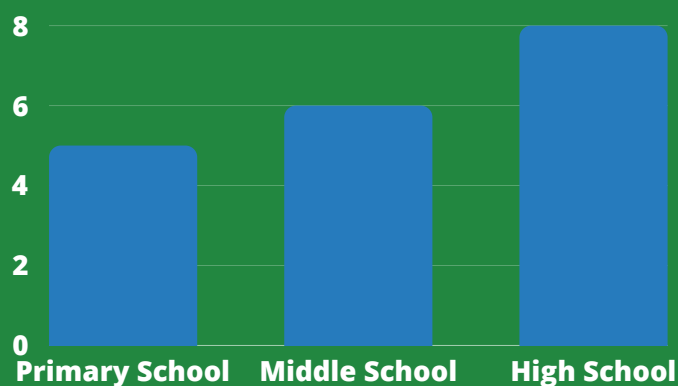


Geographical  
coverage

12 Regions  
25 Provinces  
8 Foreign countries



### Division by school level



## SCHOOL PROJECTS

# PRICK UP YOUR EARS



"Drizza le antenne" ("Prick up your ears") is an educational project developed by the Museum of Saving in collaboration with the Cybersecurity Department of Intesa Sanpaolo, aimed at middle and high school students to raise awareness of IT security and the protection of personal data on the web, with particular attention to the first purchases online.

The initiative was designed to offer the new generations the basic tools to operate on the Internet in a conscious way. An even more important skill because the restrictions imposed by the pandemic – with people forced to stay isolated at home for a long time and spend much more time online – have been accompanied by a considerable increase in online fraud.

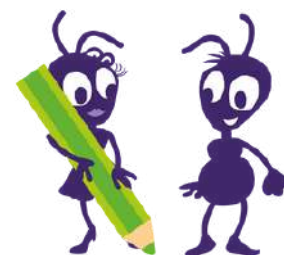
To get youngsters interested in the topic, playful-educational activities have been devised aimed at spreading basic knowledge of IT security and providing practical skills to avoid the main traps scattered throughout the web:

- for primary schools the online laboratory "I DON'T BUY IT": through a series of playful challenges, children are called to defeat a computer virus that blocks the Museum, thus learning to manage their passwords, to protect their social profiles, to understand how an antivirus works and to distinguish potentially dangerous attachments;
- for middle schools the "GET SMART!" online laboratory, which includes a series of team tests to reflect on the risks they take when a password is not secure, too detailed personal information is published online, email attachments are opened without due attention, browsing and shopping on untrustworthy sites;
- for high schools, the 10-hour "DIGITAL SMART" course, certifiable for PCTO or Civic Education purposes, aimed at exploring the ICT sector (Information and communication technologies) by analyzing the risks associated with digital payments and online shopping and highlighting the strategies useful for defending oneself.



# PRICK UP YOUR EARS

## RESULTS

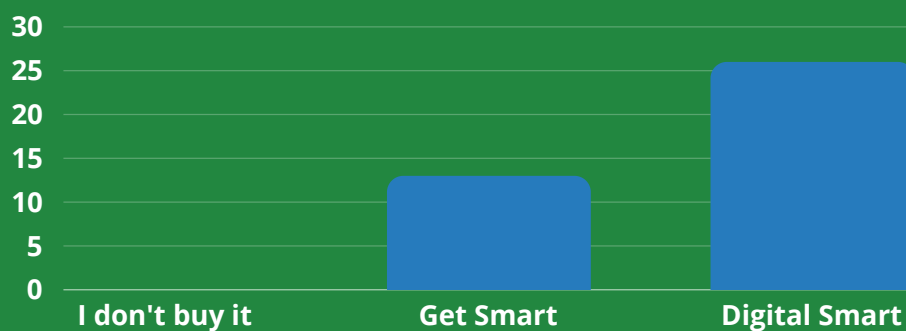


Geographical  
coverage

10 Regions  
14 Provinces

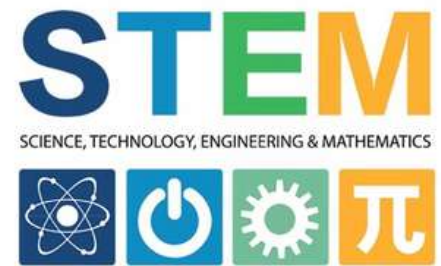


### Division by school level



## SCHOOL PROJECTS

# NEXT-LAND



NEXT-LAND is an experimental project created by the Next-Level association, with the support of the Vodafone Italia Foundation, the Compagnia di San Paolo, the CRT Foundation and the Turin Chamber of Commerce, of which the Museum of Saving is a partner. Aimed at middle school students, it consists of a two-year training course on STEM subjects (Science, Technology, Engineering and Mathematics) through innovative and widespread teaching, which involves universities and city museums.

The Museum of Saving has created and developed for the adhering classes the "INFO-MANIA. Choose the right information" in collaboration with the Politecnico di Torino.

The activity was proposed in the 2023-24 school year to 175 middle school students.

After an introductory explanation about the importance of carefully examining the information we come across through the web, TV and newspapers, students in groups challenge each other in a hunt for the mysterious piggy bank. Students must work together to distinguish quality information from fake news, examining the authoritativeness of the source, the correctness and accuracy of the writing, the presence of data to support the news.

## RESULTS



**3**

Institutes

**4**

Classes

**73**

Students

**8**

Hours of  
training

# THE BEAUTIFUL SEASON



The Museum of Saving takes part in the initiative by offering free workshop activities to summer camp groups, aimed at teaching the basic concepts of sustainability and the conscious management of resources in a playful and fun way.

