



## Press Release

### “The ABCs of Financials”: Alpha Bank’s IQonomy program enhances financial literacy among children and teenagers

*Over 10,000 students and teachers are expected to benefit by the end of the school year from the Bank’s social responsibility initiative, implemented in collaboration with ActionAid*

**Seeking to raise financial literacy among children and teenagers, and to help them develop their financial skills, Alpha Bank collaborates with ActionAid for the implementation of the program “The ABCs of Financials”,** under which a new teachers’ training cycle has been launched. A total of **950 5th and 6th grade primary school teachers, as well as junior high school teachers,** are expected to receive training by the end of the current school year, while the number of beneficiary students will reach **9,150 in total.**

“The ABCs of Financials” forms part of Alpha Bank’s **IQonomy** social responsibility initiative and has **two pillars: training seminars for primary and secondary education teachers, and implementation in the classroom.** The program comes to address the needs for supporting students, as these have been identified in the National Financial Literacy Strategy, while it is also aligned with the goal of promoting financial awareness.

The program’s content and its pedagogical relevance **have been approved by the Ministry of Education, Religious Affairs and Sport,** while ActionAid is an active and affiliated member of the International Financial Education Network of the Organization for Economic Cooperation and Development (OECD).

The program’s educational material has also been approved by the Ministry and is posted on the Skills 21+ Platform of the Institute of Educational Policy (IEP) under the thematic axis “Create and Innovate”. The educational material is separate for each level of education and has been developed around 5 subjects:

- Skills discovery & Personal development
- Rights & Commitments
- Savings & Consumption
- Target setting & Budgeting
- Social & Financial Entrepreneurship.

The program’s implementation in the classrooms is organized as **a set of interactive activities,** aimed at familiarizing students with basic financial terms and with managing everyday financial issues, employing experiential methods to this end. These activities are based on the educational material provided and are divided into:

- Psycho-educational empowerment activities
- Activities that gradually introduce students to the understanding of basic economic concepts
- Planning and implementation of actions through teamwork
- Ideas and tools on how new knowledge and skills can be used in everyday life
- Successful examples.



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Throughout the program's execution, teachers will collaborate with experienced mentors who will assist them with issues related to the program's implementation.

"The ABCs of Financials" aspires **to educate a new generation of highly aware, active and responsible citizens** who understand the complex global financial environment and make informed social and financial decisions.

**To participate in the program's 2-hour training sessions, interested teachers (5th & 6th primary school teachers, secondary education schoolteachers) can fill in the participation form, which is available [here](#).** Participation is free of charge and all participants will be furnished with a certificate of attendance.

### **About the IQonomy social responsibility initiative**

**IQonomy is a social responsibility initiative that promotes equal access to financial literacy for all citizens.** IQonomy includes four specialized programs targeted at social groups identified by OECD as most vulnerable to financial literacy issues. In particular, the initiative aims to provide basic financial knowledge and skills to students of all educational levels, to empower women and to educate people over 55 belonging to the general population, in the new environment of digital transactions.

These programs are implemented in collaboration with Civil Society Organizations such as **ActionAid**, and with the NGOs SciCo, Women on Top and People Behind.