



Press Release

IQonomy: “Economics Courses” begin – Open call for participations to women over 18

- *Alpha Bank is leading the efforts to enhance financial literacy by launching, in collaboration with the Women On Top Organization, a 9-month training seminar for women, aimed at providing them with the knowledge and skills that will boost their self-confidence in financial management*
- *Applications to be submitted until February 4*

As of today, January 18, women over the age of 18 from all over the country can apply to participate, **free of charge, in the “Economics Courses” seminars, jointly organized by Alpha Bank and the NGO Women On Top** as part of the Bank’s **IQonomy** corporate social responsibility program.

Structured in the form of interactive lessons and group meetings on selected themes and modules, **the program aspires to enhance the financial resilience of women, their familiarity with basic financial literacy principles and the development of skills that will help them manage their financial future with confidence.**

By attending the “Economics Courses”, the **participants will become acquainted with practical tools and will take part in targeted activities that will allow them to learn how to better organize their finances and build a sustainable savings plan, as well as how to increase their income and reduce their expenses.** They will also familiarize themselves with the importance of long-term financial planning and the fundamentals of investing, while also exploring ways in which they can communicate and negotiate more effectively with those around them regarding financial matters.

The “Economics Courses” have been exclusively developed for the purpose of enhancing financial literacy among women. According to a [survey of the Women on Top organization](#), the financial literacy index is lower for women compared to men, especially for the age groups of 20 to 34 and over 55. At the same time, women have lower self-confidence in managing their finances.

“Economy Courses” Curriculum

The program will cover the following **themes**:

- My personal relationship with money
- Organizing financial information
- Budget drafting and monitoring of budget implementation
- Saving & long-term financial planning
- Reducing expenses & increasing income
- Insurance, taxation & inheritance
- Credit and indebtedness
- Investments
- The role of others in my financial plan

The seminars will be conducted by **expert women trainers** who have attended trainings in the basic principles of each theme, provided by Women On Top. The seminars will also include original



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material, specifically developed by the organization for strengthening the financial resilience of women.

How to apply

Women interested in participating should follow [this link](#) to complete the application form **by February 4**. More details about the program are available [here](#).

The courses **will begin in February and will be completed in November 2024**. The number of trainees is limited and the final list of participants will be announced on February 7.

Alpha Bank also organizes a corresponding round of seminars exclusively for employees of the Bank who wish to enhance their knowledge of financial matters.

About IQonomy

IQonomy is a **social responsibility initiative** that promotes **equal access to financial literacy for all citizens**. It aims to provide basic financial knowledge and skills to students of all educational levels, to empower women as well as to educate people over 55 belonging to the general population, in the new environment of digital transactions.

IQonomy includes **four specialized programs** targeted at social groups identified by OECD as most vulnerable to financial literacy issues. These programs are implemented in collaboration with Civil Society Organizations, such as ActionAid, and with NGOs SciCo, Women on Top and People Behind.

To find out more about IQonomy, click [here](#).