

BANK OF ISRAEL

Office of the Spokesperson and Economic Information

Press release

March 17, 2025

**The Bank of Israel marks “Global Money Week 2025”**

**The Bank of Israel places great importance on strengthening the general public’s financial literacy and providing financial skills that will help people manage their finances responsibly.**

Global Money Week is an annual event organized by the OECD (Organization for Economic Cooperation and Development), which takes place in 176 countries. The OECD has been initiating and organizing the event annually since 2012 to raise financial awareness among young people and to enable them to strengthen the knowledge, skills, attitudes, and behaviors needed to make sound financial decisions to achieve economic well-being.

This year, Global Money Week will be held from March 17–23. The theme for this year is “Financial Offers on Social Media,” with the slogan: “Think Before You Follow: Check, Save, and Compare!”

Financial awareness and critical thinking are especially important when engaging online and on social media. The Bank of Israel urges the public to be cautious and skeptical about financial offers presented on various digital platforms by influencers or different marketers. We invite you to participate in Global Money Week activities on the Bank's social media channels ([Instagram page](https://www.instagram.com/bank_of_israel/) and [Facebook page](https://www.facebook.com/bankisraelvc) – in Hebrew).

Additionally, schools are invited to incorporate a visit to the Bank of Israel's Visitor Center as part of Global Money Week activities or throughout the year. The visit includes tours of the Bank's money and payment exhibits, information about the Bank of Israel's roles, the Israeli currency system, and more.

The tour is free but requires prior coordination. Space is limited. You can register for the tour through the Bank's [website](https://www.boi.org.il/en/bank-of-israel/education-and-visitors-center/visitors-center/).

Bank of Israel Governor Prof. Amir Yaron said: “The activities to promote financial literacy in Israeli society, which the Bank of Israel advances throughout the year, contribute to improving the public's financial behavior and resilience, thereby helping to achieve the bank's goals of reducing social gaps, increasing growth, and ensuring financial stability.”

Ms. Nurit Felter-Eitan, Head of the Communications, Public Affairs, and Community Relations Division, added: “The Bank of Israel finds great importance in strengthening the financial literacy of the general public. Proper financial behavior is a basic life skill that enables more balanced and correct financial decision-making for everyone. I invite schools and young people to join us and acquire these practical tools.”