The groups were able to choose between two workshops, "Traveling in the future" and "The ideal city", in which they were asked to imagine the sustainable means of transport of the future or their ideal city, sustainable in terms of transport, public green, energy sources, water and waste management.

## Participants

## Groups

Hours of training

## FINANCIAL INCLUSION

# PROJECTS FRAGILE GROUPS



To develop activities that promote sustainability in its various forms, the Museum of Saving has conceived and implemented a series of projects in support of fragility, to promote the economic and social inclusion of the most disadvantaged categories.

## WELCOM-ED. SAVING ROUTES

It is the initiative dedicated to migrants, designed in collaboration with the University of Turin and launched in 2017.

Welcom-ED is a modular course with a total duration of about 6 hours, divided into modules available in sequence or individually. Is composed by:

- Module 1. The use of money; savings; planning; building a personal budget;
- Module 2. Methods of payment and financing. Investments: financial instruments and risk;
- Module 3. The development of human capital; entrepreneurship and business; migrants, business and enterprises;
- Module 4. Digital Security: how to protect your data and avoid fraud in online transactions.

## PROMISE TO TAKE CARE OF YOU

Modular path of financial education, for women in fragile conditions, to provide participants with basic knowledge and skills in the fields of savings, planning, family budgeting, banking operations, loans and investments.

The initiative, which began in 2021, was designed to be carried out both face-to-face and online. The participants are identified through the involvement of specialized associations.

## FINANCIAL INCLUSION

# PROJECTS FRAGILE GROUPS



### L.E.I. - LOGOS

Projects developed with the Prison of Turin, Associations and Foundations of the territory (Compagnia di Sanpaolo) for the gradual social and occupational reintegration of inmates at the end of their sentences and former prisoners.

The Museum of Saving offers a financial education program based on the contents of the Welcom-ED project.

### I COUNT ON ME

In 2024, the Museum of Saving was involved by the A.I.A.F. Section - Italian Association of Lawyers for the Family and Minors Section Piedmont and Valle d'Aosta "Antonio Dionisio" in the implementation of the pilot project "I count on me" dedicated to adolescents to promote interest, knowledge and awareness on the topic of economic violence, to realize the ambitious goal of preventing and fighting the phenomenon.

### SKY IS NO LIMIT

A new edition of the project "Sky is no Limit" is being prepared, promoted and conceived by the Museum of Saving, which is aimed at high school students aged 13-14 at risk of dropping out of school. The aim is to support each student with an adult (e.g. professional, entrepreneur, manager...) - selected through collaboration with trade or civil society associations - and under the supervision of a professional coach specialized in the pre-adolescent age.



RESULTS

**756**

Participants

**54**

Sessions

**92,5**

Hours of  
training



## OTHER ACTIVITIES

# ACTIVITIES FOR FAMILIES



Aware of the importance of actively involving families in the financial education of youngsters, the Museum of Saving has developed a series of dedicated activities, both online and face-to-face.

To support parents in helping youngsters become aware and fully participating citizens of society, the Museum and MOIGE (Italian Parents Movement) have organized the third edition of the series of meetings dedicated to parents, involving pedagogists, psychologists, psychotherapists and testimonials from the educational community.

Over 700 parents and teachers participated in the online meetings.<sup>1</sup>

### Calendario degli incontri

**MARTEDI' 7 NOVEMBRE 2023**  
Fiducia e responsabilità: gli ingredienti essenziali per i cittadini del domani

**LUNEDI' 4 DICEMBRE 2023**  
Genitori e figli: quanto conta la famiglia nell'approccio all'uso del denaro da parte delle nuove generazioni

**LUNEDI' 15 GENNAIO 2024**  
Gestire le emozioni e sviluppare l'empatia

**GIOVEDI' 7 MARZO 2024**  
Corresponsabilità educativa: il ruolo della comunità educante

**GIOVEDI' 11 APRILE 2024**  
Come aumentare l'autostima dei ragazzi: alcuni esperimenti positivi per rafforzare l'autostima dei ragazzi



RESULTS

**758**

Participants

**12**

Sessions

**14,5**

Hours of training

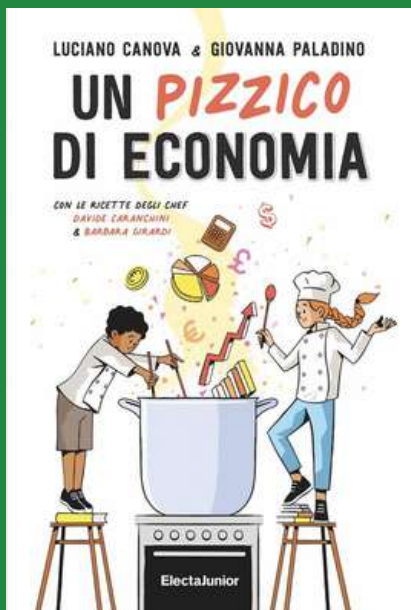
<sup>1</sup> With over 800 deferred views on the YouTube channel of the Museum of Saving.

## OTHER ACTIVITIES

# TOOLS



## RELEASES



In February 2024, “A pinch of economy” by Giovanna Paladino, director and curator of the Museum of Saving, and Luciano Canova, economist and popularizer, was published. The volume focuses on the theme of financial education through cooking, with a language accessible even to the youngest audiences.

The book tells the story of Salt and Pepper, a boy and a girl in pre-adolescent age, who discover how many basic concepts of economics and sustainability are also recurrent in the world of cooking. Each chapter contains recipes by chefs Davide Caranchini and Barbara Girardi, founder of Scrittori in Pentola, the project that combines literature and cooking.

