

2024

FLITIN
Financial
Literacy
International
Network

ANNUAL REPORT

II EDITION
ACTIVITIES 2023-2024



EXECUTIVE SUMMARY

FLITIN – FINANCIAL LITERACY INTERNATIONAL NETWORK, officially established in 2022, is a network of ambassadors of the Intesa Sanpaolo Group with the aim of spreading financial education in different countries: Albania, Bosnia and Herzegovina, Croatia, Egypt, Hungary, Italy, Moldova, Romania, Serbia, Slovakia and Slovenia.

A network made up of professionals in the banking sector, aspiring to share knowledge, skills, methodologies, tools, resources, and experiences in the field of financial education, with one major goal: to increase the level of financial literacy of citizens, with high quality standards and according to the OECD guidelines.

The FLITIN Annual Report aims to provide an overview of the financial education initiatives launched jointly by the network and individually by members, as well as to map some relevant information regarding the financial literacy status in the involved countries. This second edition intends to explore financial education policies and tools for vulnerable groups and women available in each FLITIN country.

The first section describes the 2023-24 joint initiatives, illustrating their characteristics and impact. During its second year of activity, FLITIN promoted the "Save Ambassadors" project - dedicated to the theme of sustainability and circular economy - and the "Money Master Challenge", the quiz on curiosities related to the world of money and finance. A further initiative was launched to raise students' awareness of digital risk and promote the cybersecurity culture on the occasion of the Safer Internet Day.

The second section provides a comprehensive review of factsheets, detailing the status of financial literacy among vulnerable groups in each country, with a particular emphasis on women. This is achieved through examining a set of indicators such as the categories of vulnerable individuals, women's participation in both the labor and financial markets, and the presence of a gender pay gap. Additionally, the appendix offers a summary of the primary initiatives tailored to vulnerable groups in each country.

2023-2024 JOINT INITIATIVES

SAVE AMBASSADORS INTERNATIONAL III Edition

S.A.V.E Ambassadors is a special initiative for upper secondary schools to actively involve their students in sustainability and inclusion issues. This year's edition, launched in October, was attended by schools from seven different countries.



After an introductory lesson held by FLITIN tutors, the classes wrote a project mapping the unresolved environmental and social issues of their city and proposing practical solutions to at least one of the problems. The activity included interaction with local government, associations and businesses in the area, and, where possible, discussion with citizens. A jury composed of the Chairman of Intesa Sanpaolo, the Chief of the Intesa Sanpaolo International Subsidiary Banks Division, the Director and Curator of the Museum of Saving, and the Head of the Social Program at the EIB Institute awarded the three best projects during an online international ceremony. The first-place winner, **Ivan Lucić High School in Trogir, Croatia**, received as a prize 30 trees planted for the occasion by TREEDOM in a developing country: the class addressed the problem of increasing waste and food waste that their city faces, especially during the summer period, coinciding with the seasonal arrival of tourists. Runner-up was the project of **Martin's Business Academy in Slovakia**, with a research work on the problem of an invasive alien variety of shrimp. Together with employees of Velka Fatra National Park, through site visits and field experiments, the students carried out an analysis of the animal species from the biological perspective. **Qemal Stafa school in Tirana, Albania**, came in third place: the students presented the issue of fast fashion and launched a sustainable fashion project and the creation of school uniforms made from organic materials and using renewable energy. Through durable and affordable uniforms, the project also aims to promote equality and prevent bullying. The two classes received respectively as a prize the adoption of 20 polar bears and 10 endangered sea turtle specimens in collaboration with WWF.

IMPACT

Y 2024

2.214

STUDENTS

7

COUNTRIES

Y 2023

868

STUDENTS

8

COUNTRIES



MONEY MASTER CHALLENGE

II Edition



Money Master Challenge is a quiz challenge on curiosities related to money and saving aimed at middle school students.

The **second edition** of the international contest involved several schools from eight countries: Moldova, Croatia, Slovakia, Albania, Romania, Egypt, Bosnia and Herzegovina and Serbia. After the national qualifying session, held at the end of February, on March 20, on the occasion of Global Money Week, the National Champions from each country competed in a final stage.

The winner was **Spiru Haret Theoretical High School Chisinau from Moldova**: the class enjoyed a cultural experience in their home country, offered by Intesa Sanpaolo. Second place went to the **Elementary School Jurja Dobrile in Rovinj, Croatia**, and **third to the Pedagogical College of Timisoara, Romania**, which received the nice gadgets of the Museum of Saving.

IMPACT

Y 2024

991

STUDENTS

8

COUNTRIES

Y 2023

1.122

STUDENTS

7

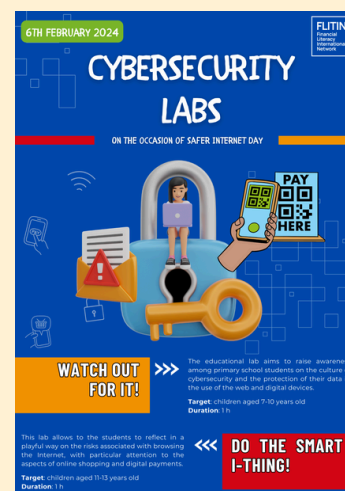
COUNTRIES



SAFER INTERNET DAY I Edition

On the occasion of **Safer Internet Day**, an anniversary established to promote safer and more responsible use of the web and new technologies, several teaching laboratories were organized for primary and middle schools.

The format has been developed by the Museum of Saving in collaboration with the Intesa Sanpaolo Cybersecurity Division: through fun challenges, the labs allow to acquire some basics of digital citizenship.



In the first lab, called "**Watch out for IT!**", the children had the opportunity to explore how to navigate the web safely, manage their passwords, protect their profiles on social networks and use an antivirus.

In the second lab, called "**Do the smart I-Thing!**", the 10-13 years old students, divided into teams, had to solve various challenges, from protecting their identity for digital purchases, to choosing reliable websites for online shopping and the recognition of the most common scams linked to digital payments.



Watch out for IT!

Target: children aged 7-10 years old
Duration: 1 h

Topics covered: browsing the web safely, password management, protection of social profiles, the operation of antivirus



Do the smart I-Thing!

Target: children aged 7-10 years old
Duration: 1 h

Topics covered: surfing the web safely, protecting your digital identity, choosing secure sites for online purchases, recognizing the most common scams connected to digital payments

IMPACT

Y 2024

2.232

STUDENTS

5

COUNTRIES

FINANCIAL LITERACY FOR VULNERABLE GROUPS AND WOMEN: COUNTRY OVERVIEW

The second edition of the FLITIN Annual Report aims to explore financial education policies and tools for vulnerable groups and women available in each FLITIN country.

According to the OECD definition[1], socially vulnerable groups may include, among others, people with low levels of general literacy, people with low digital skills, people from lower socio-economic backgrounds, workers on a low or irregular income, the unemployed, indigenous populations, remote communities, and those with physical or mental disabilities. They should be provided with access to financial literacy that recognizes their specific needs, to improve their financial well-being and to reduce the probability of running into financial difficulties. Another category that has yet to achieve full economic emancipation is women. According to the Global Gender Gap Index[2], which annually benchmarks the evolution of gender parity in 146 countries across four key dimensions (Economic Participation and Opportunity, Educational Attainment, Health and Survival, and Political Empowerment), no country has yet achieved full gender parity, with an average score in 2023 standing at 68.4%. Only the top nine countries (Iceland, Norway, Finland, New Zealand, Sweden, Germany, Nicaragua, Namibia and Lithuania) have closed at least 80% of their gap. At the current rate of progress, it will take 131 years to reach full parity.

