

## Welcome to TAXEDU's newsletter!

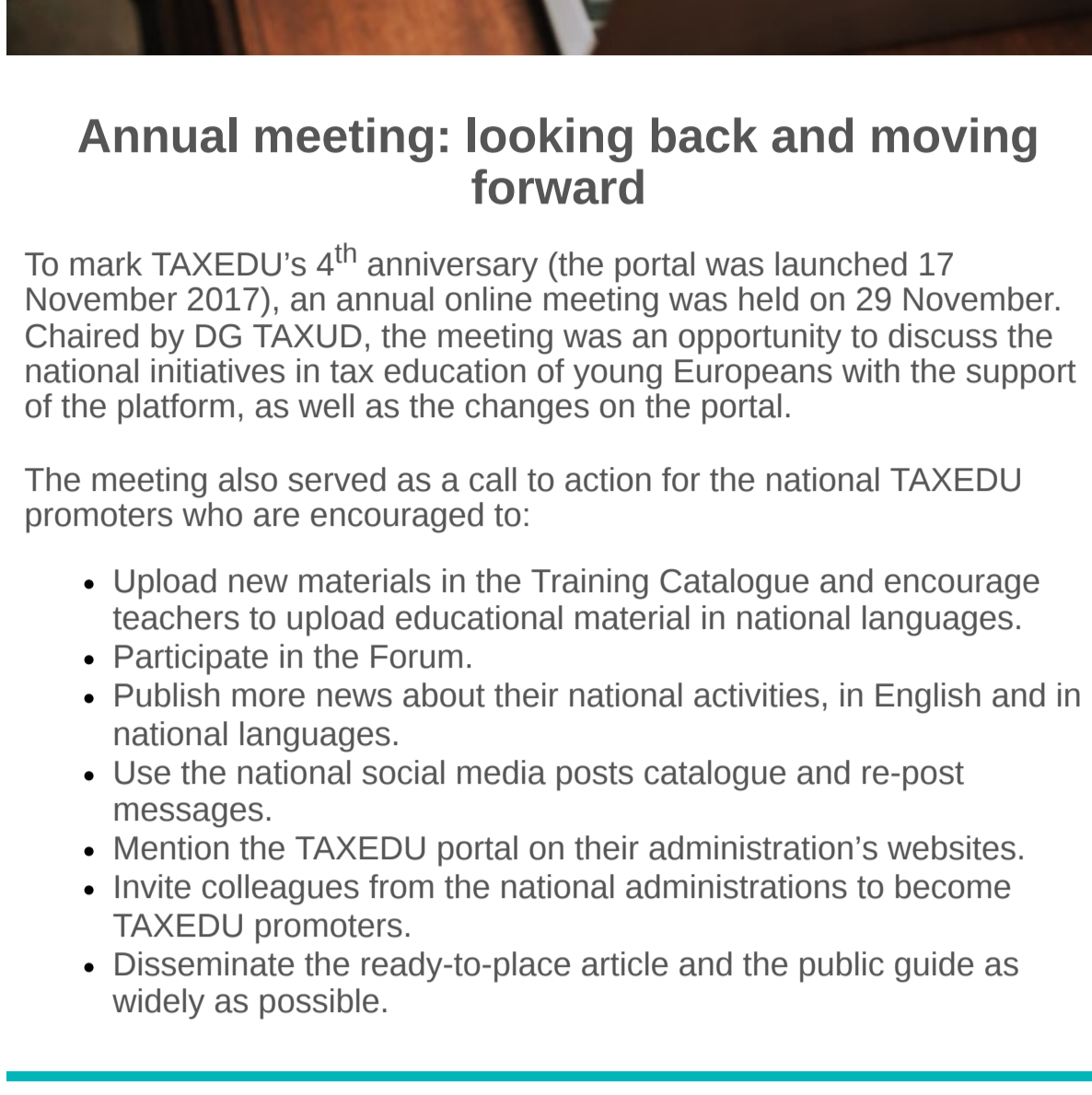
The aim of the TAXEDU portal is to ensure that all European citizens – young and old – are informed about the breadth of services and facilities made possible through tax (education, healthcare etc.).

We hope you will enjoy reading about our latest news and activities. Let's get Started.

### Season's Greetings from TAXEDU

Happy New Year! To kick off 2022, TAXEDU is celebrating the biggest achievements of the past year.