## ESCAPE ROOM



In June 2024, the Museum of Saving launched “The Climb”, the first escape room that helps players understand and learn the principles of financial education, simulating the ascent to the summit of a group of mountaineers.

The Alpine climb thus becomes a metaphor for financial planning: the problems that the players-savers face along the way simulate those of managing assets, such as calculating income, estimating expenses and forecasting savings.

The experience is playful and immersive: thanks to light, sound and visual effects and analog elements created for the occasion, visitors are transported to a new and unusual setting.

## OTHER ACTIVITIES

# INTERNATIONAL ACTIVITIES



With the ambitious goal of expanding the Museum's activities beyond national borders and starting a dialogue with other countries, the Museum of Saving continues to exchange experiences and projects with foreign partners, in particular through the International Federation of Finance Museums, of which it is a founder member, and FLITIN-FINANCIAL LITERACY INTERNATIONAL NETWORK<sup>2</sup>, the new network of ambassadors of the Intesa Sanpaolo group whose aim is to spread financial education in Italy, Albania, Bosnia and Herzegovina, Croatia, Egypt, Moldova, Romania, Serbia, Slovenia, Slovakia and Hungary.

During its second year of activity, FLITIN promoted the second edition of the projects "Save Ambassadors" - dedicated to the theme of sustainability and the circular economy - and "Money Master Challenge", the quiz on curiosities related to the world of money and finance. A further initiative was also launched to raise awareness among students on digital risk and promote the culture of cybersecurity on the occasion of Safer Internet Day.

The activities involved over 6,000 students in 9 different countries. With the aim of strengthening collaboration and sharing the exchange of ideas and good practices, the annual meeting of the network was organized, hosted in Zagreb by Privredna Banka Zagreb.

<sup>2</sup> FLITIN is an informal network of financial education ambassadors promoted by the Museum of Saving and coordinated by the International Subsidiary Banks Division of Intesa Sanpaolo, and made up of: Alexbank (Egypt); Banca Intesa Beograd (Serbia); Intesa Sanpaolo Bank (Slovenia); CIB Bank (Hungary); Eximbank (Moldova); Intesa Sanpaolo Bank Albania; Intesa Sanpaolo Bank Romania; Intesa Sanpaolo Banka Bosnia and Herzegovina; Privredna Banka Zagreb (Croatia); VUB Banka (Slovakia).

## INFORMATIVE ACTIVITIES

# EVENTS



Through a rich program of events that is renewed every year in terms of content and speakers, the Museum of Saving promotes financial literacy among children, schools, youngsters, adults and the third sector in Italy and abroad. This is accompanied by interventions and teachings of financial education within initiatives organized by third parties.

The main themes addressed, using formats based on edutainment and contamination with different disciplines and sectors (such as history, art, mathematics, cinema and much more), concern not only the basic concepts of financial education, but also cyber and digital security, artificial intelligence and cryptocurrencies, human capital, economic violence, sustainability and social inclusion. The Museum's events are organized with a network that operates at local and national level, composed of local and regional school offices, associations, public and private institutions, foundations.

Overall, over **41,000** people were reached through the **101** in-person and digital events organized in the period considered, including **38,200** students.

Among the informative meetings dedicated to adults, the initiatives dedicated to the theme of Cybersecurity, created together with the experts of the Cybersecurity Division of Intesa Sanpaolo, had a large following, such as, for example, "ADULTS, PRICK UP YOUR EARS! How to escape online traps", created to explain how to surf the net safely and protect yourself from scams.

To raise awareness on the issue of women's economic independence and the lesser-known issue of economic violence, webinars for women have been organised, such as "Gender-based economic violence" in collaboration with Stati Generali delle Donne.

Numerous educational events reserved for schools of all levels, including the now consolidated festival "My Place in the World", now in its eighth edition and created, on the occasion of Bergamo and Brescia Capitals of Culture 2023, in collaboration with the Fondazione Teatro Donizetti and the Fondazione Teatro Grande Brescia.

The event, held both virtually and in person, saw the participation of exceptional guests including Anna Torretta (Alpinist and multiple Italian ice climbing champion), Andrea Vuolo (RAI Meteorologist, Tgr Rai Piemonte), Chiara Rusconi (Founder of Apalazzogallery, Director of Antinori Art Project), Ivan Pelizzoli (Former Professional Footballer - Organizational Manager of the Atalanta B.C. Youth Sector), Maria Rita Spada (Physicist and researcher in the field of telecommunications) and Alfredo Russo (Chef and owner of the starred restaurant Dolce Stil Novo).



## INFORMATIVE ACTIVITIES

# EVENTS



For schools, we also remember the second edition of the Edufin and History Cycle, which helps to understand economics and finance through history, and the very popular educational events for primary school students with the mascots For and Mica. For teachers, with the aim of supporting them and providing them with educational tools for the dissemination of financial culture, several in-depth workshops were dedicated at the beginning of the school year.

Among the events dedicated to adults, the cycle in collaboration with the **Italian Parents Movement (MOIGE)** has been renewed: five online meetings with experts and professionals who have provided ideas and tools on how to address issues related to active citizenship with children and young people.

The Museum of Saving has also actively contributed, with proposals for events and dedicated training, to the **Sustainable Development Festival, Savings Fair, Turin Book Fair, Turin International Economics Festival, Science Weeks, Varese School Cup, Champions of Life.**

Finally, the Museum of Saving has provided 8 courses as part of initiatives organized by other organizations, for a total of approximately 750 people reached (see attachment for details).