Regarding women's participation in the labour market, while in 2023 women reentered the labour force at higher rates than men globally, gaps remain wide overall. Women continue to be under-represented in apical roles and certain sectors, such as STEMS, financial services and business creation and management. In LinkedIn's sample, which covers 163 countries, women account for 41.9% of the workforce in 2023, yet the share of women in senior leadership positions (Director, Vice-President or C-Suite) is at 32.2% in 2023, nearly 10% lower. Global and European data also confirm the presence of a gender pay gap: for the economy as a whole, in 2022[3], women's gross hourly earnings were on average 12.7 % below those of men in the European Union (EU) and 13.2 % in the Euro area.

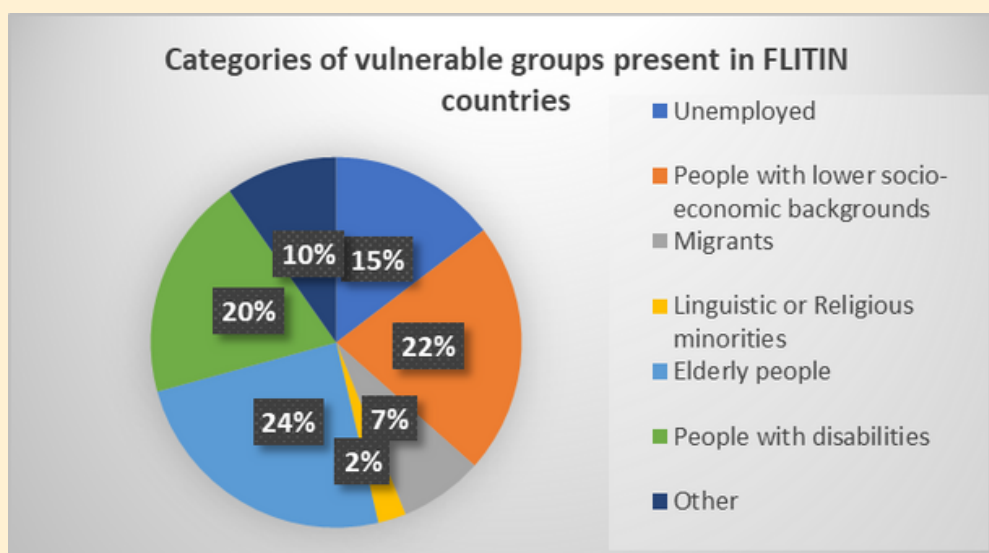
[1] <https://legalinstruments.oecd.org/en/instruments/OECD-LEGAL-0461>

[2] The Global Gender Gap Index measures scores on a scale of 0 to 100, and scores can be interpreted as the distance traveled toward parity (i.e., the percentage of the gender gap that has been closed).

[3] https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Gender_pay_gap_statistics#Gender_pay_gap_levels_vary_significantly_across_EU

The inadequate participation of women in economic and working life also translates into a persistent gap in financial literacy. According to a 2022 survey by the OECD[3], on average, men score higher in financial literacy tests than women by 2-3 points out of 100. However, this gap can vary widely across countries and regions, e.g. in Italy the differential is about 10 out of 100. The lack of basic financial knowledge can negatively impact women's ability to make rational and informed economic decisions.

From the survey conducted in 11 FLITIN countries, several categories of fragile groups have been identified. The most common are older people, followed by people with lower socio-economic backgrounds and those with disabilities. Additionally, many countries report young people and women among the most vulnerable, along with refugees, some marginalized communities, and, in some cases, people living in rural areas.



Official mapping and data may not always be available to explore the identities and characteristics of vulnerable groups. In fact, in 4 out of 11 countries, such surveys are lacking. The available data primarily originate from Central Banks and government entities, such as the Ministry of Finance and Financial Supervisory Agencies.

However, in almost all countries (in 10 out of 11) initiatives to enhance the financial literacy of fragile groups, particularly young people, are in place. These initiatives, documented in the backup materials of this Report, primarily target young individuals and educational institutions, although programs for older adults and migrants have also been implemented. Once again banks and financial institutions are the main sponsors.

One notable initiative is the "Financial Inclusion and Literacy Events" initiated by the Central Bank of Egypt. These events, held six times a year, specifically target vulnerable and unserved populations, including illiterate individuals, women, young people, farmers and disabled individuals.

[3] <https://legalinstruments.oecd.org/en/instruments/OECD-LEGAL-0461>

In all FLITIN countries, there is a noticeable trend of progressive improvement in women's participation in the labor market. However, disparities with men remain, fueled by deeply ingrained cultural stereotypes that prove challenging to overcome. Prejudices such as “it is the man who has to provide for the economic needs of the family”, “a woman's place is in the kitchen”, “leadership roles are more suitable for men” remain widespread in many countries.

In many FLITIN countries, female underrepresentation, particularly in apical roles and specific sectors, such as finance and business creation, is confirmed. This disparity arises from various factors including societal stereotypes regarding women's role, challenges in balancing career and personal life, real or perceived gaps in knowledge and skills, and lack of networking and mentoring support to facilitate women's advancement into leadership positions.

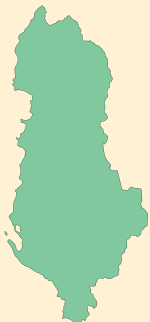
A **gender pay gap** is also evident with women earning less than men on average in all FLITIN countries. Several factors contribute to this gap, including widespread part-time work, occupational segregation of women in low-profit or less strategic sectors (such as education, health care, and social services), limited representation in top positions and the predominant submission of parental leave requests by women.

In some countries, **policies and initiatives** aimed at increasing female economic participation are gradually narrowing the gender gap. For instance, in Croatia, the gender pay gap decreased slightly from 11.5% to 11.2% in 2020. Similarly, in Albania, there was an increase in women's participation in the labor force from 61.4% to 66.7%, in 2022.

Many initiatives reported by FLITIN members aim to enhance women's economic independence and reduce the gender gap in the labor market. These initiatives are typically promoted by nonprofit organizations and associations and government agencies, and encompass a range of interventions such as workshops, training and mentoring programs, multi-year projects to foster empowerment, and support for women's entrepreneurship. The initiatives concern different categories of women, including young girls, women entrepreneurs, those living in marginalized communities or rural areas, and mothers.

In Moldova, several NGOs, in collaboration with the Moldovan government and international agencies, have launched a program for the financial empowerment of women, particularly those from vulnerable and marginalized communities. In Bosnia Herzegovina, a tailor-made Business Resilience Development Training Programme for Women-Owned Micro and Small Enterprises was recently initiated. Meanwhile, in Croatia free workshops are offered as part of the campaign for women's financial literacy called “Money in Women's Hands”, promoted by the Association of Pension Fund Management Companies and Pension Insurance Companies (UMFO).

Country Focus Albania



Categories of vulnerable groups

- Unemployed;
- People with lower socio-economic backgrounds

Presence of **data** describing the level of financial literacy of these groups



Presence of **initiatives/projects** dedicated to the financial education of these people



WOMEN AND LABOUR MARKET

The participation of women in the labor increased in 2022, reaching 66.7% from 61.4% in 2021. In the recent publication of GADC[1] that was conducted in 2018 and 2021, involving mixed methods, including a desk review, online survey, and interviews the key findings were: i) overall, 20% of men and women survey respondents report having experienced gender-based discrimination at work. More men in the 2021 survey report to have experienced discrimination compared to the 2018 iteration (20% in 2021 compared to 6% in 2018). ii) Close to 70% of those who experienced gender-based discrimination did not report it to any institution. While this figure has remained high, it is lower than the 97% of women and 100% of men who said in the 2018 survey that they had not reported their case anywhere. iii) A little over 70% of the respondents agreed that gender-based discrimination is illegal in Albania. While slightly more men than women thought gender-based discrimination was illegal, the difference was not significant. However, more men in the 2021 survey thought discrimination was illegal compared to the 2018 iteration (74% compared to 62%).

