



MUSEUM OF SAVING

# ACTIVITY REPORT

INITIATIVES FOR SCHOOLS

SEPTEMBER 2024  
JUNE 2025

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MUSEO DEL RISPARMIO

# CULTIVATING THE FUTURE AND AWARENESS WITH THE MUSEUM OF SAVING

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



In an increasingly complex global economic context, characterized by uncertainty and rapid, disruptive technological progress, financial education represents a valuable tool for **developing those transversal skills** that help people think critically, make informed decisions, and protect themselves from mistakes or manipulation.

The recent Guidelines for the teaching of civic education (2024), of which financial education now forms an integral part, reaffirm the central role of the school—together with the family and other local institutions—in accompanying students along the path that leads them to **become responsible, autonomous, aware, and engaged citizens** in a constantly changing society.

In this context, the **educational alliance** between families and institutions—both public and private—is essential, as they can provide skills and resources to enable young people to achieve adequate awareness.

Educating in saving means much more than “learning to manage money”: it means providing the knowledge and skills that allow people to **consciously manage the resources** at their disposal, often limited, but useful for achieving life goals and facing the future with less anxiety.

Starting from this vision, the Museum of Saving has chosen to propose initiatives and programs that go beyond the mere transmission of knowledge, aiming instead to **stimulate a cultural and personal change**. The goal is to foster the development of key transversal skills indicated by the European Council<sup>1</sup> and the OECD<sup>2</sup> as essential for facing the challenges of tomorrow.<sup>3</sup>

Through our educational paths, workshops, and outreach events, we train children and young people to evaluate risks and opportunities, think in terms of time horizons, cultivate perseverance in pursuing goals, manage time and information effectively, and translate ideas and desires into concrete actions.

Solving real financial problems—such as making intertemporal choices about how much to consume today versus in the future, managing a budget, using different payment instruments, building an investment portfolio, or creating a retirement plan—requires strategic thinking, creativity, and adaptability.

<sup>1</sup> World Economic Forum, *The future of jobs report 2025*

<sup>2</sup> OCSE, *Trends Shaping Education 2025*

<sup>3</sup> *Digitalization, sustainability, globalization, economic uncertainty, demographic evolution, hybrid work, and increasing inequalities*

# CULTIVATING THE FUTURE AND AWARENESS WITH THE MUSEUM OF SAVING

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In the 2024–25 school year, we expanded the range of structured programs already available for high schools and introduced the new EduFin&Fun program for primary and middle schools. In addition, we created a schedule of 31 outreach events, differentiated by school level, to explore connections with other subjects—such as history, through the "EduFin & History" series, or physics, thanks to the participation of professor and science communicator Vincenzo Schettini—and with current economic affairs.

Our teaching methodology is active and inclusive, using diverse tools and languages: for younger children we use games and storytelling, while for older students we offer role-playing, simulations, and practical cases that help them plan goals and economic choices. **The playful and emotional dimension** is central to our programs: play facilitates learning by turning abstract concepts into meaningful experiences.

At the same time, **teacher training** has been carefully developed, offering webinars—in collaboration with Regional School Offices—dedicated to illustrating tools and content for bringing financial education into the classroom, and a structured ten-session course called "Fai meta (Let's score a try)", to deepen their economic-financial knowledge. Teachers also had the opportunity to participate in sessions dedicated to methodological aspects and how to enhance the human capital of children and youth (the "Youth at the Center" series promoted by the Museum of Saving in collaboration with MOIGE).

Our goal for the next school year is to further extend and strengthen the network of collaboration with schools, public institutions, universities, companies, and associations, in order to increase our educational impact and contribute to lasting financial well-being, for the benefit of individuals and society as a whole.

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## OVERVIEW

# KNOWLEDGE IN ACTION



In the school year from September 2024 to June 2025, the educational activities of the Museum of Saving, delivered online, in hybrid format, and in person, reached a total of **117,000 students** and teachers from primary, middle, and high schools throughout Italy.

