



FSMA



FINANCIAL
SERVICES
AND
MARKETS
AUTHORITY





**NOT A
MUSEUM**



**NOT AN
AMUSEMENT PARK**

JUST SAY NO
TO BITCOINS

**NOT A PREVENTION
CENTRE**



THE PRIMARY TARGET GROUP: secondary school students from age 12



PRINCIPLES AND AIMS

- To awaken teens' enthusiasm related to money matters by drawing on principles from behavioural economics and the neurosciences
 - The trajectory is designed as a life-sized game in which visitors are immersed and guided by an expert guide
 - Via the trajectory, to enable students to learn more about how they relate to money as an individual and within a group
 - How do I react in situations around consumption? Is my brain being manipulated or capable of being manipulated?
 - How do I react in situations involving risk?
 - How do I take into account social issues in my financial decision-making?
 - How do I react in a group – can I easily be influenced?
- To prepare our students to manage their money in tomorrow's digital society
 - ➔ emphasis on broad skills

During their experience at the Wikifin Lab, combine

- ➔ skills (creativity, communication, collaboration, learning how to learn, etc.),
- ➔ knowledge (basic knowledge about savings products, marketing techniques, the social impact of certain financial choices),
- ➔ character (foster curiosity, courage, ethical values, etc.)

GENERAL CONCEPT

- The **guiding thread** through the visit is budget management
 - Managing one's budget = avoid situations of indebtedness ... but above all, helps to achieve one's life projects
- The trajectory is organized around **three themes**
 - influences in the context of consumption;
 - choices in the context of savings and investments;
 - consequences of one's financial choices for the wider society (means of payment, e-commerce, etc.)
- The visit is subdivided into 3 cycles, each made up of:
 - an individual experience in a POD
 - an experience in small groups of +/- 4 students in a BOX
 - a joint exercise led by an expert guide in a ROOM

6 Boxes



24 Pod



Rooms



AUDITORIUM: conclusion to the visit

A positive conclusion in images, that gives meaning to the entire experience.

➔ **We seek above all to empower!**



What will visitors remember?

- *My choices are subject to various influences (workings of my brain, marketing techniques, etc.) ... taking care not to exceed my budget.*
- *I make more or less risky choices about savings in order to see them grow... taking care that they not be detrimental to my budget.*
- *Beyond my individual budget, my choices have consequences for society and the planet.*

But above all:
Finance is fun...
I am keen to know more!
Everyone has a different financial path.