

Comisión Nacional de Bancos y Seguros (CNBS)

Honduras' GMW 2025: Activities, Outcomes, and Lessons Learned



GMW 2025 in Honduras – Key Highlights



Objective:

To ensure that young people, from an early age, are financially aware and gradually acquire the knowledge, skills, attitudes and behaviors needed to make sound financial decisions and ultimately achieve financial well-being and resilience.



Participating institutions: 27



Total people reached: 2.5 million



Main activities:

- Social media campaign
- Financial Education Circuit
- Financial stands contest
- Podcasts about financial well-being
- Mini-fairs
- In-person & virtual trainings



Financial Influencer Contest

Overview



Target Audience

- Young people between 15 – 30 years



Platforms

- Instagram
- Tik Tok



Video Requirements

- 30 to 90 seconds
- Tag CNBS and use mandatory hashtags
- Up to 3 videos per participant
- No paid advertising allowed






Topics

- Budgeting, Saving, Financial health
- Credit use, Insurance, Entrepreneurship
- Cybersecurity, Financial inclusion




Financial Influencer Contest

Evaluation

Internal evaluation:

-  • Video impact scoring
-  • Correct hashtag use and account tagging
-  • Duration compliance

Jury evaluation:

-  • Creativity and originality
-  • Clarity and accuracy of the message
-  • Effective communication skills



Results



7 participants



13 videos produced

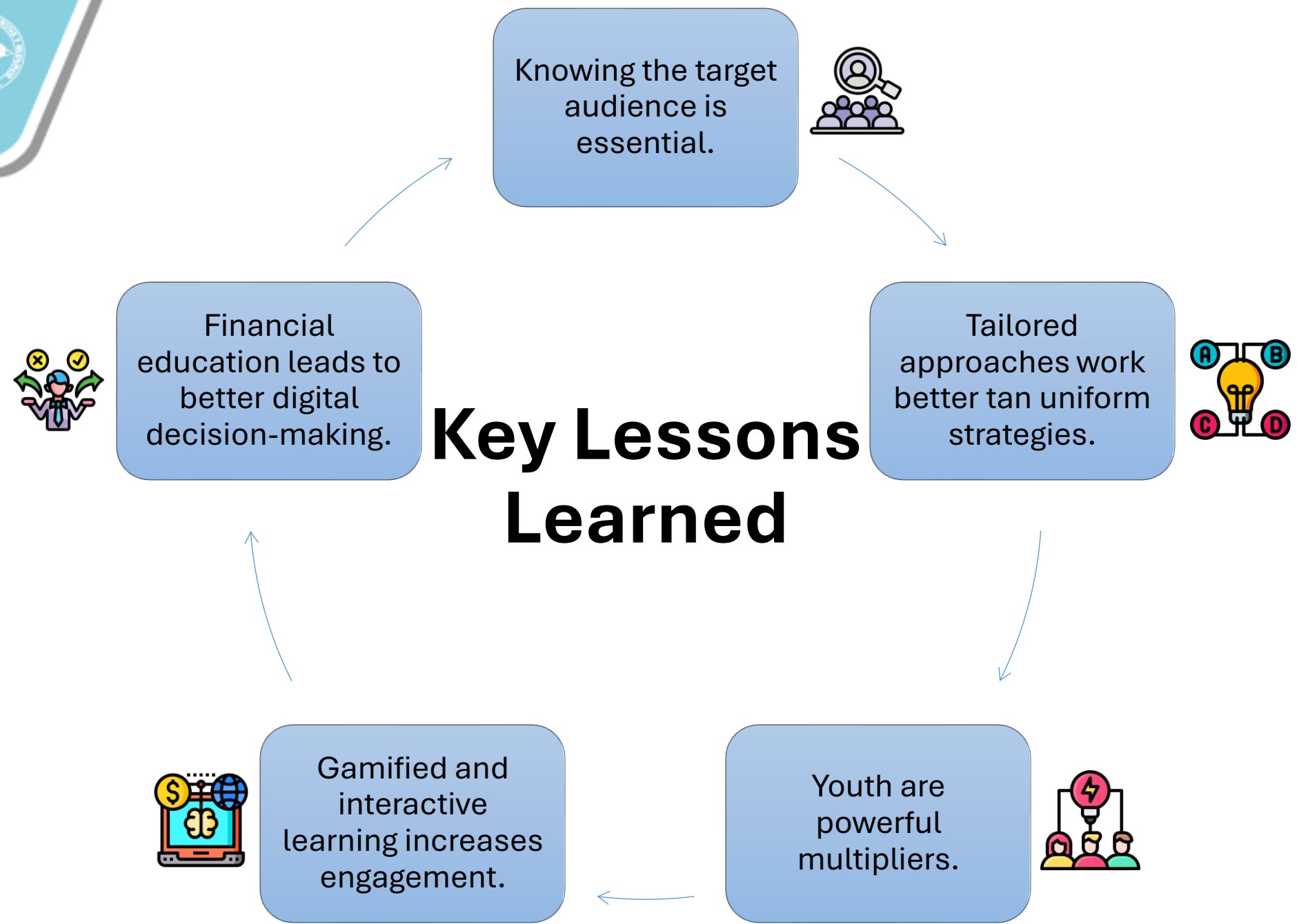


46,509 total reach and 3,276 total likes



Winning videos: 25,195 views and 1,707 likes







THANK YOU