*Go to the dedicated section of the [website](#) for further information.*





20/09/23

**TACKLING SCHOOL  
DROPOUT BY  
ENHANCING HUMAN  
CAPITAL**  
(online)

Within the “Permanent  
Table for Financial  
Education and Social  
Inclusion”.

21/09/23

**IFFM  
ANNUAL MEETING**  
(online)

Open discussion on  
promotional marketing  
strategies for museums  
and focus on museum  
finance and women.

23/09/23

**EUROPEAN HERITAGE  
DAYS: GUIDED TOURS  
“THE TREASURE OF  
MICA”**  
MOS FAMILY-FRIENDLY  
(in person)

Free access and guided  
tours “The Savings Game”,  
a journey from mechanical  
piggy banks to artificial  
intelligence.

28/09/23

**"WHAT A BUSINESS,  
GUYS!" AWARD  
CEREMONY MARCHE  
AND ABRUZZO**  
(online)

Award ceremony for the  
"What a Business, Guys!"  
contest, school year 22-23,  
PCTO FEduF – MoS  
for schools in Marche and  
Abruzzo.

28/09/23

**VOLATILE MARKETS  
LAY EGGS? – BASIC  
TRAINING TO LEARN  
ABOUT ECONOMICS**  
(online)

Launch of “LET’S SCORE  
A TRY! Take care of your  
money”. Guest Luciano  
Canova who presented  
“The Economist on the  
Treadmill”.

01/10/23

**GRANDPARENTS' DAY  
AT THE MUSEUM OF  
SAVING**  
MOS FAMILY FRIENDLY  
(in person)

Special event dedicated to  
grandparents and  
grandchildren.  
“Prick up your ears” lab and  
guided tour of the piggy  
bank collection.

02/10/23

**EDUCATION FOR  
ECONOMIC  
CITIZENSHIP: TOOLS  
AND TEACHING  
RESOURCES TO  
SUPPORT TEACHERS**  
(online)

Presentation of the  
initiatives of the Museum  
of Saving.

03/10/23

**FINANCIAL EDUCATION  
AS A FIELD OF CIVIC  
EDUCATION –  
PRESENTATION  
PCTO MOS**  
(online)

Webinar presentation of the  
PCTO path of the Museum  
of Saving.

04/10/23

**CAN ECONOMICS SAVE  
THE WORLD?**  
(in person and online)

During Edufin month and  
as part of WIW,  
presentation of Erik  
Angner's book "How  
Economics Can Save the  
World".  
Guests Erik Angner and  
Luciano Canova.

05/10/23

**FASHION SCHOOLS  
SPECIAL: HOW TO  
DEVELOP SELF-  
ENTREPRENEURSHIP  
SKILLS**  
(online)

Webinar presenting the  
PCTO FASHION  
SCHOOLS program at the  
Museum of Saving.

10/10/23

**PRESENTATION OF THE  
MUSEUM OF SAVING  
EDUCATIONAL  
PROPOSAL**  
(online)

In collaboration with  
CONSECON and USR  
PIEMONTE, webinar  
dedicated to schools in  
Piedmont.

13/10/23

**ARCO E IRIS:  
THE TALES OF THE  
MUSEUM OF SAVING**  
(online)

Event for primary schools  
to tell about saving and  
financial education  
through the tales of Arco  
and Iris.

17/10/23

**VARESE SCHOOL CUP**  
(online)

As part of the second  
edition of the Varese  
School Cup, webinar for  
school children in the  
province of Varese to  
introduce the topic of  
money management  
through the language of  
sport.

17/10/23

**EDUFIN DAY MARCHE  
AND ABRUZZO**  
(online)

In collaboration with FEduF,  
two exclusive events for  
students and teachers of  
schools in Marche and  
Abruzzo.

17/10/23

**ACHIEVING A GOAL IS  
NOT IMPOSSIBLE**  
(online)

First meeting of the  
training course  
“LET’S SCORE A TRY!  
Take care of your money”.

21/10/23

**SAVINGS AND  
SUSTAINABILITY  
FESTIVAL OF VOGHERA**  
(in person)

On the occasion of the  
Savings and Sustainability  
Festival of Voghera and the  
inauguration of the new  
branch, three educational  
workshops on the theme of  
savings.

24/10/23

**PRESENTATION OF THE  
MUSEUM OF SAVING  
EDUCATIONAL  
PROPOSAL**  
(online)

In collaboration with USR  
TOSCANA, webinar  
dedicated to schools in the  
Tuscany region.

25/10/23

**DIGITAL SMART LIVE**  
(online)

On the occasion of  
Cybersecurity Month,  
in collaboration with  
the Cybersecurity Division  
of Intesa Sanpaolo,  
webinar dedicated to  
secondary schools on  
cybersecurity.

25/10/23

**ADULTS, DRRICK UP  
YOUR EARS!**  
(online)

On the occasion of  
Cybersecurity Month,  
in collaboration with  
the Cybersecurity Division  
of Intesa Sanpaolo,  
webinar dedicated to  
adults on cybersecurity.

26/10/23

**SAVINGS AND  
FINANCIAL EDUCATION  
DAY FOR MUNICIPIO4  
OF BARI**  
(in person)

Workshop, dedicated to  
primary schools, on  
circular economy and  
sustainable mobility and  
team competition.

27/10/23

**DEALING WITH  
UNCERTAINTY:  
EDUCATIONAL TOOLS  
AND STRATEGIES TO  
GUIDE CHILDREN IN A  
CHANGING WORLD**  
(online)

In collaboration with  
TUTTOSCUOLA, webinar  
for teachers of schools of  
all levels.