[1]Gender Alliance for Development Centre, Albania, 2022 : https://www.gadc.org.al/media/files/upload/GBD%20in%20Labour%20Albania_EN_15.03.2022.pdf



PAY GAP

The gender gap in wages is 6.2% [1]

[1] [burra-dhe-gra-2023.pdf \(instat.gov.al\)](#)



STEREOTYPES AND CULTURAL PREJUDICES

Stereotypes exist, and are more evident in rural areas or in those with less access to information and services.



Policies and initiatives to support women's economic empowerment and financial independence



CONTRIBUTION OF INTESA SANPAOLO BANK ALBANIA TO FINANCIAL EDUCATION

Intesa Sanpaolo Bank Albania took part in the initiatives promoted by FLITIN Network: Money Master Challenge, the S.A.V.E Ambassadors program, and the Cybersecurity Labs. Intesa Sanpaolo Bank Albania also organized Fin - Edu quiz for kids while visiting Piramida Branch & interacting with Pepper robot - and open lessons in universities.

Target group involved

Schools

Voluntary involvement of colleagues



768

PEOPLE REACHED
with FLITIN initiatives

Country Focus Bosnia and Herzegovina



Categories of vulnerable groups

- Unemployed
- People with lower socio-economic backgrounds
- Elderly people
- People with disabilities

Presence of **data** describing the level of financial literacy of these groups



Presence of **initiatives/projects** dedicated to the financial education of these people



WOMEN AND LABOUR MARKET

41% of the total labor market is female



PAY GAP

In 2023, women earned 53.7% of men's income[1]

[1]<https://www.undp.org/bosnia-herzegovina/gender-equality-and-empowerment-women>



STEREOTYPES AND CULTURAL PREJUDICES

It seems that some cultural norms and social practices continue to resist this all-encompassing transformation, among them the representation of gender in the mass media. The media still mirror, represent and ultimately strongly reify stereotypical gender roles and identities defined by conservative patriarchal ideology. The image of our societies that the media convey suggests that politics or any other 'serious' public commitment remains reserved for men, while women are assigned roles in the private sphere and entertainment. The public sphere, as represented by these media, remains the domain of men.



Policies and initiatives to support women's economic empowerment and financial independence



CONTRIBUTION OF INTESA SANPAOLO BANKA BOSNA I HERCEGOVINA

In the period considered, Intesa Sanpaolo Banka Bosna i Hercegovina participated in two important activities promoted by FLITIN: Money Master Challenge and Do the Smart i-thing.

Several students from elementary schools were involved in the activities to promote digital safety and a workshop for Safer Internet Day was organized. The teaching labs were conducted by bank employees at school, offering snacks and entertainment. The bank also organized the participation of Bosnian students in the Money Master Challenge, offering a little reception for students competing in the final event.

Target group involved

Schools

Voluntary involvement of colleagues



130

PEOPLE REACHED
with FLITIN initiatives

Country Focus

Croatia



Categories of vulnerable groups

- Unemployed
- Young people
- Women
- People with lower socio-economic backgrounds
- Elderly people

Presence of **data** describing the level of financial literacy of these groups



Presence of **initiatives/projects** dedicated to the financial education of these people



WOMEN AND LABOUR MARKET

According to the Državni zavod za statistiku (Croatian Bureau of Statistics), the labor force participation rate for women aged 15 and over in Croatia was approximately 50.2% in 2020. The unemployment rate among women in Croatia was around 8.7% in 2020 (Croatian Employment Service). The gender distribution in the labour force, according to the 2021 Croatian Bureau of Statistics, sees a prevalence of men (53.8%) compared to women (46.2%) among the employed, while the percentages are reversed among the unemployed (women 53% vs men 47%). Specific quantitative data on women's participation in the financial market, such as their representation in financial institutions or ownership of financial assets, may not be readily available. However, women in Croatia do engage in various financial activities, including banking, investment, and entrepreneurship. Initiatives to promote financial literacy and inclusion among women have been implemented in Croatia to encourage their active participation in the financial market. According to the Croatian Bureau of Statistics 2022, among people employed in legal activities in the financial and insurance sectors, the majority consisted of men at 52.4%, while women were 47.6%. In the business sector, the percentage of male employees is even higher, 68.4%, while women are only 31.6%.



PAY GAP

According to Eurostat data, in Croatia in 2020 women received an average of 11.2% less salary than men, while in the previous year the difference was 11.5%. The latest data from the Central Bureau of Statistics for the last quarter of 2022 shows that the gap has continued to narrow. The average gross hourly wage of women was 6.5 % lower than that of men. CBS also published data on men's and women's salaries by industry. The biggest differences in favor of men are present in the banking and insurance industries in which women receive an average of 24 percent lower salary. A large gap is also present in health and social care (21.3%), trade (16.1 %), ITC (15.5%) and manufacturing industry (15%). There are small differences in wages in the electricity supply (0.4 %) and water (0.5 %), and in construction where women's wages are on average 10.8% higher than men's wages.



STEREOTYPES AND CULTURAL PREJUDICES

The Office of the Ombudsperson for Gender Equality states that entrepreneurship, in the sense of starting and managing a business entity as the owner/owners of that entity, records the continuous under-representation of women. The reasons for this under-representation are found in several factors, such as stereotypes related to the role of women in society, patriarchal gender roles that make it difficult to reconcile business and private life, real or self-perceived lack of knowledge and skills, lack of networking and mentoring support that would facilitate women's entry into entrepreneurship and ultimately insufficient access to financial resources for starting a business.



Policies and initiatives to support women's economic empowerment and financial independence



CONTRIBUTION OF PBZ

From May 5, 2023, until June 2024, PBZ volunteers held 62 workshops in schools across Croatia educating 1215 students. Since the beginning of 2024, the Office for CSR and Internal Communications has implemented four significant initiatives for primary and secondary school students in the area of sustainability and financial literacy. This year too, an online financial literacy quiz for high school students, PBZnalci, was held, organized by PBZ in cooperation with the Šibenik Quiz Association (663 students participated). In cooperation with the Museum of Saving PBZ took part in the Money Master Challenge (240 students participated) and in the S.A.V.E initiative (305 students participated). PBZ also participated in the Financial Literacy Week at the Faculty of Economics. More than 2400 students were involved in the initiatives mentioned above.

Target group involved

Schools

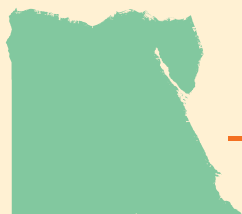
Voluntary involvement of colleagues



545

PEOPLE REACHED
with FLITIN initiatives

Country Focus Egypt



Categories of vulnerable groups

- People with lower socio-economic backgrounds
- Elderly people
- People with disabilities
- Women
- Youth and MSMEs

Presence of **data** describing the level of financial literacy of these groups



Presence of **initiatives/projects** dedicated to the financial education of these people



WOMEN AND LABOUR MARKET

In Egypt, women have made significant strides in workforce participation, but there may still be disparities compared to men. Women represent a minority in the labor supply as evident in the female labor force averaging at 20% over the last decades (World Bank, 2020), while they are overrepresented in the informal market, lacking access to social insurance programs and minimum wages. Financially included women increased to 20.3 million women as of December 2023, which contributes to 62.7 % of women in Egypt (CBE, 2024). Furthermore, the CBE stated that there is a 67% surge in women's representation in the banks' boards (CBE, 2022).



PAY GAP

The existence of a gender pay gap is a widespread issue globally. It is difficult to provide precise quantitative data, however, a study by the World Bank[1] concluded that in Egypt both educated and uneducated working women earn significantly less than men owning similar labor market attributes (such as experience and education). Our analysis indicates that in 2006, among women and men who were similar in terms of experience and location, illiterate women earned about 70% less than illiterate men, while college-educated women earned 57% less than their male counterparts. The gender wage gap persists even after gender differences in occupation, sector and industry of employment are taken into account.

