

BNP PARIBAS

Responsible Budget

Target: 14-18 years

Countries: Italy, France, Belgium, Portugal, Spain

Tools: Digital platforms, Gamification

BNP Paribas Personal Finance launches an international financial educational project to train young people to manage money consciously.

THE CHALLENGE: To affirm the Group as a leader in responsible credit, directly involving girls and boys in managing a budget and providing teachers and families with tools to dialogue with the younger generations on economic issues.

THE IDEA: An educational path based on the use of an interactive platform with videos, quizzes, glossaries and a simulation game that orientates work and tests the ability to manage a budget responsibly. An initiative designed to improve the financial literacy of young Europeans.

