

**Address by Mirela Roman, director, Communication Department, National Bank of Romania
Child and Youth Finance International 2014
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Distinguished audience,

It is a great honour to address you on behalf of Governor Mugur Isărescu and the Board of the National Bank of Romania on this very special event.

The joint efforts and the passionate work of central bank staff and of all the partners involved in the Global Money Week initiative in Romania, especially the Ministry of National Education and Child and Youth Finance International, are rewarded today.

Romanian children and their teachers are also on the podium, as their active participation in the programme continues even today, with each and every one of them now multiplying the financial knowledge and information earned earlier this year. And the GMW gains are even more relevant for Romania where the financial literacy index, as measured by the World Bank in 2010, stands at 31 on a scale that goes up to 100.

This award is a true incentive to go ahead in the drive towards better financial knowledge and skills, together with our strong partners, with the hope of setting the pillars for a nation-wide strategy under a Financial Education White Paper. On behalf of Governor Mugur Isărescu and the NBR Board, I would like to express my appreciation to all the people here and at home who made this award possible.

Next year, the National Bank of Romania, the 16th central bank in the world according to the most widely-accepted chronology, will be celebrating its 135th anniversary. As educational projects are a key part of the NBR's efforts to get closer

to the public, with youngsters in the spotlight, we stand ready to be part of Global Money Week in 2015 too.

I just want to keep your attention focused for just a few more seconds to underline how important this initiative is not only for the children, but for the adults too, to realise how GMW became a trigger for change. One of our colleagues, her name is Doina Cozianu, from the Transylvanian city of Sibiu, has been working in the central bank as an economist for almost 30 years and is due to retire next September. She was involved in GMW activities this spring, like many other colleagues in the NBR units across Romania. So why is she special? Why is her involvement so special? As she has confessed, the programme was like a trigger: interacting with the youngsters in explaining financial issues, she realised how much she can enjoy such a work and that retirement would not be the end of the road, but just a new avenue. She is already working as a volunteer with a local NGO taking care of vulnerable children and will teach them financial topics. Apart from numbers this real-life lesson underscores the genuine GMW strength: the sooner Doina plants the financial literacy seeds, the earlier our children and students will grow and bloom into responsible citizens.

As parents, teachers and educators, we all can do this by sharing and talking to our children about money, teaching them how to gain management and financial skills and being role models for them. The GMW programme is specially designed for children, but for sure it will prove useful to all of us.

Let me conclude by quoting our Governor, Mr. Mugur Isărescu: “Financial issues may seem easy, but it is for sure an effort to succeed in understanding the essence and not what each and every one of us would like them to be.”