



ALBANIAN ASSOCIATION OF BANKS
SHOQATA SHQIPTARE E BANKAVE

MONEY WEEK IN ALBANIA

2022



Build your future, be smart with your money

On 21-27 March 2022, the Bank of Albania, in cooperation with the Albanian Association of Banks, with the support of the Ministry of Education and Sport, and the Deposit Insurance Agency (DIA), launched Money Week 2022 under the theme "Build your future, be smart with your money!".

More than 2200 children from 150 elementary and high schools and more than 600 students from 10 universities.



On **March 24**, was held the opening ceremony of Money Week. The Governor of the Bank of Albania, the Minister of Education and Sport, and the Chairman of the Albanian Association of Banks, as well as other high executives from commercial banks, attended.

After the speeches, the event continued with the distribution of prizes for winners of the 4 contests, previously launched by BoA and AAB:

- Drawing contest for 3rd and 4th-grade. This contest was supported by Union Bank.
- Meme contest for 9th-grade students. This contest was supported by OTP Bank Albania.
- Best Video contest for high-school students. This contest was supported by Credins Bank.
- Challenge of the week: 7 questions on money and banks for high-school students. This contest was supported by Raiffeisen Bank.
- Best essay contest. This contest was supported by Banka Kombëtare Tregtare (BKT).



Money Quiz

On **March 30**, the Albanian Association of Banks (AAB), in cooperation with the Bank of Albania and the support of the Ministry of Education and Sport, and the Deposit Insurance Agency (ASD), organized for the fourth time the **Money Quiz**. This competition has become an annual tradition and aims at improving financial knowledge among children and youth.

The winning team is from “Hafiz Ali Podgorica” school in Durrës. This winning team will represent Albania for the fourth time in the finals of the European Money Quiz, which will take place online, on 10 May 2022.

360 children, between 13 and 15-year-old, from 58 9-year schools participated.



Youth & Digital banking: Open lectures at universities

On **March 24** and **25**, in cooperation with member banks, AAB organized open lectures on “Youth and Digital Banking”. Bank representatives raised awareness of the importance of financial culture as part of their overall education. During the lectures was presented the priority that banks have towards meeting the needs of customers through digital channels.

The lectures were organized in cooperation with several universities:

- Faculty of Natural Sciences (FSHN)
- Epoka University
- Faculty of Economics, University of Tirana
- European University of Tirana
- Mediterranean University of Albania
- Tirana Business University (TBU)
- Luigj Gurakuqi University, Shkodra
- Aleksandër Xhuvani University, Elbasan.





Open lectures

On **Mars 18**, the AAB Secretary General, Dr. Spiro Brumbulli organized an open lecture on crypto assets. This lecture was attended by the students of the Bachelor study program, Faculty of Bussines at "Alexandër Moisiu" University, Durres.

On **March 25**, the CEO of Intesa Sanpaolo Bank Albania, Mr. Alessandro D'Oria, along with the Chief Financial Director, Mr. Julian Çela, visited Epoka University, in Tirana. Part of this visit was the presentation of an open lecture with the presence of 100 students from the Faculty of Economics and Administrative Sciences, on the topic of budgeting and financial statements.

AAB members initiatives

Banka Kombëtare Tregtare (BKT) organized an activity with the children of the World Academy of Tirana, which aimed at financial inclusion of children, teaching them how to take care of money, how to save, how to earn income through entrepreneurship, and lay the foundations for their future and well-being.

Intesa Sanpaolo Bank Albania organized an open lesson with fourth and fifth-grade students at Albanian College, in Tirana on the importance of online security. Students had the opportunity to get acquainted with online safety knowledge presented in a simplified way through personalized presentations for children.

OTP Albania Bank organized open lecture in the 9-year school "Ylber".

UBA Bank launched its project in the framework of Financial Education for the public. The Bank invited CIT students and not only, to participate in the competition on "UBA Mobile Banking - Business Case". Bank welcomes all proposals and suggestions of students for new ideas in improving or adapting this product, to be more useful and easily used by customers. At the end of the competition, the three best projects will be awarded.