BULGARIA HAS TURNED INTO A STAGE FOR FINANCIAL LITERACY IN 2026

NATIONAL INITIATIVE

LET'S SPIN THE MONEY CAROUSEL TOGETHER!

2026





ORGANISERS:

- FINANCIAL LITERACY INITIATIVE FOUNDATION
- FOUNDATION "EDUCATION 5.0"

www.finansovogramoten.bg

ABOUT

LET'S SPIN THE MONEY CAROUSEL TOGETHER!



BULGARIA

became a stage for financial literacy

in March 2026

LET'S SPIN THE MONEY CAROUSEL – TOGETHER! is a national financial literacy initiative that brings financial education to life through theatre, active participation and community engagement.

At its heart is **MONEY CAROUSEL** — an experiential lesson-theatre in which children explore the world of money by becoming part of the story themselves

During Global Money Week 2026, schools, libraries and community centers across Bulgaria brought it to life in their own communities, creating a nationwide financial literacy "flash mob" that reached far beyond the classroom.

ONE IDEA. A WHOLE COUNTRY IN MOTION.

120+

PERFORMANCES

PRESENTED IN THE ONLINE GALLERY ON FINANSOVOGRAMOTEN.BG

2 500+

STUDENTS

AGED 4-18



11 000+

AUDIENCE

TEACHERS-PARENTS-COMMUNITY

100+

TOWNS/VILLAGES

ALL OVER THE COUNTRY

A NATIONAL INITIATIVE. A BROAD PARTNERSHIP.



Let's Spin the Money Carousel - Together!
is organized by:

- Financial Literacy Initiative Foundation
- Education 5.0 Foundation

WITH THE OFFICIAL SUPPORT OF:

Ministry of Education and Science · Ministry of Finance · Financial Supervision Commission · Bulgarian Stock Exchange

IN PARTNERSHIP WITH:

Association of Banks in Bulgaria (ABB) · Association of Bulgarian Insurers (ABZ) · Bulgarian Association of Asset Management Companies (BAAMC) · Bulgarian Association of Supplementary Pension Security Companies (BASPSC) · Bulgarian Association of Licensed Investment Intermediaries (BALII) · Bulgarian Fintech Association · Concord Asset Management · Doverie Pension Assurance · Global Libraries – Bulgaria



ABOUT

LESSON THEATHER MONEY CAROUSEL





MONEY LESSONS COME TO LIFE

At the heart of the initiative is **Money Carousel** — an original experiential lesson theater that turns financial concepts into characters, situations and choices. It follows young Annie, who wants her father to buy her a castle and unexpectedly finds herself on a journey through the world of money. Along the way, children encounter **saving, investment, risk, insurance, pensions and everyday financial choices** — not as abstract concepts, but as part of a story they can explore and bring to life themselves. The story is told with humor, emotion and warmth, making complex financial topics understandable, relatable and real for children.



PART OF A WIDER ACTIVE-LEARNING FRAMEWORK

Money Carousel is one of a series of financial literacy theater lessons that can be used independently or combined into a complete play with a shared storyline and characters. Two original songs created for the play add to the experience and help reinforce financial learning. The play was nominated for Best Children's Play on the theme of "Money" in 2020.

The theater lessons series is also part of **About Money and Other Important Things: First Steps** — a broader financial literacy program for children developed by the Financial Literacy Initiative Foundation, built around active and experiential learning.

LEARN IT. CREATE IT. PLAY IT.

MONEY CAROUSEL





The performance is only the final act. Long before children step onto the stage, they are already inside the story — exploring its characters and choices, taking on roles, rehearsing, singing and dancing, drawing, building, creating costumes and sets. Financial learning becomes something they do, create and experience together.

Something special happened when children stepped into the story. They performed with energy and confidence, created with imagination, added their own ideas — and clearly enjoyed every part of the experience. That feeling reached the audience too, sparking curiosity, laughter, admiration and applause among classmates, families and guests.

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HIGH ENGAGEMENT. REAL LEARNING.

Behind all that energy and creativity, there was real learning. Children showed understanding of financial concepts, connected them with everyday choices, demonstrated and explained what they had learned, asked questions and wanted to learn more. They did not simply perform financial ideas — they made sense of them, connected them with real life and learned to communicate them to others.



CHILDREN AT THE CENTRE. A COMMUNITY AROUND THEM.





Money Carousel began with children, but it did not stay with them. Teachers, parents, peers, local organizations and professionals became part of the experience — contributing time, ideas, expertise and support.

What started as a learning experience became a community celebration — filled with excitement, pride and applause.





CHILDREN → PEERS → FAMILIES → COMMUNITY

ONE SHARED STORY.

LOCAL OWNERSHIP.

Across Bulgaria, children and local teams transformed the same story through theatre, music, dance, puppetry, verse and original creations.
No two performances looked quite the same.

INCLUSION BY DESIGN.

The educational core stays the same; the way children take part can change. Each group can shape the experience around its age, abilities, setting, resources and local circumstances — without losing the learning at its heart.
This flexibility makes the format work in very different environments, giving more children a meaningful way to participate, contribute and shine.

MANY WAYS TO MAKE IT YOUR OWN.







YOUR CHILDREN. YOUR STAGE. YOUR COMMUNITY.

MONEY CAROUSEL AS PARTICIPANTS EXPERIENCED IT.