The classes were engaged through the delivery of over **1,500 educational sessions** (online financial education programs, workshops, thematic guided tours, in-depth events), totaling more than **2,100 hours of training**. In particular, 7,494 children and young people took part in in-person activities, either at the Museum's physical location or off-site, while 108,702 students were involved in remote learning activities, always with the support of a dedicated tutor.

For primary and middle school students, the **EDU FIN&FUN** program was introduced – a workshop-based pathway in economic citizenship education, consisting of three sessions led by a Museum of Saving tutor, involving 217 classes and over **4,400 students** across Italy. The teaching approach is interactive and based on edutainment and learning through multimedia and play.

Topics covered included: the history and role of money, personal budget management, online shopping safety, and the pros and cons of digital payments.

In parallel, **a schedule of 16 outreach events** was offered to primary and middle school classes, designed to spread basic financial culture in a playful yet rigorous way. These events were hosted by the Museum's mascots For and Mica, alongside experts and role models, and were attended by **over 47,600 students aged 7–13**.

For high school students, the **"Paths for Transversal Skills and Orientation (PCTO)" offered by the Museum of Saving** were expanded and enriched. In addition to a basic six-module pathway, special modules were introduced focusing on topics such as circular and inclusive economy and cybersecurity applied to online purchases and payments. Tailored programs were also developed for fashion and design schools, sports high schools, and high schools specializing in "Made in Italy" subjects. In total, the structured financial education programs for high schools involved 250 classes and **4,887 students** from 12 Italian regions, an increase of 53% compared to the previous school year.

## OVERVIEW

# KNOWLEDGE IN ACTION



The Museum of Saving also offered a schedule of **15 in-depth events for high schools, attended by over 36,000 students**. Thanks to the involvement of experts, these events fostered critical reflection on the connections between economics and other disciplines such as history, mathematics, physics, and environmental sustainability.

As in previous years, particular attention was dedicated to some cross-cutting topics of pressing relevance, closely linked to financial education, such as digital safety education and sustainability. The outreach webinars organized for "Cybersecurity Month" and "Safer Internet Day" involved **approximately 16,900 students**.

In the area of circular economy and management of scarce resources, the Museum continued its educational activities through the S.A.V.E. Virtual Tour, a teaching project developed in collaboration with the EIB Institute. Since 2018, the program's educational content has been used by **over 1,600 classes and 44,500 students**.

Numerous other projects for schools and students were also developed in collaboration with public and private institutions, including:

- **"School for Life"**, coordinated by Consorzio ELIS together with several

major Italian companies, aimed at helping young people discover their talents and explore topics of interest to guide their future life and career choices;

- **"Next-Land"**, created by the Next-Level Association with support from Fondazione Vodafone Italia, Compagnia di San Paolo, Fondazione CRT, and the Chamber of Commerce of Turin, aimed at training young people in STEM subjects through innovative and widespread educational methods;
- **"Economic Legality Competition"**, promoted by the Regional Usury Observatory of the Piedmont Regional Council, to raise awareness among young people about issues related to debt and usury;
- **"Varese School Cup"**, an initiative for students in the Province of Varese that introduces basic concepts of financial education through the design of a sports event;
- **"Deploy your Talents"** which aims to promote encounters between schools and businesses, in collaboration with Fondazione Sodalitas;
- **"The Beautiful Season"**, a play-based educational initiative by Compagnia di San Paolo, implemented for children aged 6 to 13 during the school holiday period.

## OVERVIEW

# KNOWLEDGE IN ACTION

The educational formats of the Museum of Saving were successfully offered beyond national borders as well. Thanks to the efforts of **FLITIN – FINANCIAL LITERACY INTERNATIONAL NETWORK**, the network of ambassadors from the Intesa Sanpaolo Group, which—at the initiative of the Museum of Saving—aims to promote financial education in Albania, Bosnia and Herzegovina, Croatia, Egypt, Moldova, Romania, Serbia, Slovenia, Slovakia, Ukraine, and Hungary, **over 12,300 students** were reached.

**Support activities for teachers** also continued, with **12 dedicated webinars** through which they could acquire tools and methodologies for teaching financial education in the classroom.

