



Press Release

Alpha Bank's IQonomy program initiatives for promoting financial literacy in Fokida

On the occasion of the Global Money Week, the Bank offered to the residents of Fokida the opportunity to participate in financial literacy training activities

Alpha Bank, the only Bank in the country to participate for the second consecutive year in the World Money Week established by the OECD, designed and implemented in Fokida region a series of initiatives aimed at strengthening financial literacy. It also opened the doors of the Delphi Economic Forum to local school students, who took active part in a panel organized by [IQonomy](#), the Bank's Social Responsibility program.

The coin as a means of transaction

Using the [travelling museum kits](#) of Alpha Bank's Numismatic Collection as a vehicle, Dr. Dimitra Tsangari, the Collection's Curator, introduced the Bank's educational initiative to the educational community of Fokida. Interactive presentations and creative activities brought primary and secondary school students in contact with the use of the coin as a means of transaction and with its evolution through the centuries, up to the modern-day digital transactions.

Training of teachers

The educational program "[ABCs of Financials](#)", implemented by Alpha Bank in collaboration with ActionAid and approved by the Ministry of Education, Religious Affairs and Sports, was attended by primary and secondary school teachers of Fokida. Attending a three-hour live training session, teachers came in contact with the program's educational material and acquired the knowledge and skills necessary for implementing classroom activities that will help familiarize school students with basic financial terms and financial management practices.

Female empowerment and confidence in the management of finances

The training seminar "My personal relationship with money" attracted great interest from women in Fokida. Participating in an interactive workshop, women of all ages explored their personal relationship with money and exchanged knowledge and experiences that had a catalytic effect on them. The workshop forms part of "[Economy Lessons](#)", the broader program jointly organized by Alpha Bank and the "Women On Top" NGO.

Security of digital transactions

Residents of Fokida also attended a cybersecurity seminar. The aim of this action was to inform and educate the public on the basic principles of cybersecurity, the techniques used in various types of bank fraud and the preventive measures we should take in order to protect our personal and financial data.

School students at this year's Delphi Economic Forum

Junior High schools and High schools from Itea, Delphi and Amfissa had the opportunity to attend the panel discussion on financial literacy organized by the Bank at the Delphi Economic Forum IX.



ALPHA BANK

During the discussion, the students were able to put their own questions to panel members, which were focused on the role of education in familiarizing students with basic economic concepts and practices, as well as with the principles of the circular economy.

About Global Money Week

Global Money Week (GMW) is an annual international awareness-raising campaign on financial education, aimed at enabling citizens to understand basic financial concepts and acquire the knowledge necessary to make sound financial decisions. The special theme of this year's edition of Global Week was "Protect your money, secure your future", focusing on money security and the responsible management of personal finances.

About IQonomy

As part of its IQonomy initiative, Alpha Bank advocates equal access to financial literacy for citizens, by promoting basic financial education for the population groups that OECD has identified as the most vulnerable in this regard, such as students at all levels of education, women and persons over 55. The initiative aims to foster a modern financial intelligence, which will ensure that all people have the necessary skills to cope with financial issues in their daily lives and carry out their financial plans.