Special School for Students with Visual Impairments "Prof. Dr. Ivan Shishmanov" - Varna

The children stepped into their roles with enthusiasm and turned financial literacy into a real experience through play and performance. They did not simply learn — they came to understand how important it is to manage money wisely. The audience welcomed the performance with applause, and the atmosphere was filled with emotion and meaning.
The event showed that learning can be inspiring and practical.
Because financial literacy is not just knowledge — it is a life skill. And if today we spun the Money Carousel, tomorrow we will spin the wheel of opportunities. Together.

Primary School "Kiril and Metodiy" - Zamfir

As a former bank employee, I became a teacher to fight functional illiteracy. The Money Carousel initiative turned out to be the missing bridge. With zero budget but boundless belief, 14 children, from preschool to Grade 7, breathed life into sets made from cardboard boxes. I was moved to tears when I realized that parents were buying new clothes to honor their children's hard work. More than 60 people — mayors, representatives of social centers and parents — became "shareholders" in this magic. The celebration ended with a wonderful cake ordered especially for the children.
Thank you to the organizers for the magical script!
You gave us the spark, and here in Zamfir we lit the fire. We proved that every child deserves wings, no matter where their school is.





Secondary School "Georgi Benkovski" - Teteven

The Money Carousel was a great success. The students performed brilliantly and demonstrated in-depth knowledge of the family budget, fully understanding the purpose of the activity. This was not simply theatre, but a real experience — the audience enjoyed every moment and was impressed by our talented young actors. Our guests were delighted.
The participants showed confidence, creativity and inspiration, even creating an original song dedicated to the idea of Let's Spin the Money Carousel – Together!
The lesson was so inspiring and educational that the students said they wanted to perform it for an even larger audience. *We received excellent feedback from parents, who were impressed by the memorable performance.*

Let's Spin the Money Carousel-Together!

HOW WE MADE IT HAPPEN

Turning one shared idea into a nationwide initiative meant creating the framework, inviting local organizations to make it their own — and bringing everyone together for one shared national moment.

SET THE SCENE

A broad partnership network, a dedicated website, clear participation rules, educational materials, a practical toolkit and campaign visuals gave schools, libraries and community centers across Bulgaria everything they needed to get started.

PREPARE...

The initiative launched on 26 January 2026. 179 organizations registered to take part, and 125 participants joined the online workshop.
Then the real work — and creativity — began. Across the country, children and local teams explored the story, took on roles, created costumes, sets and props, and prepared their own Money Carousel.

... AND ACTION!

During Global Money Week 2026, all that preparation burst into life in a nationwide financial literacy "flash mob" — 120+ performances across Bulgaria.
A national performance calendar connected the local events into one shared moment, while the Money Carousel online gallery filled with photos, videos and stories from across the country.

A NATIONAL STAGE FOR LOCAL CREATORS.



On 24 April 2026, a national awards ceremony brought the initiative together for its finale.

Jury and audience awards celebrated the creativity, inclusion and community spirit behind the performances.

The spotlight belonged to the children and local teams who had made the initiative their own.

ONE INITIATIVE.
HUNDREDS OF LOCAL STORYTELLERS.



The people who brought Money Carousel to their communities also became its storytellers. Schools, libraries and community centers shared their performances, preparations and proud moments through their own channels and local media — speaking directly to the people around them.

Instead of relying on one national voice, the initiative had hundreds of local voices across Bulgaria. Organizers and partners added another layer of reach through national media, social media and their institutional and sector networks.

EXPERIENCE THE MONEY CAROUSEL ACROSS BULGARIA.

The **Money Carousel Online Gallery** brings these local moments together — performances, ideas, emotions and stories from across the country.







EXPLORE THE GALLERY →

www.finansovogramoten.bg

THE CAROUSEL KEEPS TURNING.

The 2026 initiative was a beginning, not an endpoint. The next edition will build on the experience, local engagement and community created across Bulgaria. The ambition goes further: to develop the initiative into a longer-term financial learning program, reaching new age groups, exploring new topics and creating new opportunities to learn together.

BUILT TO GROW.

The initiative reached national scale without a large implementation structure — through central coordination, broad support, voluntary effort and local initiative. The same strengths provide a strong foundation for further growth.



ONE SCRIPT BECAME A NATIONAL MOVEMENT.



IMAGINE WHAT COULD HAPPEN ACROSS EUROPE.

What happened in Bulgaria shows how a **shared educational model can reach communities across a country while leaving room for local creativity and ownership.**

A common educational core and practical tools provide consistency; educators, children and communities bring it to life in their own language, culture and context.

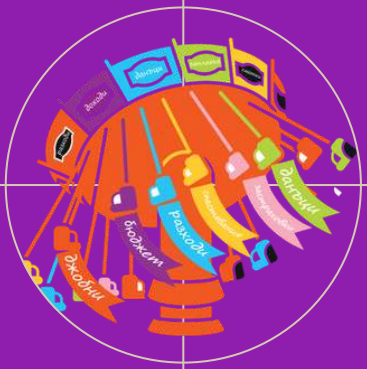
The same model can travel — while every country and every community makes it its own.

EUROPEAN IN IDENTITY.
NATIONAL IN COORDINATION.
LOCAL IN IMPLEMENTATION.

LET'S SPIN THE MONEY CAROUSEL – TOGETHER!

WANT TO KNOW MORE?

GET IN TOUCH.



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