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Press Release

Alpha Bank participates in the Global Money Week with educational actions in financial literacy and the circular economy

Seminars for over 300 students from schools across the country

Alpha Bank implements educational actions in financial literacy and the circular economy for schools, as part of its participation in the **Global and European Money Week** and in the context of its Social Responsibility initiatives for the **raising the young generation's financial and environmental awareness**. The actions have been approved by the Ministry of Education and Religious Affairs, **while over 300 students are being trained**.

The importance of financial awareness and education

The **Global and the European Money Week** are the annual financial awareness campaigns, which highlight the paramount importance of educating young people about Financial Literacy. For **2023**, the Week's special theme is **"Plan your Money, Plant your future"** and focuses on **sustainability**, on raising the awareness **of the impact of individual financial behavior on the environment and the society**. **At the same time, the campaign aims at encouraging "greener" personal financial mindsets and behaviors** that promise a more sustainable individual and collective path in the future.

Regarding the **importance of financial literacy and the participation of Alpha Bank** in the international awareness-raising campaign, **Mrs. Sofia Ziakou, Financial Literacy Actions Officer at the Hellenic Bank Association**, made the following statement:

*"**Financial literacy** is the ability to make conscious decisions having understood the workings of money, the art of investing and managing money. It is not only about **transmitting financial knowledge** but is also aimed at **creating behaviors**, making people aware that they can seek help and that our choices affect our future (positively and/or negatively), as well as the future of the society in which we live. 'Plan your Money, Plant your Future', as the key message of this year's Global and European Money Week suggests. **Financial literacy** is an important life skill that transcends the narrow confines of the financial sector, as **it helps the individual to adapt to any changes, to prepare for the future and to be flexible**. Raising society's awareness of our need for financial literacy is a duty of all of us. At the Hellenic Bank Association, we are very pleased that our Members are developing further initiatives, which **our joint actions**, demonstrating clearly their commitment and sensitization to our common cause. **Financial knowledge** should not just be a 'choice' but a '**necessity**' accessible to all citizens throughout their lives."*

Seminar for First Grade students of Junior High Schools at Alpha Bank's Main Building

On Monday, March 20, a group of 25 First Grade of the Leontios Junior High School of Athens, accompanied by their teachers, visited the Bank's Main Building and attended the seminar **"Introduction to financial through the fascinating history of the coins"**, prepared by Alpha Bank. The children had the opportunity to become familiar with **basic economic concepts that are useful**



for their everyday life, to learn about **modern transaction methods** and to **follow the history of currency** and financial transactions from antiquity to the present day.

In particular, through this original educational presentation, **the children saw up close original coins of the Alpha Bank Numismatic Collection**, such as the first coin in history, the coin of Alexander the Great and major coins and banknotes from all periods in Greece, and discussed **various ways of managing their finances**.

On the occasion of the Global Money Week, the Bank's educational actions visit schools all over Greece

The presentation that took place at the Bank's premises **combines knowledge from the current educational programs of the Alpha Bank Numismatic Collection**, which are conducted during the school year 2022-2023 **with the approval of the Ministry of Education and Religious Affairs**. On the occasion of the Global Money Week, the programs, in the form of a museum suitcase, visit primary schools in mainland and island Greece, as well as in Cyprus, **thus spreading the rich history of the currency and making it accessible to children even in the most remote areas**.

Regarding the educational programs implemented by the Bank in Greek schools, the **Curator of the Alpha Bank Numismatic Collection, Ms. Dimitra Tsangari**, said:

*"In a world that is changing at an extremely rapid pace and in which our daily transactions are becoming increasingly impersonal, young children are alienating themselves from the physical form of the currency and the concepts it represents. The Bank's Numismatic Collection, one of the most important of its kind worldwide, is here to preserve our history, to bring to life in the eyes of young persons the figures and the events that are engraved on ancient coins and, at the same time, **to acquaint them with the concept of money and with how it evolves over the centuries.**"*

In tandem with the above, the pilot program "Circular Economy in Practice", created by Alpha Bank with the **approval of the Ministry of Education and Religious Affairs** and in cooperation with the Non-Profit Organization Science Communication (SciCo), is also being carried out. It consists of a cycle of educational workshops, which during the school year 2022-2023 are implemented in **Junior High Schools and High Schools of mainland and island Greece**, aiming to familiarize students and teachers with basic economic concepts (saving, investment, inflation, income, expenses, profit) and with the **principles of sustainable economic development** with a strong focus on the protection of the environment.

Regarding the Bank's participation in the World Money Week, **Mr. George Terzis, Manager of Alpha Bank's Communications and Corporate Affairs Division**, said:

*"It is with great pleasure that we participate in Global Money Week, organizing a series of interesting educational actions that have been developed by our Numismatic Collection but also reflect our Social Responsibility strategy, which places at its core the **concept of inclusion in all educational initiatives in economic literacy and the circular economy** that we implement **for the young generation**. With the seminars that we organize in schools all over Greece, we educate students to manage their finances, provide them with **basic knowledge that will help them adopt healthy financial habits** in their daily lives and, at the same time, we **raise their environmental awareness**, instilling in them the concepts of circular economy in an interactive way. Our actions are **fully aligned with the policy of the Hellenic Bank Association**, with which we are **working closely** in the field of Financial Literacy."*