

MUSEUM OF SAVING

ACTIVITY REPORT

2025



KNOW LEARN EXPERIMENT

MdR
MUSEO DEL RISPARMIO



Giovanna Paladino

Director and Curator

2025 represented a year of consolidation and further growth for the Museum of Saving, within an economic and social context that increasingly highlights how financial education is a fundamental driver of individual and collective well-being. In a country that continues to show significant gaps in financial literacy, our daily commitment has focused on making economic knowledge and skills accessible, understandable, and concretely useful to people throughout all stages of life.

The results achieved over the course of the year confirm the solidity of the Museum of Saving's model: an educational approach based on edutainment, research, and impact evaluation, capable of effectively combining physical and digital engagement. In 2025, we reached over 154,000 users. This represents a growing number of students, teachers, and adult citizens from all regions of Italy who follow and engage with our activities. We expanded our educational offerings and strengthened dialogue with schools, institutions, third-sector organizations, and public and private partners. The more than 2,500 hours of training delivered and the high number of initiatives implemented testify to an increasingly informed demand for high-quality financial education.

The work carried out with the school system was particularly significant, in light of the introduction of financial education into the mandatory Civic Education curriculum. The awarding of the "Quality Labels" by the National Committee for Financial Education and the strong participation in our programs confirm the reliability and effectiveness of the Museum's initiatives in supporting teachers and students. At the same time, we continued to invest in inclusion, developing targeted interventions for youngsters, women, families, seniors, and individuals in vulnerable situations—not only socio-economic—convinced that financial knowledge is a tool for autonomy, protection, and dignity.

2025 was also a year of reflection and in-depth analysis, as demonstrated by the results of the survey "Optimism Is the Spice of Life", which strengthened our conviction that educating people in planning and financial awareness helps reduce financial anxiety and improve overall well-being, fostering resilience and confidence in the future.

This Report tells the story of an intense year of activities and conveys the sense of a mission focused on the future. The Museum of Saving will continue to innovate in language, formats, and content, while keeping scientific rigor, independence, and attention to the real needs of citizens at its core, with the goal of making a tangible contribution to a more informed, inclusive, and aware society.



The Museum

The Museum of Saving (MdR) is the world's first museum dedicated to financial education. Founded in 2012 in Turin with the financial support of Intesa Sanpaolo, it has been a pioneer in promoting financial literacy in Italy.



Designed as an innovative multimedia and interactive laboratory, its mission is to help people manage their personal finances consciously and, as a result, improve their overall level of well-being.

The content is designed for a broad audience—children, youngsters, and adults—and is tailored according to the age and needs of different groups.

Activities are available both in person and online, with the aim of reaching as many people as possible and helping to bridge the financial education gap that still exists in the country.

Results Achieved

In 2025, the outreach and educational activities of the Museum of Saving reached **154,037 users, including 132,504 students from primary and secondary schools and 21,533 adults**. Participants were engaged through events, dedicated outreach and educational initiatives, and educational visits, for a total of **2,567 hours of training delivered** (at the Museum or live online).

By combining physical and digital channels, the Museum of Saving is able to reach audiences throughout the entire national territory. A total of **18,970 participants** took part in **in-person** activities, either at the Museum's physical premises or off-site, while **135,067 users** were involved in **remote** educational activities (educational workshops, training modules, or dedicated in-depth events).





The Educational Approach

Since its establishment, the Museum of Saving has adopted an educational approach based on edutainment and methodologies that foster active and experiential learning.

Teaching financial education effectively means turning it into an engaging journey in which children, youngsters, and adults can transform abstract concepts into concrete and enjoyable experiences.

The rigor of the proposed content, transparency, and the complete absence of commercial purposes underpin the educational activities of the Museum of Saving. In 2025, the educational projects designed for schools were recognized as reliable and effective initiatives by the National Committee for Financial Education through the awarding of the appropriate “Quality Labels”.