[Visit the TAXEDU portal](#)

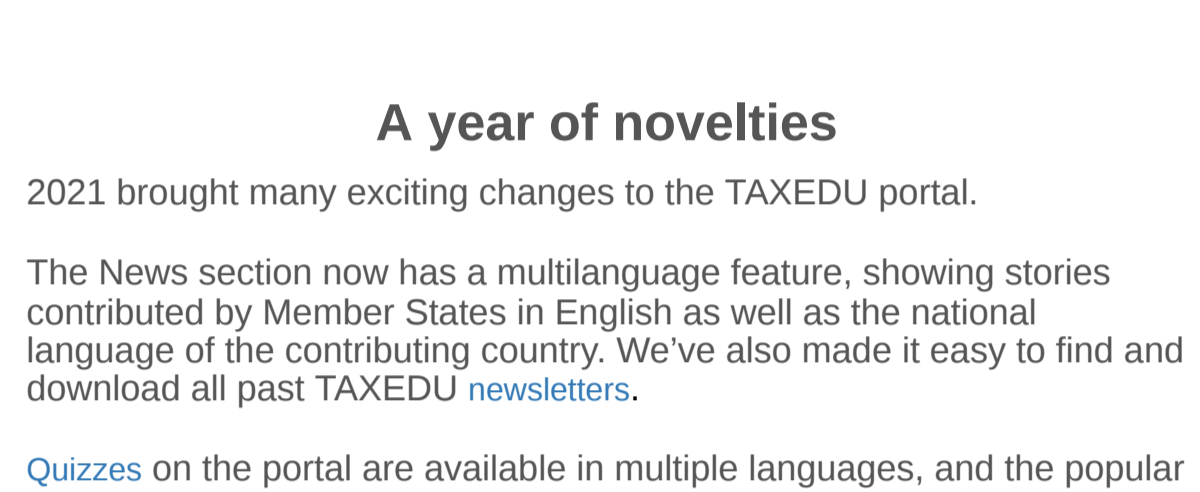


## Annual meeting: looking back and moving forward

To mark TAXEDU's 4<sup>th</sup> anniversary (the portal was launched 17 November 2017), an annual online meeting was held on 29 November. Chaired by DG TAXUD, the meeting was an opportunity to discuss the national initiatives in tax education of young Europeans with the support of the platform, as well as the changes on the portal.

The meeting also served as a call to action for the national TAXEDU promoters who are encouraged to:

- Upload new materials in the Training Catalogue and encourage teachers to upload educational material in national languages.
- Participate in the Forum.
- Publish more news about their national activities, in English and in national languages.
- Use the national social media posts catalogue and re-post messages.
- Mention the TAXEDU portal on their administration's websites.
- Invite colleagues from the national administrations to become TAXEDU promoters.
- Disseminate the ready-to-place article and the public guide as widely as possible.



## A year packed with promotional firsts

Over the last year, the European Commission launched several initiatives to better support National Administrations in spreading the word about tax education and the TAXEDU portal. 2021 was a time of promotion, dissemination and demonstration.

One of the supporting materials developed in 2021 was the mini guide for tax promoters. A compact version and a longer full-length version are both available online and can be freely used by national contact points. The aim is to help them spread the message about tax education and promote the multilingual, and age-targeted resources and tools available on the TAXEDU portal.

In addition, a public version of this guide, targeting all European citizens, is available on the EU Publications Office portal. The guide includes a comprehensive list of practical, multilingual resources to help make tax education easy and fun for children, teens as well as young adults.

There are also pre-made social media posts available for TAXEDU promoters in all EU languages. The posts, which include videos, stories, quizzes, polls and other fun content, are ready for use on Facebook, Instagram, Twitter and LinkedIn.