[1]<https://documents1.worldbank.org/curated/en/708201468246922588/pdf/546980ESW0p1120derReport020100Finan.pdf>



STEREOTYPES AND CULTURAL PREJUDICES

Stereotypes and cultural prejudices can indeed make women's advancement in various fields challenging. Cultural norms, societal expectations, and gender stereotypes can create barriers and limit opportunities for women to fully participate and succeed in the workforce. The majority of working urban women held government (or public enterprise) jobs, and in rural areas the government and household enterprises accounted for over 70% of female employment. Among the several explanations that are put forward to explain why women in Egypt cluster in government jobs, perhaps the most prominent is that government jobs fit better with married life. It has been asserted that work in the public sector is more compatible with women's "reproductive role", offering "shorter hours, more access to childcare, and greater tolerance for maternity leave"[1].

[1] Assaad and El-Hamidi, 2009 (Source: World Bank)



Policies and initiatives to support women's economic empowerment and financial independence



CONTRIBUTION OF ALEXBANK TO FINANCIAL EDUCATION

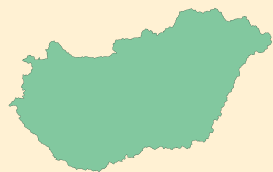
During the period from June 2023 to May 2024, ALEXBANK has prioritized financial education and sustainability education through various initiatives, conducting nearly six visits to the target of vulnerable groups. These visits were part of the Financial Inclusion and Literacy Events promoted by the Central Bank of Egypt, aimed at addressing the financial literacy needs of vulnerable populations and ensuring their inclusion. The visits were focused on reaching out to individuals in rural areas who may have limited access to financial services and knowledge.

Furthermore, ALEXBANK has continued its efforts to promote financial literacy to children aged 6-10, through their annual rollout of the financial literacy game "Hady Bady", which teaches young children how to make well-thought-out decisions when it comes to spending on things they want, saving to attain things they wish for and donating money to help those in less fortunate financial circumstances. The rollout is implemented in public schools across 9 governorates in Egypt, reaching 61894 students in 2023 (reaching 30136 students from June 2023 to December 2023).

ALEXBANK will also be launching a business and financial literacy acceleration program for rural women in May 2024, which targets rural women who have micro businesses. The main objective is to foster sustainable entrepreneurship by empowering rural women by providing them with the necessary knowledge, skills, and tools to start, grow, and sustain their businesses as well as promoting financial inclusion and access to finance.

Target group involved	Schools Adults	625 PEOPLE REACHED with FLITIN initiatives
Voluntary involvement of colleagues	✓	

Country Focus Hungary



Categories of vulnerable groups

- Unemployed
- People with lower socio-economic backgrounds
- Elderly people
- People with disabilities

Presence of **data** describing the level of financial literacy of these groups



Presence of **initiatives/projects** dedicated to the financial education of these people



WOMEN AND LABOUR MARKET

The gender distribution in 2023 in the labor force of the population aged 15-74, sees a prevalence of men (70.3%) compared to women (59.2%)[1] among the employed, while the percentages among the unemployed are very similar, with men at 4.1% and women at 4.2%. The employment rate of women aged 25-49 in 2023 was 84.3%.

According to the data collected[2], among families who have children, there is only one child in 85.7% of cases, two children in 84% and 3 or more children in 67.1%. There are no children in 87.6% of cases.

In 2023, in the financial and insurance sector, 40.5% of those employed were men, and 11.3% were women[3].

[1] https://www.ksh.hu/stadat_files/mun/hu/mun0002.html

[2] https://www.ksh.hu/stadat_files/mun/hu/mun0025.html

[3] https://www.ksh.hu/stadat_files/mun/hu/mun0009.html



PAY GAP

According to Eurostat[1], in 2022 the difference between the average gross hourly earnings of men and women expressed as a percentage of the average gross hourly earnings of men is 17,5 % in Hungary.

[1] https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Gender_pay_gap_statistics



STEREOTYPES AND CULTURAL PREJUDICES

“A woman's place is in the kitchen.”: unfortunately, this is a very common perception. Educational initiatives should be carried out to overcome the prejudices and stereotypes that make it difficult for women, in today's situation, to emancipate themselves.



Policies and initiatives to support women's economic empowerment and financial independence



CONTRIBUTION OF CIB BANK TO FINANCIAL EDUCATION

From the very beginning, CIB Bank has participated in the initiative of the Hungarian Banking Association Pénz7 (Money Week), a series of programs launched with the professional support of the Pénziránytű Foundation, thereby joining the European Money Week initiative. In 2022, the Bank joined for the first time as a sponsor of the national financial awareness competition “Become a Junior Financial Achiever!” and continued to support it in 2023 and 2024. This initiative is specifically targeting an increasing number of students from less privileged backgrounds.

CIB Bank also took part in the initiatives promoted by FLITIN Network: World Savings Day, the S.A.V.E Ambassadors program, and the Cyber Security Labs.

Target group involved

Schools

Voluntary involvement of colleagues



732

PEOPLE REACHED
with FLITIN initiatives

Country Focus Italy



Categories of vulnerable groups

- People with lower socio-economic backgrounds
- People with disabilities
- Elderly people
- Migrants
- Marginalized communities

Presence of **data** describing the level of financial literacy of these groups



Presence of **initiatives/projects** dedicated to the financial education of these people



WOMEN AND LABOUR MARKET

According to Eurostat, in Italy the employment rate of women aged between 20 and 64 at the end of 2022 was 55%[1], 14 percentage points less than the EU average. Moreover, one in five women leaves the job market following motherhood. This last aspect reveals the difficulty for women in finding the right work-life balance: more than 52% left their job to better reconcile work and family needs, and 19% after economic considerations.

In terms of participation in the financial market, according to a survey promoted by the Museum of Saving in 2018, the imbalance between genders remains strong. Although in reality the premises are already favorable to change with a propensity for almost equal risk between men and women and for almost the same saving capacity, half of women do not invest and prefer to keep their assets still and inactive[2].

[1] <https://documenti.camera.it/leg19/dossier/pdf/PP004LA.pdf>

[2] https://www.museodelrisparmio.it/wp-content/uploads/2017/09/EN_SAVINGS-MANAGEMENT.pdf



PAY GAP

According to the latest Eurostat data, the average pay gap (i.e., the difference in gross hourly pay between men and women) is equal to 5% (below the European average which is 13%), while the overall one (i.e. the difference between the average annual salary received by women and men) is equal to 43% (above the European average, which is equal to 36.2%)[1].

Women are mainly employed in largely precarious, low-profit or not very strategic sectors and they often choose part-time, which concerns just under 49% of women employed (versus 26.2% of men).

[1] <https://documenti.camera.it/leg19/dossier/pdf/PP004LA.pdf>



STEREOTYPES AND CULTURAL PREJUDICES

Stereotypes on gender roles in Italy were studied by ISTAT in 2018: the most common are the following "For men, more than for women, it is very important to be successful at work" (32.5%), "Men are less suited to taking care of housekeeping" (31.5%), "It is the man who has to provide for the economic needs of the family" (27.9%). These stereotypes are more widespread in Southern Italy, among the less educated and with increasing age.



Policies and initiatives to support women's economic empowerment and financial independence

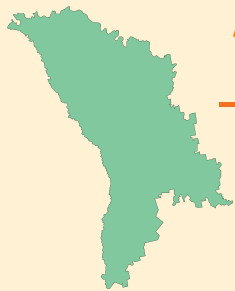


CONTRIBUTION OF MUSEUM OF SAVING TO FINANCIAL EDUCATION

Since 2012, the Museum of Saving has been developing financial education initiatives to raise awareness among young people and adults on the importance of conscious management of resources, whether financial or natural. By combining digital, face-to-face and blended methods, a total of 47350 persons were reached in 2023, of which around 39000 students from schools of all levels. Through dedicated projects and visits to the Museum, over 1700 hours of training were provided for a total of almost 1100 activities, including 89 webinars.