The financial education programs offered by the Museum of Saving are developed following a research phase in which, through sample surveys and analyses of the literature and existing best practices, the needs of the final beneficiaries are identified. During the pilot phase, third-party organizations are often involved to carry out impact evaluations on the effectiveness of the content delivered.

Survey “Optimism Is the Spice of Life”

In 2025, the full results of the survey “**Optimism Is the Spice of Life**” were released. The survey was conducted by the Museum of Saving in October 2024 on a sample of 3,868 participants representative of the Italian population aged between 18 and 74.

The objective of the research was to explore how optimism (or hope), happiness, and planning ability influence peace of mind when dealing with personal financial matters. In summary, the findings show that hope/optimism and happiness represent a source of motivation and resilience that facilitates effective financial planning. In turn, effective planning improves the management of personal finances, reduces financial anxiety, and enables individuals to face financial challenges with greater confidence and peace of mind. The resulting balance contributes to an improvement in overall well-being.

[CLICK HERE](#) to view the research results.





Target Audience

Financial education is a tool for well-being: it increases individual and family financial stability, enhances long-term planning skills, and makes people less vulnerable to economic shocks and fraud. Recent studies on financial literacy show that, on average, Italians still lack sufficient knowledge, with significant gaps especially among youngsters, women, and vulnerable groups.

For this reason, the Museum of Saving targets a broad audience, tailoring its educational offerings to the specific needs of different population groups, with particular attention to:

- Students in primary and secondary schools
- Teachers
- Young people aged 18–35
- Parents and families
- Women
- Vulnerable groups

Activities

The activities of the Museum of Saving primarily consist of designing and implementing **educational programs** and **outreach events** aimed at spreading basic financial knowledge and skills.

In 2025, a total of **1,773 educational initiatives** (educational programs + outreach events) were delivered, either in person at the Museum or online, always accompanied by a tutor.

Types of educational interventions at the Museum of Saving:

- Thematic visit programs
- Workshop activities for children and youngsters
- Structured educational programs for schools of all levels
- Training cycles for youngsters and adults
- Modular programs for vulnerable groups





1.773

Educational Programs

- 89% schools
- 11% adult audience



154.037

People Reached

Through a monthly schedule of **outreach events**, the Museum of Saving promotes financial literacy among both school audiences and adults. The events are delivered in a hybrid format and use approaches based on edutainment, often integrating perspectives from different disciplines and sectors such as literature, art, mathematics, cinema, and more.

The main topics covered include basic financial education concepts, digital security in online transactions and payments, responsible consumption, as well as highly relevant subjects such as investment in human capital, protection against fraud and economic abuse, sustainability, and social inclusion. Events are often organized in collaboration with a network of local and national stakeholders, including local and regional school offices, associations, public and private organizations, and foundations.



106

Outreach Events



106.356

People Reached



449.535

Views on YouTube
(Recorded Content)



Audience Distribution – Outreach Events

- 31,028 primary school students
- 24,591 middle school students
- 38,402 high school students
- 1,097 teachers
- 11,238 adults

The **average participation was 2,320 students** for school-targeted events and **173 adults** for events aimed at the general public, showing continuous growth compared to previous years.





School Programs

Overall, approximately **8,400 students** participated in **in-person** educational activities, while **over 124,000 students** were involved in **remote** learning activities, always accompanied by a tutor, for a **total of 1,581 initiatives and 2,266 hours of training delivered.**

The Capital Law of 5 March 2024 integrated financial education into the mandatory Civic Education curriculum in all Italian schools, from primary to high schools.

Over the past year, the Museum of Saving has consolidated a series of structured educational programs for schools of all levels in response to teachers' growing need for tools and resources to support financial education in the classroom.

The methodology prioritizes a practical approach, also supported by multimedia materials, educational games, and interdisciplinary integration. The progression of content is gradual and tailored to students' age; it starts with the basics of money management and gradually covers topics such as understanding debt dynamics, financial markets and instruments, digital risks, and much more.



