

Education Policy

Hanna Cash Makes Its Mark in Schools: New Teaching Materials for Lower Secondary School

02.11.2026

At a glance

- Short explanatory videos make economic topics understandable for young people.
- Approximately 11 million YouTube views and four film awards demonstrate the strong response.
- Free, ready-to-use teaching materials now round out the offerings for lower secondary school.

Explaining complex economic topics in a way that's easy to understand, relatable, and entertaining: That's the idea behind Hanna Cash. The fictional influencer was created in 2021 by economiesuisse, Young Enterprise Switzerland (YES), and the Institute for Business Education at the University of St. Gallen (HSG). Since then, her explanatory videos have been viewed approximately 11 million times on YouTube, Instagram, and TikTok. The series, produced by the Zurich-based film agency Filmgerberei GmbH, has also won four national and international film awards.

Now Hanna Cash is making an even bigger impact in the classroom: Free teaching materials for lower secondary school are now available to accompany the videos. The ready-made lessons combine the explanatory videos with interactive exercises and worksheets and can be used directly in the classroom.

The materials are available free of charge, are aligned with Curriculum 21, and include, among other things:

- ready-made lessons with learning objectives, structure, a list of materials, and key subject terms
- interactive teaching elements such as planning exercises and role-playing games, as well as worksheets
- tailored to Economics, Work, and Home Economics (WAH) and Education for Sustainable Development (ESD)

Currently available lessons include those on supply chains and sustainability. Additional topics and supplementary e-learning modules are planned.

All teaching materials and videos can be downloaded here for free:

YES | Hanna Cash Explains



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