

# ALBANIAN MONEY WEEK

Information on educative activities organized in the framework of Global Money Week,  
27 March - 2 April 2017



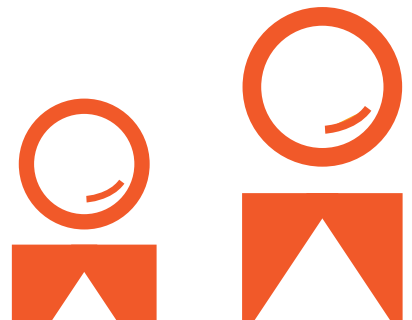
ALBANIAN ASSOCIATION OF BANKS  
SHOQATA SHQIPTARE E BANKAVE

During this week, Bank of Albania in collaboration with AAB and the support of Ministry of Education and Sports, Deposit Insurance Agency, Junior Achievement and National Youth Service, organized educative and awareness activities including directly **more than 2200 children and young people.**

Below are all the activities of the Money Week in Albania, such as: open lessons, school and TV competitions, visits to commercial banks and Bank of Albania's Museum, theatric shows, exposition of with children paintings.

## Results

**Albanian Money Week involved 60 institutions such as** banks, schools, universities, ministries that were committed in 17 different activities according to their expertise. The activities brought the direct inclusion of 2200 children and young people as well viewed by over **25.000 individuals.**



# ALBANIAN MONEY WEEK

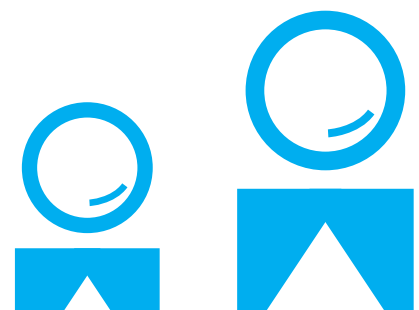
Monday, 27 march 2017

**1. Opening Ceremony of Global Money Week was organized at the museum of BOA, attended by** high level representatives of financial institution and media, as well as many youth from elementary and high schools and universities from Tirana. In their greeting speeches the Governor, Minister of Education and Sports and AAB chairman emphasized the mission of this week, that of raising awareness for young generations to be future responsible financial citizens. Also during the activity were announced the winners of the three competitions launched one month before on "Facebook" from BoA and AAB, which included:

- **The competition with paintings "My money"**, in which participated more than 500 pupils of I-III grade from 35 schools among which were elected 10 winners;
- **The competition the best video entitled "Save for difficult days! Save for better days!"** where were presented 14 videos from students of high schools in the country among which were elected the three winners;
- **The competition of the best essays entitled "Should financial education be a mandatory subject to the academic curricula?"** in which participated 19 students of the third-year bachelor for bank-finance of different universities in the country from which were elected 3 winners.



**2. Open lessons at University "Aleksandër Xhuvani"** in Elbasan with 70 students majoring in Finance Bank, led by representative of Bank of Albania that referred on the research work of BoA and by representative of Tirana Bank.



# ALBANIAN MONEY WEEK

**Tuesday, 28 march 2017**

**3. The competition “Acting like bankers!” with students of three economic faculties from TBU, Luarasi and Tirana Universities** was organized in collaboration with Youth Center of Tirana and aimed the understanding of banking and its daily operation from a practical prospective. Three teams competed with each other representing their self as bankers and offering to the client (a Hydro Power plant company) the best financial offer for the market. All students were priory advised from representative of AAB, BoA and BKT (the bank that sponsored the activity) about the study case and the characteristics of the competition. The team of TBU was the winner of the competition. Around 85 students attended the event.



**Wednesday, 29 march 2017**

**4. Kids show “The red bicycle”** at experimental National Theatre dedicated to pupils of elementary schools (third and fourth grade) teaching them the importance of saving. Around 850 pupils attended the 4 shows staged during money week.





# ALBANIAN MONEY WEEK

**5. Visits to Banks** were organized in collaboration with BoA and students from Qemal Stafa "High School" that have elected the module "Personal Finances in your hands" of the academic curricula. Alpha Bank welcomed 30 students in the premises of its main branch in Tirana and explained to them how a branch operates the products they offer to the clients.