Target group involved	Schools
	Adults
Voluntary involvement of colleagues	✓

Country Focus Moldova



Categories of vulnerable groups

- People with disabilities
- Elderly people

Presence of **data** describing the level of financial literacy of these groups



Presence of **initiatives/projects** dedicated to the financial education of these people



WOMEN AND LABOUR MARKET

Women's participation in the labor market and financial sectors in Moldova has been a focus of various reports and initiatives aimed at promoting gender equality and empowering women economically. While specific quantitative data for 2023 might not be directly available in the sources provided, here are some insights based on available information. The representation of women in local government[1], which can be seen as a proxy for broader labor market engagement, reached 22% in 2019. This indicates ongoing efforts to increase women's participation in the workforce and decision-making positions, although it also highlights the room for improvement. Moldova has been actively working on legal and policy frameworks to remove barriers to women's labor force participation. The ratification of the Council of Europe Convention on preventing and combating violence against women and domestic violence, along with amendments to laws and policies, signifies a commitment to creating a more inclusive labor market for women. The report "Women, Business and the Law 2023 (World Bank)"[2] presents an index covering 190 economies, including Moldova, structured around the life cycle of a working woman. It assesses laws and regulations affecting women's economic participation across eight indicators. While the report provides a legal framework assessment, it underscores the importance of legal and regulatory environments in facilitating or hindering women's participation in the labor market and financial sectors.

[1] <https://moldova.un.org/en/215763-un-women-moldova-strategic-priorities-2023-2027>

[2] <https://wbl.worldbank.org/content/dam/documents/wbl/2023/snapshots/Moldova.pdf>

[3] <https://www.weforum.org/publications/global-gender-gap-report-2023/in-full/gender-gaps-in-the-workforce/>



PAY GAP

There is a gender pay gap in Moldova, as in many other countries, which reflects the difference in the average wages earned by men and women. Factors contributing to the pay gap in Moldova include:

1. Occupational Segregation: women and men tend to work in different sectors, with women often employed in lower-paying industries such as education, health care, and social services. In contrast, men are more likely to work in higher-paying sectors like information technology and engineering.
2. Part-time Work and Career Breaks: women are more likely than men to engage in part-time work, often due to caregiving responsibilities for children or other family members. Career breaks to care for family can also impact women's career progression and lifetime earnings.

3. Vertical Segregation: this refers to the under-representation of women in senior, well-paid positions. Despite women's high educational attainment, they are less likely to hold top managerial or executive roles, which contributes to the overall pay gap.

4. Societal Norms and Discrimination: societal expectations and stereotypes about gender roles can influence hiring practices, promotion opportunities, and pay scales, disadvantaging women in the workforce.[1]

[1] https://www.eeas.europa.eu/sites/default/files/country_gender_profile.pdf

<https://www.weforum.org/publications/global-gender-gap-report-2023/in-full/benchmarking-gender-gaps-2023/>



STEREOTYPES AND CULTURAL PREJUDICES

Moldova, with its rich cultural heritage, also carries traditional views on gender roles. These often see women primarily in caregiving and domestic roles, while men are viewed as the primary breadwinners. Such stereotypes can limit women's opportunities for professional advancement and participation in public life. Stereotypes and cultural prejudices contribute to occupational segregation, where women are often found in lower-paid sectors and positions. This is compounded by the gender pay gap, where women earn less than men for similar work, reinforcing economic disparities between genders. Stereotypes also affect women's representation in leadership and decision-making positions. The perception of leadership roles as being more suitable for men can hinder women's career progression and their representation in politics, business leadership, and other high-profile positions. Cultural norms and stereotypes can influence the educational and career paths young girls and women pursue. There is a tendency for women to be steered towards traditionally "feminine" fields of study and work, which may limit their career opportunities and economic independence.



Policies and initiatives to support women's economic empowerment and financial independence



CONTRIBUTION OF EXIMBANK MOLDOVA TO FINANCIAL EDUCATION

From June 2023 to May 2024, EXIMBANK Moldova has been involved in several activities in the field of financial education and sustainability education:

-Participation in **ECO QUIZ**: to mark World Recycling Day, the EXIMBANK team participated in the third edition of the ECO QUIZ, organized in collaboration with the Moldovan Club of Intellectual Games. The event aimed to promote the concept of recycling and proper waste management, engaging over 40 employees in a lively and creative atmosphere.

-**Cybersecurity Awareness Campaign**: EXIMBANK continues its information campaign regarding cybersecurity risks. The campaign emphasizes the importance of staying informed and cautious to protect against fraud.

-**Financial Education Week 2024 Success Stories**: during Financial Education Week 2024, EXIMBANK shared success stories of local entrepreneurs, highlighting hard work, perseverance, determination, and well-defined objectives as the fundamental pillars of business success.

-**Money Master Challenge**: Moldovan students emerged as winners of the FLITN Money Master Challenge during Financial Education Week (GMW2024).

Target group involved

Schools
Adults

Voluntary involvement of colleagues

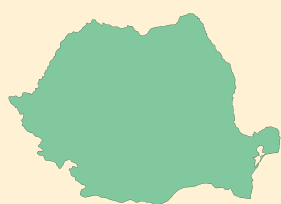


70

PEOPLE REACHED
with FLITIN initiatives

FLITIN
Financial
Literacy
International
Network

Country Focus Romania



Categories of vulnerable groups

- Unemployed
- People with lower socio-economic backgrounds
- Migrants
- Elderly people
- People with disabilities
- Linguistic or Religious minorities
- Ukrainian refugees in Romania
- Single parent families
- Small farmers with no other income just agriculture

Presence of **data** describing the level of financial literacy of these groups



Presence of **initiatives/projects** dedicated to the financial education of these people



WOMEN AND LABOUR MARKET

A Banking News analysis reveals that today women in the domestic banking sector account for about 72% of the workforce. In other words, much of the banking system's wealth is due to women. On the other hand, as to of the top management positions (i.e. chairman/managing director and vice-chairman/deputy managing director) in the ten largest banks in the country, only 39% are held by women.



PAY GAP

According to the Global Gender Gap Report 2023[1] the average salary of a woman in Romania is 6,026 lei, 200 lei higher than that of men, which is 5,804 lei. However, in terms of decision-making, women are poorly represented in Romania. According to the same report, Romania ranks 113 out of 146 countries, being outranked by some African countries, such as Ghana. Not even a large number of women are involved in financial apical positions in Romania. According to a study presented by BankingNews, 3 out of the 16 largest banks have no women in their executive management teams and only 5 out of the 16 largest banks have more than 3 women in their management teams.

[1] World Economic Forum Global Gender Gap Report 2023



STEREOTYPES AND CULTURAL PREJUDICES

There are no specific data available.



CONTRIBUTION OF INTESA SANPAOLO BANK ROMANIA TO FINANCIAL EDUCATION

Among the proposed initiatives, Intesa Sanpaolo Bank Romania decided to join the Money Master Challenge organized by the FLITIN network.

Target group involved

Schools

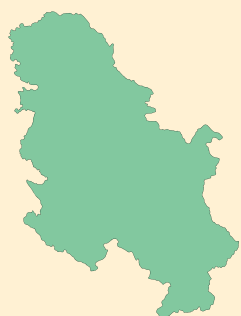
Voluntary involvement of colleagues



200

PEOPLE REACHED
with FLITIN initiatives

Country Focus Serbia



Categories of vulnerable groups

- Unemployed
- People with lower socio-economic backgrounds
- Elderly people
- People with disabilities

Presence of **data** describing the level of financial literacy of these groups



Presence of **initiatives/projects** dedicated to the financial education of these people



WOMEN AND LABOUR MARKET

Women's participation in the labor market is approximately 55%.