30/10/23

**PRESENTATION OF THE  
MUSEUM OF SAVING  
EDUCATIONAL  
PROPOSAL**  
(online)

In collaboration with USR  
EMILIA ROMAGNA,  
webinar dedicated to  
schools in the Emilia  
Romagna region.

07/11/23

**WARS AND MONEY  
CYCLE "FINANCIAL  
EDUCATION MEETS  
HISTORY"**  
(online)

A series of events to  
understand finance  
through a look at history.  
Guest Alessandro Giraud,  
economist and writer.

07/11/23

**TRUST AND  
RESPONSIBILITY: THE  
ESSENTIAL  
INGREDIENTS FOR  
TOMORROW'S CITIZENS**  
(online)

With MOIGE, first app. to  
reflect on the theme of how  
to help youngsters become  
aware and participating  
citizens of society.

07/11/23

**THE VALUE OF MONEY  
OVER TIME**  
(online)

Second meeting of the  
training course  
"LET'S SCORE A TRY!  
Take care of your money".

10/11/23

**ECONOMY IS WOMAN**  
(online)

Testimonies of some  
successful women to  
understand how  
economics is a profession  
very suitable for women,  
who not only can, but must  
start dealing with money.

12/11/23

**NITTO ATP FINALS  
SPECIAL – MATCH  
POINT! FAMILY  
DOUBLES CHALLENGE  
FAMILY-FRIENDLY MOS**  
(in person)

At the 2023 Nitto ATP  
Finals, an exciting family  
challenge.

20/11/23

**ECONOMIC LEGALITY  
DEBT AND USURY: HOW  
TO DEFEND YOURSELF?**  
(online)

With the Regional Council  
of Piedmont and the  
Regional Usury  
Observatory, webinar  
dedicated to high schools  
(1st edition 2023).

21/11/23

**CIRCULAR ECONOMY  
AND GREEN ECONOMY:  
HOW TO SAVE THE  
PLANET'S  
BIODIVERSITY**  
(online)

On the occasion of  
National Tree Day,  
webinar dedicated to  
middle schools.

25/11/23

**HOW MUCH DO WISHES  
COST  
MICA IL SOLITO LAB**  
(in person)

Lab for children  
6-8 years to recognize coins  
and banknotes, understand  
how much money is worth  
and how it is earned and  
understand the importance  
of saving.

27/11/23

**IFFM  
ANNUAL MEETING**  
(online)

Second annual meeting.  
Initiative presentation  
2023-2024.  
Sharing ideas, contents and  
perspectives.

28/11/23

**INFLATION**  
(online)

Third meeting of the  
training course  
"LET'S SCORE A TRY!  
Take care of your money".

29/11/23

**ECONOMIC LEGALITY  
DEBT AND USURY: HOW  
TO DEFEND YOURSELF?**  
(online)

With the Regional Council  
of Piedmont and the  
Regional Usury  
Observatory, webinar  
dedicated to high schools  
(2nd edition 2023).

29/11/23

**WHEN YOUR LOVE ASKS  
YOU FOR A RECEIPT –  
ECONOMIC VIOLENCE,  
AN UNDERESTIMATED  
PHENOMENON**  
(in person and online)

With the General States of  
Women, on the occasion of  
the International Day for  
the Elimination of  
Violence against Women.

30/11/23

**WHAT ARTIFICIAL  
INTELLIGENCES CAN  
(NOT) DO**  
(online)

An informative meeting  
dedicated to adults on the  
applications of AI and the  
impact it can have on our  
society.

04/12/23

**BSFC SCHOOL**  
(in person)

Initiative promoted by  
Brescia Calcio BSFC and  
Intesa Sanpaolo in favor of  
high schools in the Brescia  
area: students were able to  
listen to the athletes'  
testimonies and discover  
curiosities about money  
with edu-quiz by MoS.

04/12/23

**HOW IMPORTANT IS  
THE FAMILY IN THE  
APPROACH TO THE USE  
OF MONEY BY THE NEW  
GENERATIONS**  
(online)

In collaboration with  
MOIGE, second  
appointment of the series.

4-5/12/23

**MY PLACE IN THE  
WORLD**  
(in person and online)

**TO DO OR NOT TO DO?**

8th edition of the festival  
in collaboration with the  
Fondazione Teatro  
Donizetti of Bergamo and  
the Teatro Grande of  
Brescia.

13-14/12/23

**CAMPUS SCHOOL STAR  
2023**  
(in person)

In collaboration with LIUC  
– Università Cattaneo,  
2023 edition of the  
Campus, the first project  
in Italy that rewards talents  
from high schools, winners  
of the MUR Olympics

16/12/23

**COOKING WITH  
FOR & MICA  
MICA IL SOLITO LAB**  
(in person)

Workshop for children to  
reflect on the dimensions  
and consequences of food  
waste and to learn how to  
avoid it.

03/01/24

**POCKET MONEY AND  
SAVINGS  
MICA IL SOLITO LAB**  
(in person)

Workshop for children  
8-10 years old to learn  
about the history of  
money, test themselves in  
money management and  
discover their attitude  
towards money.

15/01/24

**MANAGING EMOTIONS  
AND DEVELOPING  
EMPATHY**  
(online)

With MOIGE, to reflect on  
the theme of how to help  
youngsters become aware  
and participating citizens of  
society.

16/01/24

**SAVING AND PLANNING**  
(online)

Fourth meeting of the  
training course  
"LET'S SCORE A TRY!  
Take care of your money".

