



European  
Commission

# Spreading the word about the **TAXEDU** portal

Become a TAXEDU  
national promoter!



Taxation and  
Customs Union

# Spreading the word about the TAXEDU portal

The European Commission's TAXEDU portal is here to help teachers, children, teens and young adults find the information and resources they need to navigate the often-complicated world of taxation with confidence.

As representatives of national administrations from all EU Member States, you have an important role in promoting TAXEDU. With the support of the TAXEDU portal, you can help improve tax compliance and help combat tax fraud and evasion more effectively.

**TAX**  
EDU



## Look inside

In line with the portal's mission to contribute to the fiscal education of young people, click here to download all of TAXEDU's infosheets and infographics.

 [DOWNLOAD info](#)

## Become a TAXEDU national promoter!

Thanks to the TAXEDU portal, you can spread the message about tax education within your national networks, and in your own language!

*Taxes have long had a bad rap for being dull and complex, but TAXEDU has found the way to make tax education easy and fun. It offers the insight and the tools to make tax education lessons more playful, imaginative and relevant for today's students and tomorrow's citizens.*

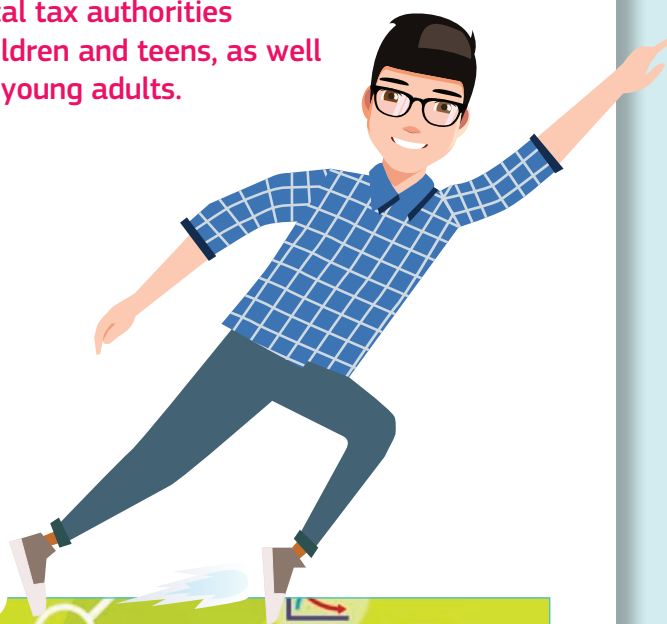
Since its launch in 2017, the portal has inspired EU Member States to incorporate tax education into their school curricula.

The value of taxation is demonstrated through real-life situations covering all age groups. TAXEDU is packed with practical multilingual resources, such as microlearning video clips, eLearning courses and games designed to inform users about tax fraud, tax evasion, employment income, national resources and how taxes affect our lives. There's also a MOOC especially for young people.

## Let's get started

TAXEDU's national contact points have an important role to play in promoting the portal and its tools within their network of...

- Education ministries
- teachers
- local tax authorities
- children and teens, as well as young adults.







## Talking points

The personalisation of messages for each contact point is important to ensure effective communication. The following may be communicated to each group:

**Education ministries:** “Fiscal ignorance is a bump in the road to improved tax compliance. You can help smooth it out by incorporating tax education in your national curricula for primary and secondary schools! TAXEDU offers ready-to-go eLearning courses, lesson plans, materials and resources” .

**Teachers:** “It’s never too early to teach children about taxes. Thanks to TAXEDU, you now have an arsenal of lesson plans, materials and teaching strategies at the ready. Plan your lesson today!”

**Local tax authorities:** “Find out how tax education can help bridge the gap between tax authorities and a future generation of taxpayers with the aim of enhancing tax compliance. Check out the portal today!”

**Young children and teens:** “From the playgrounds and concerts in the park to museums and car-free bicycle lanes, taxes help make your weekends fun! Find out more. The TAXEDU portal has got lots of facts and information”.

**Young adults:** “Whether you’re at university or starting your first job or even setting up your own business, you are also benefiting from taxes. Learn more on the TAXEDU portal”.



*Invite your staff, your clients, your public and your contacts.  
Team up with local tax agencies, schools, banks and education ministries.  
Take advantage of the TAXEDU portal through...*

## Resources for all ages

TAXEDU teaching material targets three age groups:

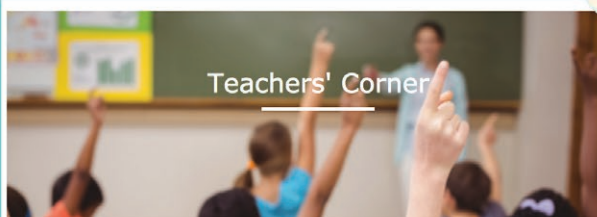
- **Children**, aged 9-12, learn the basics of how tax impacts their life at school and other everyday situations.
- **Teenagers**, aged 13-17, are introduced to concepts like Intellectual Property Rights and counterfeiting.
- **Young adults** can find in-depth information about the role of taxes in university education, the job market and business.

## Materials for teachers

The Teachers' Corner provides teachers with **lesson plans linked to each microlearning resource** and other materials available in 22 official EU languages.

In addition to eLearning courses, the training catalogue includes presentations, videos and other documents shared by national TAXEDU promoters for public dissemination. Teachers are encouraged to widely share and exchange materials validated by the promoters.