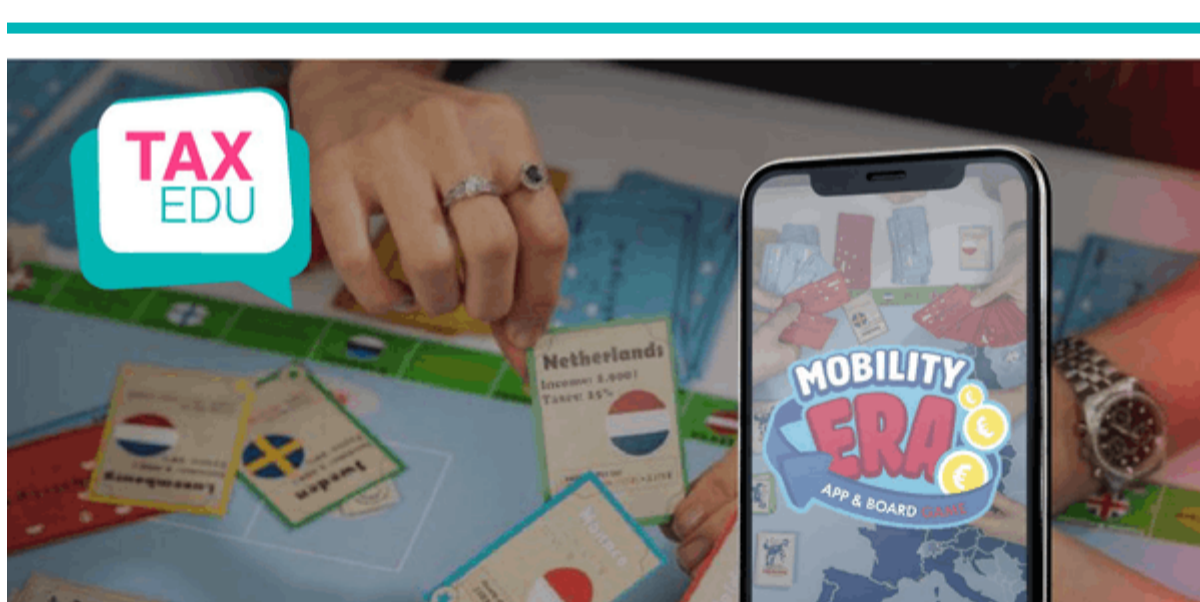
## A year of novelties

2021 brought many exciting changes to the TAXEDU portal.

The News section now has a multilanguage feature, showing stories contributed by Member States in English as well as the national language of the contributing country. We've also made it easy to find and download all past TAXEDU newsletters.

Quizzes on the portal are available in multiple languages, and the popular microlearning videos featuring 2QT can be downloaded, making them easy to incorporate into any lesson plan.

Please note that the portal URL has been updated to <https://taxedu.campaign.europa.eu/>.



## LATEST PUBLICATIONS AND MORE

### Activities across the EU

#### Another busy year for National Tax Authorities

National Tax Authorities across the European Union continue to ensure that tax education events happen even under difficult circumstances, such as the pandemic. They are constantly developing new educational material and ways to engage with students, virtually and in-person. Their unwavering commitment in their support for tax education has been inspiring. Below are just a few examples of national activities from the past year.

The Italian Revenue Agency produced two educational booklets in 2021, targeting primary and secondary schools. Through links to videos, cartoons and songs, and using language students can identify with, the two booklets explain the importance of paying taxes. Both are publicly available online and link to TAXEDU and other EU resources.

Last year, colleagues in Ireland developed a pilot tax education course for Transition Year students (15-16-year-olds). Launched on 21 October, the course is currently ongoing and incorporates adaptations of several TAXEDU micro-learning into the course content. Meanwhile, in Romania, two tax education summer camps took place in July and August 2021 in Bucharest.