17/01/24

**CHAMPIONS OF LIFE  
ROME**  
(in person)

Cycle supported by Intesa  
Sanpaolo with the aim of  
promoting dialogue  
between youngsters and  
the Italian champions of  
Paralympic disciplines.  
The Museum animated  
with interactive financial  
education quizzes.

31/01/24

**CHAMPIONS OF LIFE  
TURIN**  
(in person)

Cycle supported by Intesa  
Sanpaolo with the aim of  
promoting dialogue  
between youngsters and the  
Italian champions of  
Paralympic disciplines. The  
Museum animated with  
interactive financial  
education quizzes.

01/02/24

**SAVE AMBASSADORS:  
AWARD CEREMONY**  
(online)

Joint initiative promoted by  
FLITIN for high schools,  
involving seven foreign  
countries.  
Based on the contents of  
the Museum's SAVE V.T.

06/02/24

**PRICK UP YOUR EARS!  
LET'S DISCOVER  
CYBERSECURITY  
TOGETHER**  
(online)

On the occasion of Safer  
Internet Day, with the  
Cybersecurity Department  
of Intesa Sanpaolo, webinar  
dedicated to middle  
schools.

06/02/24

**CYBER SECURITY: HOW  
TO NAVIGATE SCAMS  
AND AI**  
(online)

On the occasion of Safer  
Internet Day, with the  
Cybersecurity Department  
of Intesa Sanpaolo, webinar  
dedicated to high schools.

06/02/24

**THE BANK**  
(online)

Fifth meeting of the training course  
"LET'S SCORE A TRY!  
Take care of your money".

14/02/24

**ECONOMIC AWARENESS  
AND FINANCIAL  
CHOICES**  
(online)

First meeting of the training course  
"Warm up your muscles: a 10-stage marathon to become the protagonist of your financial future", reserved for Carta Giovani holders.

15/02/24

**CHAMPIONS OF LIFE  
MONZA**  
(in person)

Cycle supported by Intesa Sanpaolo with the aim of promoting dialogue between youngsters and the Italian champions of Paralympic disciplines. The Museum animated with interactive financial education quizzes.

19/02/24

**BSFC SCHOOL**  
(in person)

Initiative promoted by Brescia Calcio BSFC and Intesa Sanpaolo in favor of high schools in the Brescia area: students were able to listen to the athletes' testimonies and discover curiosities about money with edu-quiz by MoS.

22/02/24

**NEW ADMIRE ROOM  
WHERE ECONOMY  
MEETS ART**  
(in person)

Inauguration of the new interactive exhibit "Admire", a physical and virtual space that conveys economic concepts through some famous moving works of art.

27/02/24

**DEBT**  
(online)

Sixth meeting of the training course  
"LET'S SCORE A TRY!  
Take care of your money".

28/02/24

**CHAMPIONS OF LIFE  
LECCE**  
(in person)

Cycle supported by Intesa Sanpaolo with the aim of promoting dialogue between youngsters and the Italian champions of Paralympic disciplines. The Museum animated with interactive financial education quizzes.

28/02/24

**THE VALUE OF MONEY  
OVER TIME**  
(online)

Second meeting of the training course  
"Warm up your muscles: a 10-stage marathon to become the protagonist of your financial future", reserved for Carta Giovani holders.

05/03/24

**WHEN MONEY GREW  
ON TREES**

**SERIES "FINANCIAL  
EDUCATION MEETS  
HISTORY"**  
(online)

Guest Alessandro Giraud, economist and writer.

06/03/24

**WOMEN'S ECONOMIC  
INDEPENDENCE  
THROUGH CINEMA**  
(in person)

Event organized in proximity to Women's Day and in collaboration with the National Museum of Cinema.

07/03/24

**EDUCATIONAL CO-  
RESPONSIBILITY: THE  
ROLE OF THE  
EDUCATIONAL  
COMMUNITY**  
(online)

With MOIGE, fourth app. to reflect on the theme of how to help youngsters become aware and participating citizens of society.

12/03/24

**CHAMPIONS OF LIFE  
CAGLIARI**  
(in person)

Cycle supported by Intesa Sanpaolo with the aim of promoting dialogue between youngsters and the Italian champions of Paralympic disciplines. The Museum animated with interactive financial education quizzes.

13/03/24

**INFLATION**  
(online)

Third meeting of the training course  
"Warm up your muscles: a 10-stage marathon to become the protagonist of your financial future", reserved for Carta Giovani holders.

14/03/24

**COUNTING THE  
ECONOMY AND TELLING  
THE MATHEMATICS**  
(online)

On the occasion of PI GRECO Day, dedicated to high schools. Guests Rocco Dedda, author, teacher and influencer of mathematics and Gian Italo Bischi, teacher at the University of Urbino.

15/03/24

**THE IMPORTANCE OF  
THINKING ABOUT THE  
FUTURE: PENSION  
SYSTEM AND SOCIAL  
SECURITY**  
(online)

Within the framework of the "Permanent Table for Financial Education and Social Inclusion".

16/03/24

**PRICK UP YOUR EARS  
MICA IL SOLITO LAB**  
(in person)

Workshop for children aged 10-13. The children tested their knowledge and skills in creating secure passwords and protecting social profiles.



19/03/24

**RATE, DURATION AND  
AMORTIZATION OF  
FINANCING**

(online)

Seventh meeting of the training course  
"LET'S SCORE A TRY!  
Take care of your money".

22/03/24

**HOW MUCH DO WISHES  
COST? MICA THE ANT  
AND THE BIRTHDAY  
PRESENT**

(online)

As part of Global Money Week 2024, a webinar dedicated to primary schools on money, savings and goals.