PAY GAP

According to some estimations, the pay gap between men and women is between 11% and 16%.



STEREOTYPES AND CULTURAL PREJUDICES

Stereotypes and prejudices are widespread especially in rural areas and in lower social demographic clusters.



Policies and initiatives to support women's economic empowerment and financial independence



CONTRIBUTION OF BANCA INTESA BEOGRAD TO FINANCIAL EDUCATION

Banca Intesa Beograd took part in the initiatives promoted by FLITIN Network: S.A.V.E. Ambassadors and Cybersecurity lab.

The Bank has also organised further initiatives such as: Women for Future program, High school companies, Gamification (Sustainability business case), internal learning platforms sustainability and ESG courses etc.

Target group involved

Schools
Adults

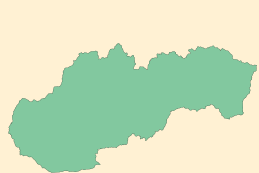
Voluntary involvement of colleagues



310

PEOPLE REACHED
with FLITIN initiatives

Country Focus Slovakia



Categories of vulnerable groups

- People with lower socio-economic backgrounds
- People with disabilities
- Elderly people
- Migrants
- Marginalized communities

Presence of **data** describing the level of financial literacy of these groups



Presence of **initiatives/projects** dedicated to the financial education of these people



WOMEN AND LABOUR MARKET

According to 2021 Eurostat data, women employed in the labor market were 53.9%. Overall, there is an under-representation of women in leadership positions. There are specific sectors, particularly the helping professions, where there is a significant representation of women. Although these sectors are managed mainly by women, in the industrial sector and in companies there is no female representation equal to that of men. The 3-year maternity leave in Slovakia is not conducive to better participation of women in the labor market. Women also often work in generally lower valued positions in companies. For the sake of work-life balance, they generally accept a lower paid position with lower career growth potential.



PAY GAP

According to the Statistical Office of the Slovak Republic, the difference between men and women in average monthly gross wages in 2022 was higher than in 2021, at 19% (an increase of 1.1%). Women earned €311 less (men on average earned €1,654 and women €1,343), raising the gap in monthly wages compared to men. The gender pay gap in Slovakia is worsening compared to other EU countries. [1]

[1] <https://ivpr.gov.sk/tlacova-sprava-ku-dnu-rovnosti-v-odmenovani-zien-a-muzov-2023/>



STEREOTYPES AND CULTURAL PREJUDICES

Slovakia is a very conservative country where women are assumed to be the primary caregivers for children and to be in charge of the household. The man is the one who is supposed to pursue a career and is supposed to take care of the family financially. This is especially true in the rural areas of the country.



Policies and initiatives to support women's economic empowerment and financial independence



CONTRIBUTION OF VUB BANK TO FINANCIAL EDUCATION

From June 2023 to May 2024, VUB Bank participated in various activities in the field of financial education, which involved colleagues and numerous students: World Saving Day, S.A.V.E. ambassadors, Cybersecurity Labs; Money Master Challenge; "Bublina" magazine for kids - financial literacy - "comix".

Target group involved

Schools
Preschool/school kids

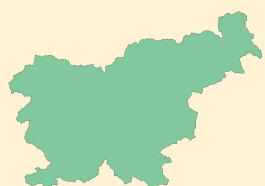
Voluntary involvement of colleagues



2.162

PEOPLE REACHED
with FLITIN initiatives

Country Focus Slovene



Categories of vulnerable groups

- People with lower socio-economic backgrounds
- People with disabilities
- Elderly people
- Single parent families

Presence of **data** describing the level of financial literacy of these groups



Presence of **initiatives/projects** dedicated to the financial education of these people



WOMEN AND LABOUR MARKET

Latest available data show that in the biggest companies, listed on stock exchange, 27% of executives are women and 30,5% of supervisory roles are held by women. However, greater transparency, open debate on this topic and presentation of data contribute to a better understanding of the differences between men and women in the labor market[1].

[1] [Nova pravila za enake možnosti žensk - Jadek & Pensa: jadek-pensa.si](https://www.jadek-pensa.si/nova-pravila-za-enake-moznosti-zensk)



PAY GAP

Unfortunately it still exists. According to a survey covering the period from the beginning of the COVID-19 pandemic (March 2020) to the end of 2022, it is higher in the public sector than in the private sector[1].

[1] [240115-Policy-Study-Bridging-the-gender-pay-gap-in-the-western-balkans_.pdf \(feps-europe.eu\)](https://www.feps-europe.eu/240115-Policy-Study-Bridging-the-gender-pay-gap-in-the-western-balkans_.pdf)



STEREOTYPES AND CULTURAL PREJUDICES

Officially there are several national policies that equalize both sexes. However, data shows that women still take on more responsibility than men for caring for family members. Despite encouraging equal and uniform use of parental leave, 86% of parental leave was used by women in 2021[1]. Some of the most recent research confirms that there is still a high segregation of occupations. Men and women typically take on “gender-defined” professions, such as nurses and police officers. Research on these occupation shows that even in “gender defined” occupations, higher-ranking positions are more likely to be filled by men[1].

[1] [RUL - Plačna vrzel med spoloma v Sloveniji: empirična analiza na mikropodatkih: uni-lj.si](https://www.uni-lj.si/rul/placna-vrzel-med-spoloma-v-sloveniji-empiricna-analiza-na-mikropodatkih)



Policies and initiatives to support women's economic empowerment and financial independence



CONTRIBUTION OF INTESA SANPAOLO BANK SLOVENE TO FINANCIAL EDUCATION

Intesa Sanpaolo Bank Slovene organized a few workshops for their employees where they offered materials from different departments of the bank. They also invited kids from kindergartens and primary schools to their branches.

Bank developed a special “app” for the financial literacy of kids in primary schools, covering also security topics through external partners. Content is free of charge through the website and can be used to learn about money, saving, cyber security etc.

Bank has organized a Hackaton event with an international attendance of representatives of Generation Z to understand the future of banking.

Target group involved	Schools Adults Kindergartens
Voluntary involvement of colleagues	✓

The logo consists of the word "FLITIN" in a bold, orange, sans-serif font. The text is centered within a white rectangular box, which is itself surrounded by a thick orange border.

FLITIN

FLITIN is an initiative promoted by Intesa Sanpaolo and Group's Subsidiary Banks

BACK UP
Initiatives promoted in FLITIN countries to address the financial literacy needs
of vulnerable groups and women

COUNTRY	INITIATIVES
BOSNIA AND HERZEGOVINA	<p>> Initiatives for vulnerable groups</p> <p>Initiative 1 Central Bank provides educational materials for a multitude of different topics and target groups. These include but are not limited to women, migrants, children, etc. However, no actual initiatives are being conducted, only materials are provided online for public use.</p> <p>Initiative 2 The Banking Agency of Republika Srpska has started a project "Financial literacy in banking" in 2023. The project targeted wider audiences providing simple and easy guidelines for banking services described through practical examples.</p> <p>Initiative 3 UPSHIFT Bosnia and Herzegovina was created as a part of the UNICEF entrepreneurship program and within their scope of work they provide financial literacy workshops for young people.</p>
	<p>> Initiatives for women</p> <p>Initiative 1 UN Women conducts the most significant programs when it comes to women. Four comprehensive studies were produced: "Study on Women's Economic Empowerment in Bosnia and Herzegovina: Overview of key denominators, policy and programming options", "Study on Resilience of Women-Owned Businesses to Crisis in Bosnia and Herzegovina: Key challenges, opportunities and programming options", "Feasibility Study on women-owned businesses access to finance in Bosnia and Herzegovina" and "Baseline Study on Care Economy in Bosnia and Herzegovina: Overview of key denominators, policy, and programming options". In 2022, capacity building trainings were organized to raise the knowledge and improve the technical skills of 64 representatives from governmental institutions to diagnose, assess, and monitor the impact of economic growth, macroeconomic, and sector policies on women's entrepreneurship and employment opportunities</p>

In 2020, technical and financial support was provided to 12 women entrepreneurs, whose businesses were negatively impacted by COVID-19. 75% of businesses increased sales and 83% increased revenue. All 12 businesses increased brand recognition over the set benchmark of 10%; increased social media following, ranging from 4 to 100%; and increased business performance by at least 50%. Entrepreneurs increased their knowledge of sales pitch (45,7%), financial planning (57,8%) and customer relationship management as a sales enhancement tool (77%).