The educational formats developed by the Museum of Saving have also been successfully implemented beyond national borders. Thanks to the commitment of **FLITIN** – Financial Literacy International Network, the network of Ambassadors of the Intesa Sanpaolo Group which, at the initiative of the Museum of Saving and with the support of the International Banks Division, aims to promote financial education in Albania, Bosnia and Herzegovina, Croatia, Egypt, Moldova, Romania, Serbia, Slovenia, Slovakia, and Hungary, **more than 12,400 students** abroad were engaged.

Support activities for **teachers** also continued through dedicated webinars aimed at providing tools and methodologies for teaching financial education:

● **“Financial education at school: proposals and tools for teaching it”**, with the special participation of Annamaria Lusardi, Director, Initiative for Financial Decision-Making, Stanford University;

● **“Understanding differences to enhance learning”**, aimed at showing how the latest neuroscientific discoveries can support learning, in collaboration with the Neuroscience Lab of Intesa Sanpaolo Innovation Center and Scuola IMT Lucca;

● **“Economics: a key to the future”**, designed to foster discussion on more effective and engaging methodologies for teaching economics;

● **“AI at school: a tool for growth and orientation”**, in collaboration with Tuttoscuola, reflecting on how AI can be used to enhance learning and young people’s self-entrepreneurial skills;

● **“The value of financial education at school”**, offering a sociological perspective on how to convey financial education to Generation Z, with the participation of sociologist Francesco Morace.



Primary schools

In primary school, the objective is to familiarize children with the value and function of money. Children learn how to manage small amounts of money, develop simple spending and saving plans, distinguish between necessary and unnecessary expenses, and understand how prices are formed.



Through the **EDU FIN&FUN Primary Schools** program, consisting of three online workshops and available in two versions (basic and advanced), **more than 4,200 children** in 2025 were guided through games, exercises, and quizzes to explore the history of money, pocket money management, and safety in their first online purchases.

In the advanced version, enriched with metaphors drawn from the world of cooking, children were challenged to manage a restaurant, take care of a vegetable garden, and practice sustainable shopping, deepening their understanding of concepts such as income from work, saving, and responsible consumption.

Another initiative particularly appreciated by primary schools is the webinar series **“The adventures of For and Mica”**, consisting of **8 sessions and reaching more than 30,200 students** in 2025. Using a storytelling approach, students are engaged by the Museum’s mascots, For and Mica, in a step-by-step journey that introduces them to basic financial education topics, helping them become aware and responsible citizens.



Meeting For and Mica in person

In 2025, the costumes of For and Mica were created. On the occasion of special events dedicated to primary schools, children had the opportunity to meet the Museum of Saving’s mascots in person and engage with them in conversations about curiosities related to the world of money and saving.



For and Mica answer

The booklet “For and Mica answer”, developed in 2025 and gifted to all primary school classes that took part in the educational activities of the Museum of Saving, brings together a selection of questions submitted by children from across Italy during the webinar series hosted by the mascots For and Mica.



Middle schools

As students grow older, the perspective broadens: greater attention is given to personal budget planning, payment instruments, price formation, and the concepts of interest and debt.

The **EDU FIN&FUN Middle Schools program**, which involved **2,185 students** aged 11 to 13 in 2025 in both its basic and advanced versions, provides foundational knowledge of economic citizenship and strengthens students' ability to make informed decisions by fostering critical thinking and encouraging planning and future-oriented thinking.

In addition, **more than 24,500 students** took part in the **7 webinars of the "Citizens of the future" series** in 2025, which focused on key current economic issues such as the circular economy, human capital, security in online payments and purchases, misinformation, and awareness in consumption choices.

ECO-quiz (International Festival of Economics of Turin)



On the occasion of the International Festival of Economics of Turin, the Museum of Saving, in collaboration with the Fondazione per la Scuola and the Toscanini-Einaudi Comprehensive Institute of Parma, organized the **4th edition** of ECO-quiz, an educational contest for middle school students.