22/03/24 - 18/04/24

**ECO-QUIZ 2024: 3RD ED.  
FOR MIDDLE SCHOOLS  
ON ECONOMIC  
CITIZENSHIP**

(online)

On the occasion of the International Festival of Economics in Turin, with the Foundation for the School of the Compagnia di Sanpaolo and the I.C. T. Einaudi of Parma.

27/03/24

**SAVINGS AND PLANNING**  
(online)

Fourth meeting of the training course  
"Warm up your muscles: a 10-stage marathon to become the protagonist of your financial future", reserved for Carta Giovani holders.

05/04/24

**EDUFIN AND SPORT:  
PASSION AND PLANNING  
FOR SUCCESS**  
(online)

On the occasion of the International Day of Sport for Development and Peace, guest Marta Rossi, Marketing and special events director of Master Group Sport.

07/04/24

**LET'S DRAW ART 2024**  
(in person)

Initiative promoted by the Museum Subscription Association, "SAVE-The ideal city" workshop for children aged 11-13 to learn more about the characteristics and advantages of the circular economy and environmental protection.

08/04/24

**BSFC SCHOOL**  
(in person)

Initiative promoted by Brescia Calcio BSFC and Intesa Sanpaolo in favor of high schools in the Brescia area: students were able to listen to the athletes' testimonies and discover curiosities about money with edu-quiz by MoS.

09/04/24

**INVESTMENT**  
(online)

Eighth meeting of the training course  
"LET'S SCORE A TRY! Take care of your money".

10/04/24

**THE BANK**  
(online)

Fifth meeting of the training course  
"Warm up your muscles: a 10-stage marathon to become the protagonist of your financial future", reserved for Carta Giovani holders.

11/04/24

**THE DIFFICULT  
BALANCE BETWEEN  
INFODEMIC AND  
DISINFORMATION**  
(in person)

At the Salone del Risparmio, an event dedicated to high schools.

11/04/24

**HOW TO INCREASE  
SELF-ESTEEM IN  
YOUNGSTERS: SOME  
POSITIVE EXPERIMENTS**  
(online)

With MOIGE, the fifth app. to reflect on the theme of how to help youngsters become aware and participating citizens of society.

20/04/24

**S.A.V.E. TRAVELING  
INTO THE FUTURE  
MICA IL SOLITO LAB**  
(in person)

Workshop for children aged 6-10 on sustainability issues, in particular sustainable mobility.

22/04/24

**FROM COWBOYS TO  
ASTRONAUTS TO SAVE  
THE PLANET**  
(online)

On the occasion of Earth Day, a webinar dedicated to primary schools to celebrate the environment and promote the protection of our planet.

22/04/24

**BSFC SCHOOL**  
(in person)

Initiative promoted by Brescia Calcio BSFC and Intesa Sanpaolo in favor of high schools in the Brescia area: students were able to listen to the athletes' testimonies and discover curiosities about money with edu-quiz by MoS.

23/04/24

**A BOOK IN 30 MINUTES**  
(online)

On the occasion of Book Day, Melissa Panarello, author of novels and essays and literary agent, presents her book "Storia dei miei soldi".

24/04/24

**DEBT**  
(online)

Sixth meeting of the training course  
"Warm up your muscles: a 10-stage marathon to become the protagonist of your financial future", reserved for Carta Giovani holders.



03/05/24

**CHOOSE THE RIGHT  
INFORMATION! – AN  
INTERACTIVE LESSON  
TO EXERCISE OUR  
CRITICAL SPIRIT**  
(online)

On the occasion of World  
Press Freedom Day,  
dedicated to high schools.

05/05/24

**FREE ENTRY IN PINK  
JERSEY!**  
(in person)

On the occasion of the  
opening stage of the Giro  
d'Italia in Turin, free  
entry for all those who  
wore the pink jersey.

07/05/24

**FINANCIAL  
INSTRUMENTS**  
(online)

Ninth meeting of the  
training course  
"LET'S SCORE A TRY!  
Take care of your money".

01-31/05/24

**INTERNATIONAL  
FESTIVAL OF  
ECONOMICS 2024**  
(in person)

For schools, a vast program  
of activities:  
"Monetopoli",  
"In Search of the Piggy  
Bank" and  
"Economics for Everyone".

08/05/24

**TASSO, DURATA E  
AMMORTAMENTO DEI  
FINANZIAMENTI**  
(online)

Seventh meeting of the  
training course  
"Warm up your muscles: a  
10-stage marathon to  
become the protagonist of  
your financial future",  
reserved for Carta Giovani  
holders.

12/05/24

**MOTHER'S DAY AT  
MOS**  
(in person)

Free admission to the  
Museum of Saving for  
all mothers and their  
children.

13/05/24

**CHEFS OR ECONOMISTS?**  
(in person)

At the Salone del Libro in  
Turin, a meeting open to  
schools for the presentation  
of the new book "A pinch of  
economy", with the authors  
Canova and Paladino and  
the chefs Caranchini and  
Girardi.

15/05/24

**GREEN HEROES: GREEN  
INNOVATORS  
SAVE TALKS SERIES –  
AMBASSADORS OF  
CHANGE**  
(online)

Unique meeting with  
GreenHeroes:  
Noemi De Santis, Luciano  
Marson and Karin Friebe.

18/05/24

**INTERNATIONAL  
MUSEUM DAY**  
(in person)

Free admission,  
educational workshops for  
children, guided tours of  
the museum and the piggy  
bank collection.