These included reflections on possible interdisciplinary crossovers (e.g., the event "A pinch of economics", which explored the connections between cooking and financial education), links with neuroscience (e.g., the event "Understanding differences to enhance learning"), and methods to promote the valorization of young people's human capital (e.g., the event "How beauty can educate and inspire young people"). Teachers were also the target audience for the FAI META program: ten monthly sessions designed to strengthen their personal financial literacy.



**117.194**

USERS REACHED



**1.545**

EDUCATIONAL AND  
INFORMATIVE INITIATIVES



**2.118**

TRAINING / INFORMATIVE  
HOURS DELIVERED

## EDUFIN PATHWAYS

# P.C.T.O.

## PATHWAYS FOR TRANSVERSAL SKILLS AND ORIENTATION

In the 2024–25 school year, the “Pathways for Transversal Skills and Orientation (PCTO)” program offered by the Museum of Saving was expanded and diversified, providing six thematic modules on basic financial education, with a total duration of 60 hours, which schools can report for compliance with legal requirements.

The modules provide financial literacy knowledge that should be part of the knowledge base of any citizen, regardless of their school curriculum. They cover various topics, including the history and evolution of money, basic investment concepts, economic information, and entrepreneurship.

In the 2024–2025 school year, a total of 144 classes and **2,914 students from 12 Italian regions** (Piedmont, Lombardy, Liguria, Veneto, Tuscany, Emilia-Romagna, Marche, Lazio, Campania, Apulia, Sicily, Sardinia) participated in the basic PCTO modules by the Museum of Saving (MdR), with a total of 170 live sessions.

In addition to the basic MdR PCTO, the Museum of Saving expanded its educational offer by making available several specialized modules designed to meet the specific needs of schools, reaching a total of **1,973 students**.



### DIGITAL SMART: PUT CYBERSECURITY INTO PRACTICE

A course that introduces the basic principles of cybersecurity applied to digital payments, also through insights into the world of ICT (Information and Communication Technology) and Artificial Intelligence.



### SAVE AMBASSADOR: CIRCULAR AND INCLUSIVE ECONOMY

A course that introduces new models of sustainable and inclusive production and consumption, with a focus on the topic of the Circular Economy.



### FASHION SCHOOLS: ENTREPRENEURSHIP

Aimed at Fashion and Design schools, this course seeks to stimulate reflection on entrepreneurship culture as applied to the fashion sector.



### EDUFIN & SPORT

Designed especially for sports-oriented high schools, this course explores the synergies between money management and athletic performance.



### MADE IN ITALY HIGH SCHOOL COURSE

Targeted at students in the new “Made in Italy” curriculum, this course develops the entrepreneurial and financial skills needed to enhance and promote Made in Italy production.



75

SCHOOLS



250

CLASSES



4.887

PARTICIPANTS



232.5

TRAINING  
SESSIONS


367.5

TRAINING  
HOURS

## EDUFIN PATHWAYS

# S.A.V.E. VIRTUAL TOUR

“S.A.V.E.” (acronym for Sustainability, Action, Voyage, Experience) is a project focused on financial literacy and sustainability education, designed in partnership with the EIB Institute, and aimed at schools of all levels.

The project offers teachers of both middle and high schools a wide range of multimedia content to introduce the topic of the circular economy in the classroom. From 2018 to today, the materials have been used by over 1,600 classes and **44,500 students** throughout Italy.



Connected to the project is the educational initiative **“S.A.V.E. Ambassadors”**, which involves teamwork among students to develop projects tailored to their school level. The activities can be officially counted as 10 hours for PCTO (Pathways for Transversal Skills and Orientation) or Civic Education purposes.

Out of the total participants, in the most recent school year, the “S.A.V.E. Ambassadors” initiative involved **approximately 2,772 Italian students and 2,845 foreign students**.