Approximately **1,550 participants** (44 schools and 81 classes), supported by an introductory lesson and the Museum of Saving's multimedia content, prepared for a quiz focusing on self-entrepreneurship and human capital.

First place was awarded to Class 2D of the Merliano Tansillo – T. Vitale Comprehensive Institute of Nola (Naples), which was rewarded with a visit to Turin during the International Festival of Economics.





High schools

At high school level, it is essential for students to understand what drives changes in the value of money over time, become familiar with payment instruments and the different forms of investment, saving, and debt, and gain deeper insight into the role of financial intermediaries.

For this reason, the Museum of Saving has made available to high school classes a wide range of modular programs eligible for recognition within the School-to-Work Pathways framework (formerly PCTO). In 2025, these programs involved a total of **416 classes** and **more than 8,000 students**.

A new initiative introduced in the 2025–26 school year is the “**A window on the world**” series: monthly online meetings featuring expert speakers, designed to help students better understand current economic issues and to provide them with basic skills for approaching the world of finance in an informed and conscious way. Topics covered include cognitive biases influencing economic decisions, inflation and its effects, debt dynamics, new digital currencies, and the basic elements of the pension system.

Special events dedicated to the 15–18 age group were also very successful, involving a total of **more than 37,200 participants**. Among the main initiatives:

• **“The economics we like”**: **more than 10,000 students** from across Italy joined a special lesson on the intersection between physics and economics, led by Vincenzo Schettini, the creator of *La fisica che ci piace*, the teacher and science communicator who has transformed the way physics is taught, making it engaging and accessible to all;

• **“Edufin & literature”**: a series of meetings led by Alberto Lovisolo, podcaster and storyteller, offering an economic reinterpretation of major literary masterpieces. **Approximately 5,500 students** took part in the first two sessions, dedicated to *The Betrothed* and *The House by the Medlar Tree*;

• **“My place in the world”**: a festival that reached its tenth edition in 2025, focused on artificial intelligence as a tool for personal growth and for supporting the development of human capital, with the special collaboration of *Fondazione Circolo dei Lettori*, *Junior Achievement Italia*, and media partner *Tuttoscuola*. **More than 5,600 students** participated over the two days of 25 and 26 November.





Education on online safety and sustainable resource management

In addition to basic financial education knowledge and skills, the Museum of Saving offers schools dedicated programs and events to explore the topics of cybersecurity and the circular economy.

In 2025, **6 outreach events** focused on safety in first online purchases and digital payments were offered, reaching a total of **over 27,800 students** from middle schools and high schools. For high schools, these topics can be explored further through the “Digital Smart” module, a 10-hour program.

Regarding the responsible management of natural resources and sustainability, the Museum of Saving offers schools the “S.A.V.E. Ambassador” program, organized in three versions according to school level (primary, middle, and high school). The program introduces new sustainable and inclusive production and consumption models, with an in-depth focus on the circular economy, supported by videos and dedicated gaming apps. Students then engage in a real-world task, with complexity adjusted to their school level, to apply the basic principles of sustainability and the circular economy in practice. In 2025, **2,370 students** participated in these activities, bringing the total number of users reached since the launch of the S.A.V.E. (Sustainability, Action, Voyage, Experience) project in 2018 to **44,500**.

<https://www.savetour.it/>



Adult programs

Outreach activities were also offered to adult audiences, with a schedule of **65 digital and blended events** reaching **over 11,200 participants** in 2025.



Several initiatives focused on women's economic empowerment:

- ***"From queen of the house to Money Queen"***, a three-session program providing tools to manage decisions affecting women's financial well-being at different stages of life;
- ***"Together for women's economic independence"***, an event aimed at those working across various fields to support women's financial independence, featuring Rita Querzè from *Corriere della Sera* and writer and journalist Natascha Lusenti;
- ***"Love bombing, romance scams, and economic abuse"***, exploring forms of psychological abuse and fraud that can have significant impacts on victims' assets.