### Teachers' Corner



Basic financial skills, and a general understanding of the financial mechanisms governing how we live should be included in our children's education. But can this be fun, creative and also integrated into classroom curricula or informal educational activities? We believe it can.  
**Let us show you how.**

### Are you a teacher?

Here's what's in it for you:

ideas for  
educational  
activities



teaching and  
learning resources

games



links to relevant  
information  
sources

videos for use  
during your  
lessons



templates for your  
presentations and  
for online  
activities

**TAXES  
ARE  
IMPORTANT**



## Meeting 2QT

In a series of 12 **microlearning** videos, the extra-terrestrial fashion designer 2QT guides students through the core questions about taxes. Starting from the very basics ("What is tax?" and "How do I benefit from taxes?") the videos progress to more advanced topics like value added tax, customs duties and the consequences of tax fraud and evasion.

**Tax** can be fun

# TAXLANDIA

**Play the game** – see how tax can be fun

**play online**

**download the app**



**What is tax?**



**How did taxes come about?**



**Who pays taxes nowadays?**

## Playing to learn

Teachers are encouraged to explore the **Cool stuff** page, download videos, visuals, quizzes and more.

Children and teens can become Prime Minister for a day in **Taxlandia** – a fictional European country. Players of this city management simulation game are called on to balance demands of citizens, tourists and businesses to put the economy back on track after natural disasters and risky investments.

National promoters, schools and universities are encouraged to get the popular boardgame **Mobility Era - Play your Taxes!** It guides players through a series of simulated real-life events linked to taxation, while teaching adults and children about life and work across the European Union.

## Knowledge sharing and discussions

Connecting people and sharing knowledge are at the heart of the **TAXEDU Forum**. This online discussion forum is where teachers, students and anyone interested in issues related to tax education can discuss queries and get their questions answered by national administrations. Anyone can start an online discussion by asking a question. From a student wondering about taxation to teachers looking for advice on how to incorporate taxes into their class curriculum and experienced educators keen to share a technique that has worked well in their classroom, the portal provides instant access to a large network of support and direct contact with national administrations.



## The European Commission helps you spread the word at national level!

**TAXEDU is constantly growing its follower base and increasing its social media audience.**

TAXEDU counts more than 17 000 followers on Facebook and another 4 000 on Instagram (as of June 2021). To maintain this positive momentum, a collection of pre-made social media posts is available for national TAXEDU promoters in all EU languages. The posts are ready for use on Facebook, Instagram, Twitter and LinkedIn, with their accompanying visuals. This pick-and-post catalogue can be used ad-hoc on various occasions at national level.

A ready-to-place article in your language will be made available for you to publish in selected national media, like online or print publications, blogs or social media. It can also be disseminated as a press release or used to formulate speaking points for interventions at press briefings or on TV and radio.

### Don't take our word for it!

**The portal has enjoyed a steady increase in the number of visitors over the years.  
We counted**

***29 000 unique visitors  
in January 2020***

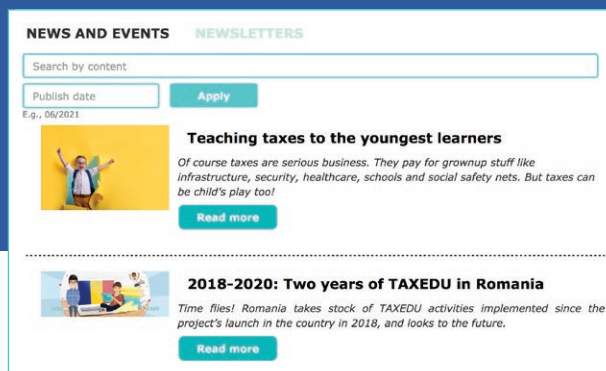
**and more than  
*61 000 in January 2021***

# National Tax Administrations are showing the way

The News page is there to allow TAXEDU promoters to share a good practice or exciting initiative.

TAXEDU's **News page** is regularly updated with the latest initiatives and inspiring stories from Member States. It's packed with examples of how Member States are delivering tax education and laying the groundwork for responsible and informed citizens of tomorrow.

From **school competitions** organised by Spain's Tax Agency to **webinars** in Italy and **vlogging** in Latvia, there are so many examples of initiatives that can be organised by national administrations across the EU. The list is long and also includes the publication of **comic books** in Poland, **games** in Portugal and various initiatives undertaken by finance ministries to spread the word and increase awareness about the TAXEDU portal.



## Bulgaria brings tax education to schools

Thousands of students in Bulgaria have been learning about tax. Teachers are actively encouraged to make maximum use of the TAXEDU portal.

## New methodological material in Lithuania

The State Tax Inspectorate and Vilnius University conducted large-scale research to find out what children know about taxes and what their attitudes towards taxes are.

## Hungary is paving the way towards tax education

Since the launch of the TAXEDU digital platform, Hungary's National Tax and Customs Administration's (NTCA) management and trainers have been working towards its promotion and use in tax education.

## A case of taxpayer education in Greece

A staunch supporter of TAXEDU from the very beginning, Greece's Independent Authority for Public Revenue (AADE) has included taxpayer education as a main priority in its Annual Operational Plans.

Send us  
your news  
today!





# Get involved today!

User Guidelines and an overview of the portal's main features are available **online** for all TAXEDU registered users (teachers and students) and members of National Tax Administrations. All are welcome to subscribe to the monthly **newsletter**.



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