120

SCHOOLS



283

CLASSES



5.617

PARTICIPANTS



63

TRAINING  
SESSIONS



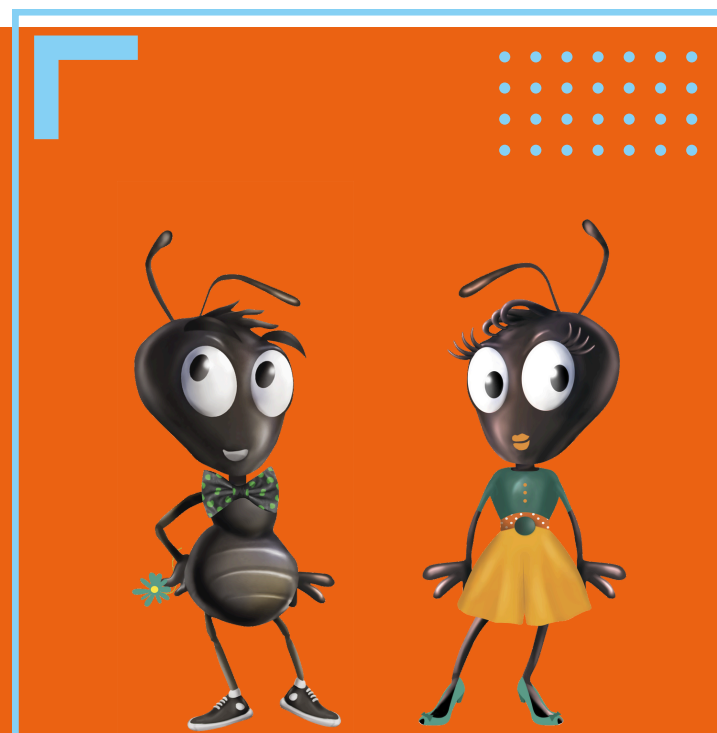
120

TRAINING  
HOURS

## EDU FIN&FUN

EDU FIN&FUN is a hands-on educational pathway in economic citizenship, made up of a series of sessions through which children and young people acquire basic knowledge for the proper use of money. The teaching method is interactive and playful, following the edutainment approach that characterizes the initiatives of the Museum of Saving.

The program involved 124 classes and **2,228 students from primary schools** and 93 classes and **2,185 students from middle schools**. A total of 246 sessions were organized.





## OTHER SCHOOL PROJECTS

# NEXT-LAND

NEXT-LAND is an experimental project designed by the association Next-Level, with the support of Fondazione Vodafone Italia, Compagnia di San Paolo, Fondazione CRT, and the Chamber of Commerce of Turin, with the Museum of Saving as a partner. Targeted at middle school students, it consists of a training path in STEM subjects (Science, Technology, Engineering, and Mathematics) through an innovative and widespread teaching approach involving universities and city museums.

The Museum of Saving designed and developed two workshops for the classes participating in NEXT-LAND: "INFO-MANIA. Choose the right information", in collaboration with the Politecnico di Torino, and "The rate race" to reflect on the concepts of simple and compound interest. The formats were offered during the 2024-25 school year to **644 middle school students**.



10

SCHOOLS



33

CLASSES



644

PARTICIPANTS



31

TRAINING  
SESSIONS



88.5

TRAINING  
HOURS

## SCHOOL FOR LIFE

SCHOOL FOR LIFE is a program coordinated by the ELIS Consortium, aimed at students in middle and high schools, particularly in areas with high school dropout rates. It involves companies and institutions that offer students their specialized skills.

The Museum of Saving contributed by organizing 45 workshop sessions on personal budget planning and management, involving a total of **24 classes and 509 middle school students**.

## THE BEAUTIFUL SEASON

The Beautiful Season (La Bella Stagione) is an initiative promoted by Compagnia di San Paolo to offer a rich catalog of educational activities for girls and boys aged 6 to 13 during the summer period. The Museum of Saving takes part in the initiative by offering free workshops to summer camp groups, designed to convey basic concepts of sustainability and mindful resource management in a playful and fun way.

During the reference period, **33 summer camp groups** were welcomed, for a total of **over 860 participants**.

## OTHER SCHOOL PROJECTS

# INTERNATIONAL ACTIVITIES

The Museum of Saving continued to exchange experiences and develop projects with international partners, particularly through the International Federation of Finance Museums (IFFM), the global network of finance museums of which it is a founding member, and FLITIN – FINANCIAL LITERACY INTERNATIONAL NETWORK<sup>4</sup>, a network of ambassadors from the Intesa Sanpaolo Group aimed at promoting financial education in Italy, Albania, Bosnia and Herzegovina, Croatia, Ukraine, Egypt, Moldova, Romania, Serbia, Slovenia, Slovakia, and Hungary.