Three sessions were also dedicated to book presentations:

- ***"Money and promises: seven stories of bankers who shaped the modern world"***, with Paolo Zannoni, Vice President of the Prada Group and author of the book, and Gian Maria Gros-Pietro, Chairman of Intesa Sanpaolo;
- ***"Misers and spendthrifts: managing money in couple relationships"***, with Scott Rick, behavioral scientist at the University of Michigan and author, and Vincenzo Galasso, economics professor at Bocconi University;
- ***"Savings and wealth: how household finance is changing"***, with co-author Enrico Saltari, emeritus professor of political economy at La Sapienza University of Rome.

For general audiences, the Museum also launched the **"Save for a dream"** series: a set of conversations led by Giovanna Paladino, Director and Curator of the Museum, with guests from the world of entertainment, music, lifestyle, and sports, sharing stories of dreams and life projects turned into reality through smart financial choices.





Activities specifically aimed at parents and families continued through several initiatives:

- A **webinar series with MOIGE** (Italian Parents' Movement), designed to promote active citizenship among youngsters, featuring the participation of educators, pedagogues, and psychologists;
- "**MdR family-friendly**", a series of workshops for parents and children that allow families to learn together the basics of managing a household budget and to discover interesting facts about money and saving;
- "**More than words: teaching about money through example and dialogue**", a two-session program developed with the support of a psychologist and psychotherapist, aimed at promoting an educational approach that fosters awareness and responsibility in financial management.



For those aged 65 and over, the Museum made available the catalog "**Time well spent: financial education sessions for seniors**", a series of afternoon meetings at the Museum for groups of at least 20 participants, designed to provide knowledge and skills for managing money effectively, making informed decisions, and protecting themselves from financial risks and scams.





Financial education sessions for adults

The Museum of Saving offers a series of training sessions aimed at promoting basic financial literacy among adults. The goal is to provide a practical toolkit to ensure the present and future well-being of citizens and their families. Topics covered include cognitive biases in money management, inflation, interest, debt, financial instruments, risk and diversification concepts, and payment methods. In 2025, a total of **33 training sessions** were delivered, reaching **7,881 adults**.

For the 18–35 age group, the *“Warm up your muscles”* program is active, promoted by the Museum of Saving in collaboration with the Department for Youth Policies and the Universal Civil Service. The program aims to spread financial education to young adults holding the National Youth Card.

For a broader audience, the *“Set your goal. Take care of your money”* program runs monthly from September to May.

Special versions can be arranged in partnership with public and private organizations interested in promoting financial education as a tool for employee or member well-being. For example, in 2025, this opportunity was implemented by the Einaudi University College of Turin, USAMI Aeronautica (the trade association for personnel of the Italian Air Force), and several private companies.

In parallel, additional initiatives were developed for vulnerable groups, complementing existing programs (“Welcom-ED” for migrants and C.P.I.A.; “Promise to take care of yourself” for women in vulnerable situations; “L.E.I.” and “Logos” for the socio-economic reintegration of female inmates and former inmates; “Nothing is as it seems”, a financial education program for people with cognitive difficulties).

In 2025, these programs reached approximately **2,030 people** through **87 training sessions**.

Among the new initiatives:





Involvement of the Museum of Saving in the **WILL and PERCORSI asset-building programs**, promoted by the Ufficio Pio of the Compagnia di San Paolo to support families and low-income students living in Turin and the Metropolitan Area, aiming to encourage investment in educational and academic careers. Within these programs, approximately **650 parents and 500 students** benefited from a series of basic financial education sessions.

Signing of a **protocol in August 2025 between the Museum of Saving and the Apulia Region**, following which the Museum trained 75 operators from Anti-Violence Centers across Apulia to deliver basic financial education programs to their beneficiaries.