To increase the capacities, skills, and resilience of women business owners/ entrepreneurs in 2021 and 2022, a tailor-made, business resilience development training program for women-owned micro and small businesses was launched and 15 women entrepreneurs were selected to participate. Both mentoring and advisory support were delivered by 12 consultants/mentors; and 7 workshops/online bootcamps were implemented. Compared to the baseline assessment determined at the beginning of the program, all women increased business performance by at least 50%. Over 66% of women entrepreneurs increased sales and 53% increased their revenue. In addition, 4 women-led businesses increased the number of employees compared to the baseline, while the remaining 11 kept the same level of employees or are planning to expand their team a few months after the end of the program.

CROATIA

> Initiatives for vulnerable groups

Initiative 1

Target: Primary and secondary school students

Promoter: Ministry of Science and Education

Initiative: Teaching about financial literacy within the Curriculum of the cross-curricular theme Entrepreneurship, Economic domain and financial literacy.

Initiative 2

Target: Students of secondary vocational schools

Promoter: Agency for Vocational Education

Initiative: Workshops: Personal finances of students.

Initiative 3

Target: primary and secondary schools

Promoter: Croatian Agency for Supervision of Financial Services

Initiative: Publication of educational materials, e.g. comics, videos.

Initiative 4

Target: Persons of working age who generate income

Promoter: Financial agency

Initiative: educational video: Debt and how to deal with it".

> Initiatives for women

Initiative 1

Target: women

Promoter: Association of pension fund management companies and pension insurance companies (UMFO)

Initiative: free workshops within the campaign for women's financial literacy "Money in Women's Hands".

Initiative 2

Target: women

Promoter: part of the Financial Literacy Week project (Scientific Society of Economists)

Initiative: The regional financial literacy conference called "Finance of the Future: Inclusiveness and Sustainability".

> Initiatives for vulnerable groups

Initiative 1

Target Audience: People with lower socio-economic backgrounds + women + youth + people with disabilities

Promoter: Central bank of Egypt

Initiative: The Central Bank of Egypt has implemented several initiatives to address the financial literacy needs of vulnerable groups and promote financial inclusion. One notable initiative is the Financial Inclusion and Literacy Events, which are held six times a year and specifically target vulnerable and underserved populations, including illiterate individuals, and those lacking financial literacy skills. The events also focus on reaching out to women as well as youth, farmers, and disabled individuals. These initiatives mandate each bank to actively engage with rural and vulnerable areas by conducting visits and outreach programs. The aim is to alleviate concerns and fears that people may have about dealing with banks, by providing simplified financial literacy education and demonstrating the benefits of various financial products and programs. For example, the initiatives promote the opening of bank accounts with no minimum balance requirements, free of charge, or with attractive interest rates. By bringing financial literacy directly to the target populations and showcasing the advantages of banking services, these initiatives aim to empower vulnerable groups to start saving, establish or expand their micro-businesses, and improve their overall financial well-being.

EGYPT

Initiative 2

Target Audience: Children

Promoter: Central Bank of Egypt and Egyptian Banking Institute

Initiative: School Bank

This initiative aims to raise students' awareness of simple concepts of financial inclusion such as saving, entrepreneurship and investment. The program provides educational inputs using a financial education curriculum for students in addition to providing a banking product in cooperation with a bank. The content is delivered through a training of trainers approach to teachers and specialists.

Initiative 3

Target Audience: Public (startups, youth, entrepreneurs, etc..)

Promoter: Egyptian Banking Institute

Initiative: Financial literacy Hub

EBI launched the financial literacy Hub as part of their strategy to spread financial awareness and increase peoples ability to manage their finances. Platform also aims to help people understand and use different financial services thereby contributing to financial inclusion. The platform provides both youth and adults with financial concept booklets, e-learning courses and learning bites. The platform also provides technical support to cater to the needs of start-ups, SMEs and entrepreneurs through a set of tools which enable them to efficiently run their projects and businesses.

Initiative 4

Target Audience: Lower socio-economic background in rural areas in Egypt

Promoter: Presidential initiative

Initiative: Hayah Kareema (Decent Life)

“Decent Life” is an initiative endorsed by H.E. President Abdel Fattah Al-Sisi, with the aim of improving the quality of life in the poorest rural communities within the framework of Egypt Vision 2030. And in light of the belief that the real development occurs at the governorate level and not in a centralized manner and that each governorate has a different competitive advantage and has different resources. The initiative addresses multi-dimensional poverty and unemployment rates, through improving the economic, social and environmental standard of families in poor villages, enabling them to obtain all basic services and providing job opportunities to support the independence of citizens.

> Initiatives for women

Initiative 1

Target: Women (all ages)

Promoter: National Council of Women

Initiative: National Strategy for Women's Empowerment

The National Council of Women issued the first National Strategy for Women's Empowerment, which aligns with the UN Sustainable Development Goals (SDGs), and reflects the country's goals for 2030.

Initiative 2

Target: Families

Promoter: Government of Egypt, endorsed by the President

Initiative: Hayah Karima

Hayah Karima (decent Life) is an initiative endorsed by H.E. President Abdel Fattah Al-Sisi, with the aim of improving the quality of life in the poorest rural communities within the framework of Egypt Vision 2030. Haya Kareema contributed to improving the lives of 8 million women only in its first phase.

Initiative 3

Target: Females (18 - 45)

Promoter: Ministry of Planning and Economic Development and Government of Egypt

Initiative: National Family Development Programme

The programme is the cornerstone to address the overpopulation crisis out of a comprehensive vision including the health, social, family and economic dimensions. It will be implemented over three years (2021-2023) based on accurate databases and active communication mechanisms with all categories of the society, which can be used for interest of the project's activities. During its first year, the project is targeting governorates of the first phase of the presidential initiative "Decent Life", which covers 1520 villages on the level of 52 centers in a number of 20 Upper and Lower Egyptian governorates. The project is targeting females aged between 18 and 45 from school and university students, children in villages and rural areas, men of religion, preachers and nuns. The plan's geographical scope covers all Egyptian governorates and 6 main axes: economic, service intervention, digital transformation, cultural, awareness and educational and legislative. The NPDEF is a comprehensive development project, not just focusing on boosting family planning and the health sector but covering five pillars, including the economic empowerment of women. It is also a project targeting the family as a whole and not just individuals, different from all previous initiatives that targeted women only.

Initiative 4

Target Audience: Women

Promoter: Central Bank of Egypt

Initiative: Women for Women in Fintech

A six-month initiative offering intensive training and workshops to underscore the importance of fintech and guide women entrepreneurs towards adopting these solutions in their ventures. Women will learn to implement embedded finance solutions which are key in business development and integration of payment and lending services.