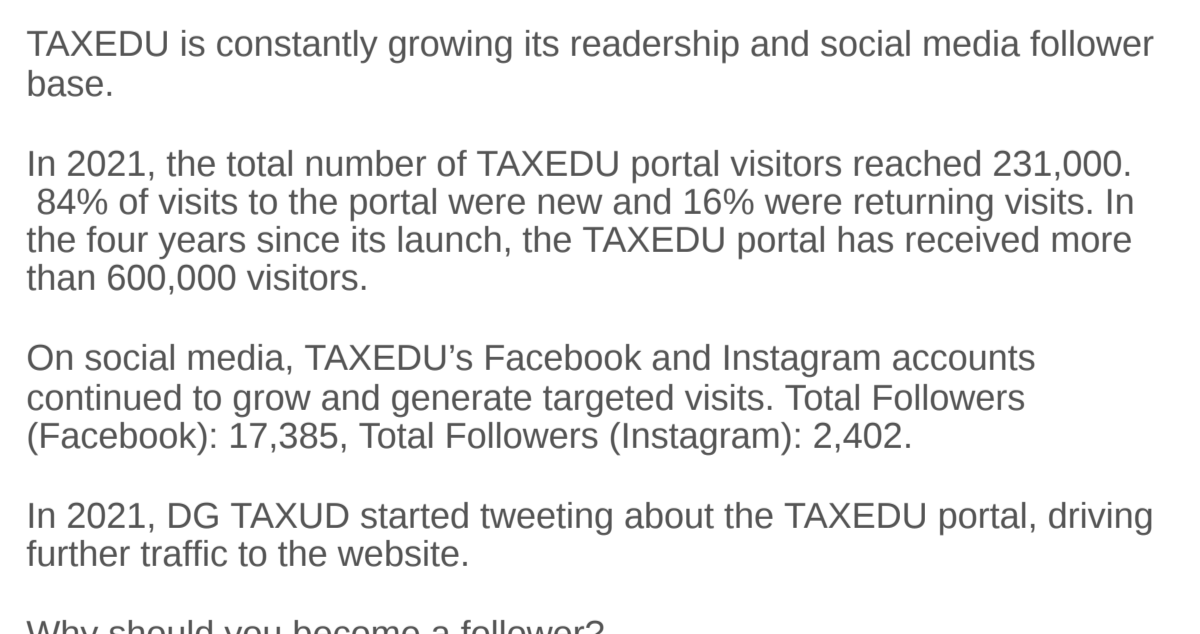
As every year, teachers in Finland were encouraged to incorporate "Tax education hour" into their lesson plan. Organised by the Finnish Tax Administration, the aim is for participating teachers and students to watch special tax education videos which draw on TAXEDU materials and resources. More than 10,000 students participated in this activity in 2019 alone.

In Spain, the Cadiz Delegation resumed their in-person Civic Tax Education Programme, while continuing the virtual option which is key in making the Programme available to the most remote places of the province. Meanwhile, at the Barcelona Delegation, they updated their tax education material to incorporate the latest societal changes and current affairs, keeping their offering relevant and engaging in our fast-paced world.

In Poland, the highly successful educational programme, Finansoaktywni (Active in finance), continued to rely on TAXEDU's online resources. Launched seven years ago, the programme is still going strong, supporting thousands of students and teachers across the country every year. In 2021 the programme reached over 35,000 students from 2,197 classes in 656 schools. In the course of its seven iterations, the programme has reached more than 5,000 schools throughout Poland.

Watch our news section for the latest inspiring initiatives in Member States.

[Read more!](#)