During its third year of activity, FLITIN promoted the third edition of two educational initiatives: "S.A.V.E. Ambassador", focused on sustainability and the circular economy, and "Money Master Challenge", a quiz exploring curious facts about money and finance. Additionally, a special format was launched to raise awareness among students about online transaction safety, on the occasion of Safer Internet Day, and another initiative dedicated to the circular economy during Earth Day.

The various initiatives reached **over 12,300 students across 9 countries**



<sup>4</sup> FLITIN is an informal network of financial education ambassadors supported by the Museum of Saving and coordinated by the International Subsidiary Banks Division of Intesa Sanpaolo. The network includes: 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 Bosna i Hercegovina, Privredna Banka Zagreb (Croatia), VUB Banka (Slovakia), and Pravex Bank (Ukraine).

## INFORMATIVE ACTIVITIES

# EVENTS

Through a rich program of events that renews every year in terms of content and speakers, the Museum of Saving promotes financial literacy for students and teachers of schools of all levels. This is complemented by financial education interventions and teaching within initiatives organized by third parties.

During the considered period, a total of **43 informative events** were organized for students and teachers, with the participation of **over 84,000 people and 1,000 views** on the Museum's YouTube channel.

Using formats based on edutainment and the contamination with different disciplines and sectors, the events allowed the addressing of basic financial education concepts, but also cybersecurity and digital security, artificial intelligence and cryptocurrencies, human capital, circular economy.

The Museum of Saving has also actively contributed, with proposals for dedicated events and training, to the **Biennale Democrazia events, Sustainable Development Festival, International Economics Festival of Turin, Science Weeks, Varese School Cup**. Seven were the teaching interventions by the Museum of Saving within initiatives organized by other entities, reaching a total of about 600 students and teachers.

Among the most important events:

- the **webinar series** dedicated to **primary schools** led by For and Mica,

the mascots of the Museum of Saving, with **over 30,360 participants**;

- the ninth edition of **"My Place in the World"** a festival organized in collaboration with STEP FuturAbility District and media partner Tuttoscuola, dedicated to the motivational and regenerative power of beauty, which saw the participation of **5,850 students**;
- the webinar series **"Financial Education Meets History,"** aimed at understanding today's finance through a look at history. Two appointments were offered in the recently concluded school year involving about **1,900 students**;
- **"What Will I Do When I Grow Up"** an event to make middle school students reflect on the importance of investing in their human capital in a continuously evolving labor market. **About 3,300 students** were involved;
- **"TRAVELING BETWEEN ECONOMY AND ART through some masterpieces"** an innovative format on the contamination between art and finance, which analyzed some artworks present in the Admire Room of the Museum of Saving to understand their economic message;
- on the occasion of the **day celebrating mathematics, 2,800 high school students** participated in the webinar **"PI DAY. Why is math scary?"**, organized with MU-CH, Museum of Chemistry;

## INFORMATIVE ACTIVITIES

# EVENTS

- the two appointments of the **SAVE TALKS series – Ambassadors of Change**, dedicated to discovering the protagonists of the circular economy: “No More Smartphones in the Drawer! The Environmental Costs of Technology” and “Sustainability at the Cutting Edge of Fashion” with **2,513 students** involved;
- the fourth edition of the **ECO-quiz** contest, organized by the Museum of Saving in collaboration with the Foundation for School of the Compagnia di Sanpaolo for 1,550 middle school students. The initiative is part of the **International Economics Festival of Turin** and this year focused on
  - planning and self-entrepreneurship skills needed to design young people's future;
  - to conclude the school year, the special event **“THE ECONOMY WE LIKE”** featuring special guest **Vincenzo Schettini**, the teacher and science communicator who has revolutionized the way physics is taught, making it engaging and accessible to all. **Over 10,300 middle and high school students** took part in a fascinating journey to discover how physics, science, and economics are much more connected than one might think.



“There is a place where financial education is fun”





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