> Initiatives for vulnerable groups

Initiative 1

Pénzügyi Patrónus Program (Financial Patronage Programme)

Target: children in institutional care, training teachers and social workers,

Promoter: Erste Bank

Description: The Financial Patronage Programme aims to develop the financial and social skills of children in institutional care by training teachers and social workers, and to help families in difficult circumstances from a care background to settle their debts.

Initiative 2

2. Tudatos Segítség Program (Conscious Help Programme)

Target: families in need, disadvantaged people

Promoter: MBH Bank

Description: MBH Bank and the Ecumenical Relief Organisation have entered into a strategic partnership to help tens of thousands of people in difficult circumstances. The partnership will see MBH help people in socially disadvantaged situations through three pillars. Their long-term goal is to improve the energy and financial literacy of families in need and to provide a range of one-off crisis grants.

Financial literacy for disadvantaged people is developed through counselling. In the spirit of education, MBH experts will provide financial training for the Foundation's employees so that social professionals can help socially disadvantaged people make informed financial decisions with greater confidence, and 2000 financial kits will be produced for this purpose.

> Initiatives for vulnerable groups

Initiative 1

Welcom-ED

Target: Migrants

Promoter: Museum of Saving

Initiative: financial education course in three modules (personal budget management, savings and investments, business creation) designed with the aim of disseminating basic economic knowledge and skills in order to promote the social inclusion of participants.

Initiative 2

FINKIT

Target: Elderly people

Promoter: CeRP Collegio Carlo Alberto

Initiative: a set of financial education tools targeted to older people, meant to increase the capacity of practitioners, such as trainers/ coaches/volunteers, programme developers, policy makers, local development agencies, financial players to successfully transfer financial knowledge to individuals at risk.

Initiative 3

National Observatory on the financial inclusion of Migrants

Target: Migrants

Promoter: Italian Minister of Interior, Italian Banking Association, CeSPI (Center for International Political Studies)

Initiative: the Observatory conducts a constant and organic monitoring of the phenomenon of financial inclusion of migrants in Italy, as a necessary condition for promoting the integration process.

Initiative 4

Lavoro, Emancipazione, Inclusione (L.E.I.)

Target: female prisoners

Promoter: Turin Prison, "Compagnia di San Paolo" Foundation, "Casa di Carità Arti e Mestieri Foundation", Museum of Saving

Initiative: The primary objective of the project is to enhance the training and employability opportunities of female prisoners, with a particular focus on financial education. Female prisoners participate in two training sessions about personal budget management and basics of money management.

> Initiatives for women

Initiative 1

Le donne contano (Women Matter)

Target: Adult women

Promoter: Bank of Italy

Initiative: online financial education course in five modules (planning, tools payment, home banking and IT security, financing, basic knowledge on investments) to help women make more informed financial decisions.

Initiative 2

Donne in attivo

Target: Adult women

Promoter: Union of Chambers of Commerce

Initiative: a series of webinars to convey the basic concepts of financial education (pension, ethical finance, savings, investments, digital innovation and payment instruments, negotiation techniques,...).

Initiative 3

Donne al Quadrato

Target: Adult women

Promoter: GLT Foundation

Initiative: face-to-face and classroom lessons, dedicated events, web portal to help women manage their finances. The project involves more than 50 women professionals in the financial sector who make their skills available to other women with poor financial knowledge.

Initiative 4

Conoscere per proteggersi (Know to protect yourself)

Target: Women victim of economic violence

Promoter: National Council of Notaries

Initiative: guide that provides women with tools to prevent abuse, facilitate their participation in labor and contribute to achieving true gender equality.

MOLDOVA

> Initiatives for vulnerable groups

Initiative 1

Target: Schoolchildren, young adults, and vulnerable populations.

Promoter: The National Bank of Moldova, in collaboration with the Ministry of Education, Culture, and Research.

Initiative: This program aims to integrate financial education into the national curriculum and organize workshops and seminars for adults. It covers basic financial concepts, savings, budgeting, and understanding financial products, aiming to empower individuals with the knowledge to make informed financial decisions.

Initiative 2

Financial Inclusion and Literacy Project for Rural and Vulnerable Populations:

Target: Rural populations, including farmers and individuals in remote areas.

Promoter: International organizations in partnership with local NGOs and the Moldovan government.

Initiative: This project focuses on providing access to financial services and education to people in rural areas. It includes mobile banking solutions, financial literacy workshops, and information sessions on accessing credit, insurance, and savings products.

Initiative 3

Financial Literacy Campaign for Migrants:

Target: Migrant workers and their families.

Promoter: The National Bank of Moldova, in partnership with the International Organization for Migration (IOM) and other stakeholders.

Initiative: Recognizing the significant role of remittances in Moldova's economy, this campaign aims to educate migrant workers on managing their finances effectively. It includes information on safe remittance channels, savings, investment back in Moldova, and avoiding financial scams.

> Initiatives for women

Initiative 1

Women's Financial Empowerment Program

Target: Women, particularly those from vulnerable and marginalized communities.

Promoter: Various NGOs, in collaboration with the Moldovan government and international agencies.

Initiative: Aimed at empowering women financially through education, this program offers workshops on financial literacy, entrepreneurship, and access to finance. It seeks to address the gender gap in financial knowledge and access, encouraging women to participate more actively in the economy.

> Initiatives for vulnerable groups

Initiative 1

European Money Quiz similar to Money Master Challenge

The European Money Quiz is a joint initiative launched at the level of the European Banking Federation (EBF) during Global Money Week. In Romania, the contest is organised by the Romanian Association of Banks, in partnership with the National Bank of Romania, the Financial Supervisory Authority, the Ministry of Finance and the Romanian Banking Institute.

Target - young children 12 - 15 years old

<https://www.educatiefinanciara.info/european-money-quiz/>

> Initiatives for women

Initiative 1

The national Women Entrepreneurs (or Women Managers) programme, launched in 2018, through which SMEs in Romania with female partners or majority shareholders can access funding of up to EUR 40000.

Initiative 2

The European Prize for Women Innovators

https://eic.ec.europa.eu/eic-prizes/european-prize-women-innovators-powered-eic-eit_en#about

SERBIA

> Initiatives for vulnerable groups

Initiative 1

Target - Sensitive groups (people with disabilities)

Promoter - Bank in collaboration with Forum Young with disabilities.

Initiative: targeted training sessions.

Initiative 2

Target - Sensitive groups (elderly people) - Bank as a service provider.

Initiative: to provide digital services knowledge and user guides to elderly people.

Initiative 3

Target - sensitive groups (youth, high school students) - Bank in cooperation with Junior Achievement Serbia.

Initiative: Save Ambassadors, High school companies (bank representatives as team mentors), Financial literacy and cyber security labs.

SLOVAKIA

> Initiatives for vulnerable groups

Initiative 1

"Cesta von" initiative

Target: women from marginalized communities

Promoter: Cesta von NGO

Description: the program provides socially vulnerable women with basic financial literacy, as a part of the educational project Omama.

Initiative 2

Safe use of web

Target: Elderly people

Promoter: NGO + Police of Slovakia

Description: educational projects in the field of digital safety and data protection.

> Initiatives for women

Initiative 1

Young girls - Inspiring women - VUB bank.

SLOVENE

> Initiatives for vulnerable groups

Initiative 1

The Association of Slovenian Banks, within the framework of the European Money Week, helps with programs where it offers tailored educational content for primary and secondary schools and also offers education for adults, including pensioners and seniors.

> Initiatives for women

Initiative 1

In Slovenia we have International Women's Day and women in decision-making positions. On that day we remember and point out the long-standing efforts of women for economic, political and social equality. For the younger generations the Government of the Republic of Slovenia takes the Resolution on the National Program for Equal Opportunities for Women and Men 2023-2030 in February this year, you can find more in the article: <https://www.gov.si/novice/2023-03-08-mednarodni-dan-zensk-in-zenske-na-mestih-odlocanja/>