



PROFIT

PROFIT NEWSLETTER



Project goals

The main goal of the project is to improve financial education among young people by using an interactive digital novel. This novel is designed to teach essential financial skills that can be applied in everyday life. Through a gamified learning experience, young participants actively co-create the content, making the project inclusive and accessible to individuals from various socio-economic backgrounds.

The aim is for young people to gain practical financial knowledge, ultimately enhancing their employability. The project covers key topics such as budgeting, saving, safe financial practices, and basic investment concepts. These themes are central to the project's priorities, which focus on empowering individuals to become more financially aware and better prepared for the future.



OBJECTIVES

1. Interactive Financial Education

Through a graphic and gamified digital novel, young people learn practical financial skills for everyday life.

2. Inclusion and Co-creation

The project actively involves youth people from diverse backgrounds, making financial education accessible and participatory.

3. Greater Employability, Greater Awareness

Key skills such as budgeting, saving, and investing are strengthened, while fostering a learning community of young people and experts.

INTERNATIONAL ONLINE EVENT I

The PROFIT project webinar took place, during which strategies and tools for mindful financial management were explored. The event focused on key topics such as budgeting, financial literacy, and empowering individuals to take control of their personal finances for long-term financial independence. There was a strong emphasis on using accessible language to break down complex financial concepts, as well as on innovative digital tools designed to make financial education more engaging and impactful, particularly among young women.

The discussion was enriched by contributions from sector experts, including Maria Carmela Zaccagnino (Bank of Italy), Anne Juel Jørgensen (Danske Bank), Laura Gimeno Fuertes (Chamber of Commerce, Industry and Services of Teruel), Krystyna Khorrami (Rzeszow University of Technology), and Linda Brænn (financial expert from Norway).



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Project

PARTNERS



Danish social enterprise promoting financial inclusion by connecting business owners with banks and supporting them in business planning to open a business account.



A Norwegian research-based company focusing on courses, skill development, consulting, and software. It has expanded to international projects and created a software department to address its solution needs.



An Italian company that promotes innovation in business consulting, with a focus on management, energy management, circular economy, and social innovation, committed to sustainability and the energy transition.



Spanish Association created with the aim of helping people discover their own definition of success and learn the steps to live a fulfilling life, regardless of who they are or where they come from.



Private company based in Poland providing training in the field of Information Technology and developing e-learning and customised ICT solutions, as well as working within various EU projects and initiatives.



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