



## Press Release

### IQonomy: Registration for the new series of the “Economy Lessons” seminars has started

*The new series of the educational program offered by Alpha Bank and WHEN is addressed to women over 18 years old and aims to enhance their financial resilience and boost their financial confidence.*

Registrations for participation in the new "**Economy Lessons**" series of educational seminars organized by Alpha Bank in partnership with the non-profit organization WHEN, as part of the Bank's IQonomy social responsibility initiative, will be accepted until 21 April.

The new nine-month series, which is delivered online and includes **interactive seminars and group meetings**, is aimed at women **over 18 years old** who want to learn how to better organize their finances, save in a sustainable way, increase their income and reduce their expenses.

In practice, the program aspires –with significant success so far– to help **develop the financial resilience of women, familiarize them with basic financial literacy principles**, and cultivate skills that will help them manage **their financial future with greater confidence**.

The topics covered by the “Economy Lessons” seminars cover the following:

- Organizing financial information
- Budget drafting and monitoring
- Savings & long-term financial planning
- Reducing expenses & increasing income
- Insurance, taxation & inheritance
- Credit and debt
- Investments

The lessons of the educational series are delivered by experienced trainers and will be available until February 2026. **Those interested in participating are invited to register until 21/4 [here](#).**

Last year, the “Economy Lessons” seminars took place between February and November, followed by a second, quarterly cycle of financial coaching in the form of individualized sessions attended by 10 participants from each group. In total, **384 women from the general public and from Alpha Bank’s staff benefited directly** from the program. In fact, **nearly 7 out of 10 participants** who graduated from the program said that **they feel more confident** in managing their finances.

“Economy Lessons” is one of the programs forming part of Alpha Bank's **IQonomy** social responsibility initiative, through which the Bank is promoting **equal access for all citizens to financial literacy**. These programs are implemented in partnership with Civil Society Organizations (CSOs) and Non-Profit Organizations (NPOs) and are addressed to social groups that the OECD has identified as the most vulnerable in terms of financial literacy.