Development of a dedicated training module aimed at preventing over-indebtedness and usury. The module, **“Debt: a tool to use consciously”**, is designed for third-sector associations working with vulnerable groups, as well as other organizations or groups interested in understanding debt dynamics.





New initiatives

In addition to training and informational activities, the Museum regularly develops new content and formats, hosted at the physical location or delivered via the website and social media. The aim is to reach all audience segments as widely as possible, conveying financial education concepts in a simple and engaging way.

In 2025, in particular, the following were developed:

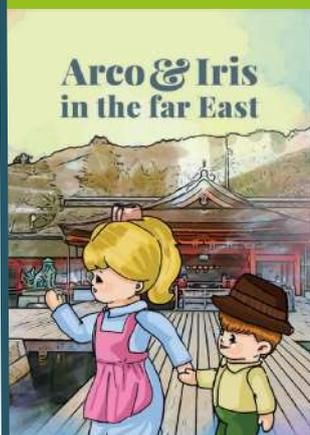


Money money: a touch of economics

An eight-episode video series recorded in the form of reels, in which the Director of the Museum explores economic and financial topics to help viewers understand current events and make informed and conscious decisions.

Click here to watch the first episode.

The other episodes are available on the Museum's Instagram profile (@mdr_torino).



Arco and Iris in the Far East

a new story in the "The Tales of Arco and Iris" series, designed to introduce the features of the most common payment instruments and the purpose of a bank account.

Click here to download the story Arco and Iris in the Far East.





Institutional activities

The Museum of Saving regularly collaborates on the development of projects and joint initiatives with institutions that, in various capacities, design and deliver financial education programs, including central banks, foundations, and public and private organizations, both in Italy and abroad.

At the international level, the Museum is a founding member of the International Federation of Finance Museums (IFFM), together with the Museum of Global Finance in Beijing, the Museum of American Finance in New York, and the Global Financial Literacy Excellence Center (GFLEC) in Washington. On 19–20 November 2025, IFFM member museums met in Brussels for the international conference “Empowering Financial Futures: Innovations in Education Centres and Museums”, organized in collaboration with FSMA (Financial Services and Markets Authority). The Museum of Saving actively participated, presenting the innovations introduced over the past year and its vision for the future.

The Museum is also a promoter and facilitator of FLITIN – Financial Literacy International Network, a network of ambassadors from the Intesa Sanpaolo Group aimed at spreading financial education in their respective countries: Italy, Albania, Bosnia and Herzegovina, Croatia, Egypt, Slovakia, Moldova, Romania, Serbia, Slovenia, Ukraine, and Hungary. Jointly organized activities include programs for schools of all levels (Money Master Challenge, S.A.V.E. Ambassador International, Safer Internet Day Labs, Earth Day webinars) and the drafting of an annual report exploring the needs and trends in financial education across the participating countries.

The Museum collaborates extensively with universities and research centers to conduct studies evaluating the effectiveness of its initiatives and identifying the financial education needs of different target groups. In 2025, a research project was launched in collaboration with Intesa Sanpaolo Innovation Center and the IMT School of Lucca to investigate the causes of financial anxiety and strategies for managing it; the findings will form the basis of a dedicated app.

The Museum is also available to local authorities to co-design financial education programs for citizens. To this end, it was invited to a hearing by the Fourth Health and Social Services Committee of the City of Turin to provide ideas and guidance for developing financial education initiatives for vulnerable populations. In August 2025, the Museum signed a collaboration agreement with the Apulia Region for training programs addressing economic abuse.





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Opening hours

Every day from 10:00 a.m. to 7:00 p.m. (last admission at 6:00 p.m.) – Closed on Tuesdays

Free admission on the first Saturday of each month.

Booking is required for groups and schools via email: prenotazionimdr@civita.art or toll-free number 800.167.619 (Monday to Friday 10:00 a.m. – 5:30 p.m.; Saturday 10:00 a.m. – 1:30 p.m.; closed on Sundays and public holidays).