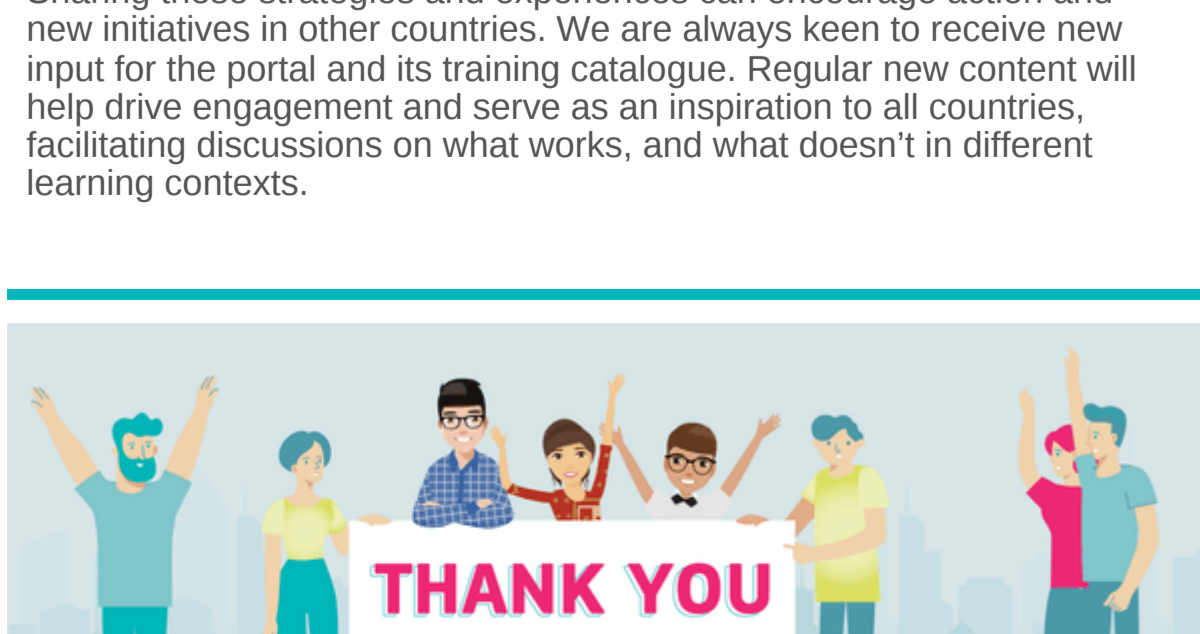


#### Mobility Era: new website and app!

#### Popular tax game now available online and as app

On 15 December, the popular Mobility Era game launched a brand new website and app. Tailored to students of all ages and with varying degrees of knowledge about fiscal concepts, the Mobility Era Game allows its players to experience first-hand how taxes affect every stage of their life, from their years at school and entering the job market, to starting a business, getting married and buying a house.

[Read more!](#)



#### Why we should talk to teens about tax?

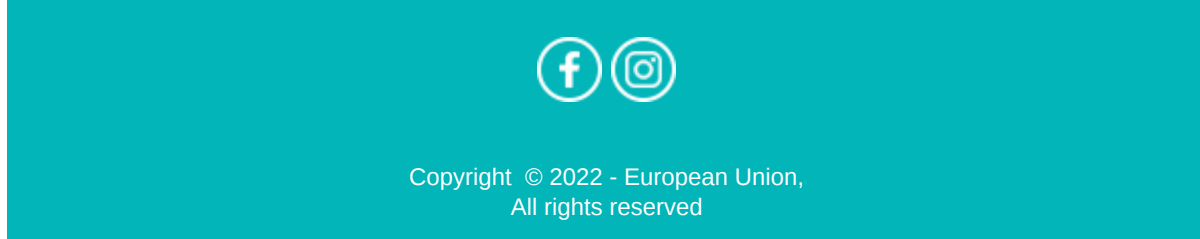
Of course teenagers have heard about taxes – on the news and from their parents, but it is likely they have difficulty relating it to their reality. This is where TAXEDU can help by explaining how taxes contribute to all things that make life easier – from creating and maintaining infrastructure and public works to caring for our grandparents and those who need medical assistance. TAXEDU has consolidated all the important information and more, ready for students and teachers.

[Read more!](#)

#### Good practices on tax education are being shared in the forum

What's new, what's good and what's effective in tax education in Europe? Find out on the TAXEDU forum. It's a dynamic space designed to foster exchanges between users. The overall aim of the forum is to connect educators and build on expertise.

[Read more!](#)



## Join hundreds of thousands of followers

TAXEDU is constantly growing its readership and social media follower base.

In 2021, the total number of TAXEDU's Facebook and Instagram accounts continued to grow and generate targeted visits. Total Followers (Facebook): 17,385, Total Followers (Instagram): 2,402.

In 2021, DG TAXUD started tweeting about the TAXEDU portal, driving further traffic to the website.

Why should you become a follower?

We post content every week. This ensures those who follow TaxEdu-portal on Facebook and Instagram receive all the latest TAXEDU news from across Europe.

Posts also include videos, stories, quizzes, polls and other fun content that followers can interact with and share.

For those who have not done so already, find and follow @TaxEduportal on Facebook and Instagram and be one of the people in the know!



## We'd love to hear from you!

The TAXEDU portal relies on input and contributions of National Tax Authorities and teachers from across the EU, whose support brings us closer to achieving our objectives.

Sharing these strategies and experiences can encourage action and new initiatives in other countries. We are always keen to receive new input for the portal and its training catalogue. Regular new content will help drive engagement and serve as an inspiration to all countries, facilitating discussions on what works, and what doesn't in different learning contexts.



## Thank you!

The TAXEDU portal would like to thank the National Tax Authorities from countries all around the EU for their highly constructive contributions. Their support brings us even closer to achieving our objectives: to promote the fiscal education of young Europeans, reduce tax evasion and fraud across Europe and provide European citizens with information on the services and facilities that are made possible through tax.

