

Global Money Week Eswatini

Smart Money Talks



Global Money Week Competition
Primary School Category

February 2026

1. OVERVIEW

The ***Financial Literacy Superheroes*** Challenge is an innovative national competition for Global Money Week 2026 designed to teach primary school learners core money skills through creativity, storytelling and participation. The initiative invites children to develop their own financial literacy superhero—a character whose unique superpower promotes smart money habits aligned with the GMW 2026 theme. The competition fosters early financial education, drives national engagement and elevates GMW into a child-friendly, high-impact campaign.

2. OBJECTIVES

- 2.1. Build early-age financial literacy in an exciting, memorable way.
- 2.2. Develop locally relevant financial education mascots for ongoing national use.
- 2.3. Strengthen school participation and community engagement in GMW.
- 2.4. Promote national awareness of financial literacy through media-friendly content.
- 2.5. Create sustainable income opportunities for participating schools.

3. HOW IT WORKS

3.1. Superhero Creation Competition

Learners (individual) will design:

- A superhero name
- A backstory
- A financial literacy superpower (saving, budgeting, digital safety, responsible spending, etc.)
- A drawing, visual representation, comic strip frame etc.

3.2. National Jingle/Song Competition

Schools will also submit a:

- 15–30 second jingle, or

- 45–60 second educational song focused on money-smart habits.

Schools with students with special needs or disabilities may engage other students outside the school to assist with singing the jingle.

4. ELIGIBILITY

- The competition is open to all legally recognized high schools in Eswatini. Each school may enter one team to represent them.
- All team participants must be currently enrolled as full-time students during the current school calendar year.

5. SUBMISSION

- All submissions must be made via email to globalmoneyweek@centralbank.org.sz.
- For group submissions (Jingle Competition), the submission must include:
 - Song lyrics and a brief summary (up to 1 page) explaining the message of the song.
 - A team list, including names and grade levels.
 - Contact details of the teacher supervisor.

6. WINNER SELECTION CRITERIA

Entries will be judged by an adjudication team approved by the participating organisations. The judging panel will score entries based on the following metrics:

Mascot Superhero Competition

Category	Description	Points
Alignment to the theme	– Clear link to the GMW 2026 theme. – Superpower directly promotes a core financial literacy principle (saving, budgeting, responsible spending, financial safety, planning). – Message is age-appropriate and easy to understand.	20

Educational value & financial message	– Demonstrates a strong, accurate financial literacy lesson. – Shows how the superhero's power helps solve real-life money challenges faced by children. – Encourages positive financial behaviour.	25
Creativity & Originality	– Unique and imaginative concept. – Distinct superhero identity (name, powers, story). – Avoids copying existing characters or well-known intellectual property.	20
Visual appeal & character design	– Clear and engaging drawing or design. – Easily recognisable features suitable for a mascot costume. – Child-friendly, inclusive and culturally appropriate.	15
Scalability & mascot usability	– Character can be easily adapted into a physical mascot. – Suitable for use in school visits, media appearances and public events. – Potential for merchandise or educational materials.	10
Storytelling & presentation	– Well-explained backstory and superpower. – Clear explanation of how the superhero teaches financial literacy. – Neat and complete submission.	5
Member of Junior Achievement	Is the school or any of the students in the team members of Junior Achievement?	5
Total		100
Mascot Bonus Considerations (Non-Scoring)	– Gender neutrality or inclusivity. – Alignment with national values and child protection standards. – Potential to be adopted nationally beyond GMW.	

Jingle/Song Creation

Category	Description	Points
Financial Literacy Message Clarity	– Clear, correct and age-appropriate money lesson. – Message aligns with GMW objectives and theme. – Easily understood after one or two listens.	25
Catchiness & Memorability	– Strong melody or rhythm. – Easy to sing along to. – Suitable for repetition in schools and media.	20
Creativity & Originality	– Unique lyrics and tune. – Avoid copying known songs or melodies. – Fresh and engaging approach.	15
Educational Adoption Potential	– Easy for other schools to learn and teach. – Suitable for assemblies, classrooms and community events. – Encourages group participation.	15
Media & Broadcast Suitability	– Appropriate length (15–30 seconds for jingles; 45–60 seconds for songs). – Clear vocals and structure. – Suitable for radio, TV and digital platforms.	15
Performance & Delivery	– Confidence and clarity in performance. – Good coordination if performed by a group. – Enthusiasm and positive energy.	5
Member of Junior Achievement	Is the school or any of the students in the team members of Junior Achievement?	5
Total		100

Jingle Bonus Considerations (Non-Scoring)	– Multilingual elements for wider reach. – Strong hook or slogan linked to GMW. – Cultural relevance.	
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7. PRIZES

7.1. Certificates of participation.

7.2. Prize money structure:

Mascot Superhero Competition

1st Prize: E4 500.00

2nd Prize: E3 000.00

3rd Prize: E1 500.00

Jingle/Song Competition

1st Prize: E5 000.00

7.3. The winning material will be used by all the GMW participating organisations, with acknowledgment of the original author of the material. The material will be used for GMW and other financial education activities.

7.4. The funds will be contributed to a project within the school, and the school will be requested to share feedback on how the funds were used.

8. SUBMISSION RULES

8.1. **Original content:** Must be by the participating students.

8.2. **No plagiarism:** Borrowed ideas must be credited.

8.3. **Content Restrictions:** No inappropriate language, violence, political or misleading financial advice.

9. SUBMISSION DEADLINE

06 March 2026

10. CHANNELS OF SUBMISSION

- 10.1. Email: globalmoneyweek@centralbank.org.sz

The following options apply only to the Superhero challenge.

- 10.2. Manzini Library
- 10.3. Siteki Library
- 10.4. Nhlangano Library
- 10.5. Pigg's Peak Library
- 10.6. Big Bend Library
- 10.7. CBE Offices, Mbabane
- 10.8. FSRA Offices, Mbabane

11. TERMS OF PARTICIPATION

- 11.1. All participants agree to have their content shared for educational awareness purposes.
- 11.2. All content, once presented, is open to use by the participating organisations.
- 11.3. By participating in the competition, participants consent to the organisers of Global Money Week Eswatini, capturing, using, and sharing their content, photographs, video recordings, and any related materials for educational, promotional, and awareness purposes, including Global Money Week activities and future financial literacy initiatives.

12. Contact details

- 12.1. globalmoneyweek@centralbank.org.sz
- 12.2. +26824082426 / +26824082378 / +26824082004

13. Disqualifying Entries

Children whose parents or guardians are employees of the following organisations are not eligible to participate in the competition: Centre for Financial Inclusion (CFI), Central Bank of Eswatini (CBE), Financial Services Regulatory Authority (FSRA), National Cooperatives Federation of Eswatini (NCFE), ENACTUS and JA.