22/05/24

**TRAVELING WITH FOR  
AND MICA TO SAVE THE  
PLANET'S BIODIVERSITY**  
(online)

As part of the Sustainable  
Development Festival and  
on the occasion of World  
Biodiversity Day, webinar  
dedicated to primaries.

22/05/24

**INVESTMENT**  
(online)

Eighth meeting of the  
training course  
"Warm up your muscles: a  
10-stage marathon to  
become the protagonist of  
your financial future",  
reserved for Carta Giovani  
holders.

25/05/24

**TRAVELING WITH FOR  
AND MICA TO  
DISCOVER THE MONEY**  
(in person)

On the occasion of the  
opening of the new Gioia  
22 skyscraper of Intesa  
Sanpaolo, workshops for  
the children of the  
employees.

27/05/24

**DIGITAL DIVIDE: HOW  
SOCIAL INCLUSION  
ALSO PASSES  
THROUGH  
DIGITALIZATION**  
(online)

Within the "Permanent  
Table for Financial  
Education and Social  
Inclusion".

27/05/24

**ARTIFICIAL  
INTELLIGENCE AND  
MONEY MANAGEMENT:  
RISKS AND  
OPPORTUNITIES**  
(online)

Webinar dedicated to all  
young Carta Giovani  
holders.  
Guests Elena Beccalli and  
Laura Li Puma.

28/05/24

**DIGITAL PAYMENTS  
AND  
CRYPTOCURRENCIES**  
(online)

Tenth and final meeting  
of the training course  
"LET'S SCORE A TRY!  
Take care of your  
money".

29/05/24

**ECONOMIC  
EMPOWERMENT TO  
PROMOTE SOCIAL  
INCLUSION: TOOLS AND  
EXPERIENCES  
COMPARED**  
(in person)

On the occasion of Cultural  
Diversity Day, a meeting for  
educators and Third Sector  
operators.

30/05/24

**TRAINING ECONOMIC  
AND FINANCIAL SKILLS  
TO BE FREE CITIZENS  
(in presence)**

On the occasion of the International Festival of Economics 2024, guests Elsa Fornero and Daniele Previati. Moderator Claudia Luise from La Stampa.

05/06/24

**FINANCIAL  
INSTRUMENTS  
(online)**

Ninth meeting of the training course  
“Warm up your muscles: a 10-stage marathon to become the protagonist of your financial future”, reserved for Carta Giovani holders.

12/06/24

**HOW TO DEFEND  
YOURSELF FROM  
ECONOMIC VIOLENCE  
AND DOMESTIC  
VIOLENCE  
(in person)**

Promoted by the Working Group “Discrimination? No thanks!” within the Committee for Female Entrepreneurship of the Turin Chamber of Commerce.

15/06/24

**THE CLIMB –  
THE NEW MOS ESCAPE  
ROOM  
(in person)**

Inauguration of the new Escape Room of the Museum of Saving.

19/06/24

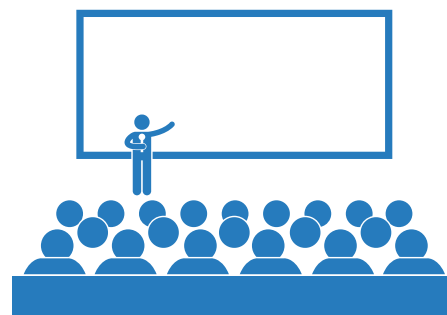
**ELECTRONIC  
PAYMENTS, DIGITAL  
MONEY AND  
CRYPTOCURRENCIES  
(online)**

Tenth and final meeting of the training course  
“Warm up your muscles: a 10-stage marathon to become the protagonist of your financial future”, reserved for Carta Giovani holders.



## EDUCATIONAL ACTIVITIES

# TEACHING EVENTS ORGANIZED BY THIRD PARTIES



27/09/23

### UPO JUNIOR

Within the Research Week, an initiative promoted by the University of Eastern Piedmont for primary and middle schools. The Museum has joined by providing a laboratory on economic-environmental sustainability.

18/10/23

### YOUNGSTERS MATTER: FINANCIAL EDUCATION AS A MEANS TO RAISE ACTIVE AND AWARE CITIZENS

At the National Student Fair of Campus in Rome Fiera, an event dedicated to high schools throughout Italy.

23/11/23

### GENDER DISPARITY IN FINANCIAL EDUCATION IN ITALY

Conference at the University of Bergamo, in collaboration with the Gender Commission of the Italian Society of Economics and the Pesenti Foundation and CESC.

01/12/23

### SOROPTIMIST AWARDING WOMEN

Conference promoted by Soroptimist International d'Italia with the Università Cattolica del Sacro Cuore. A reflection on the role of women in society from authoritative points of view: managerial, entrepreneurial and of norms.

19/01/24

### NOTTE BIANCA LES THE FUTURE THAT AWAITS US

Conference on the circular economy on the occasion of the Open Day of the Liceo Classico Statale "Cagnazzi" in Altamura (BA)

07/02/24

### CEREMONY FOR THE AWARDING OF THE "WEALTH ADVISOR" CERTIFICATE

At the Università Cattolica del Sacro Cuore in Milan, the "Wealth Advisor" certificate was awarded to 185 professionals from Fideuram and Sanpaolo Invest.

27/02/24

### ROTARY CLUB CIRIÈ VALLI OF LANZO

Promoted by Rotary Club Ciriè Valli of Lanzo, meeting dedicated to saving, piggy bank and planning.

28/05/24

### WHEN LOVE ASKS YOU FOR THE BILL INCLUSION WEEK 27 - 31 MAY 2024 ISP

Webinar to delve deeper into the topic of gender-based economic violence.



## **Contacts**

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