**6. Exposition entitled "Financial Education through Art"** was organized at Fab Gallery with the paintings of 30 kids that worked under the supervision and accuracy of the painter Kosta Zhongolli. Kids explained financial concepts with their art.



**Thursday, 30 march 2017**

**7. Visits to BoA's Museum** of 125 students of elementary "Dora D'istria" school and "Sami Frashëri" high school and students of Agricultural University of Kamza.



# ALBANIAN MONEY WEEK

**8. Innovation Camp** in cooperation with Junior Achievement of Albania and BoA with the sponsorship and strong support of Alpha Bank. The camp was attended by 30 students of the 11th grade of JA network from different cities of the country that gathered in 6 teams to give an solution to the challenge presented by AAB on "How to make possible to banks the increase their percentage of their clients, developing marketing techniques using mobile technology". Teams were supported during that day by experts from BoA, Alpha Bank, Societe Generale Albania, Raiffeisen Bank and Tirana Bank.



**9. Open lesson of the Governor at European University of Tirana.** The Governor of Bank of Albania referred on "The role of Bank of Albania in the Economy, the combination between the stimulant and the regulator" to the 120 master students. The lessons ended with a questioning session to the students.



**10. Open lesson with 100 students of Epoka University in Tirana** by representative of BoA that referred on "The role of Central Bank in the Economy and its monetary policy" and by representative of Societe Generale Albania that referred on "The conversion of monetary policy to the commercial banks"





# ALBANIAN MONEY WEEK

**Friday, 31 march 2017**

**11. Visit to Credins Bank** was organized in collaboration with BoA and students from Qemal Stafa "High School" that have elected the module "Personal Finances in your hands" of the academic curricula. The bank welcomed 30 students in the premises of its main branch in Tirana and explained to them how a branch operates the products they offer to the clients.

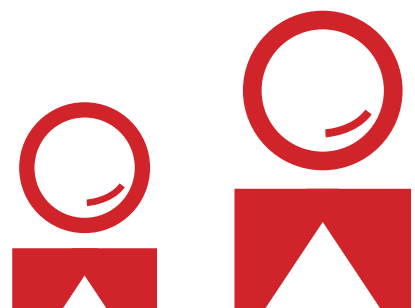


**12. Open lesson** for 90 students **at the University "Aleksandër Moisiu" in Durrës** by representative of BoA that referred on: "Financial Stability and its focus" and by representative of Intesa San Paolo Bank that referred on "The role of a systemic bank to assure the stability of the financial sector"

**13. TV competition "Personal Finances in your hands"**. The television Ora News supported the competition between 3 high schools ("Besnik Sykja" and "Qemal Stafa" in Tirana and "Raqi Qirinxhi" in Korça) that have performed during academic year 2016-2017 the subject "Personal Finances in your hands". The competition aimed the evaluation of the gained knowledge from the subject in a dynamic manner. The winner was "Qemal Stafa" high school and the competition was attended by 40 other students as public.



**14. Visit to 7 branches of Intesa Sanpaolo Bank in the country.** Up to 250 students from 8 high schools and one University had the chance to hear from Branch Managers on the importance of money and different products banks offer to the clients.



# ALBANIAN MONEY WEEK

## Media Coverage

Global Money Week generated an amazing amount of public awareness. People were made aware of the activities and events through visual, print and online media: national televisions, newspapers, social media.

Initially, a **press release** was distributed to announce the opening of the GMW. AAB representatives appeared on various television programs to promote Global Money Week values. This raised public awareness on the importance of the values and activities.

### Vizion+ TV, Report TV

March 27 - News Edition.

### Top Channel TV,

March 27 - News Edition.



### Scan Tv, News 24, Tema TV

March 28 - TV Report on the competition "Acting like bankers!"

### Scann TV

March 29 - Participation in the talk show "In the studio" having in focus financial education.

### Ora News TV

March 29 - Participation in the TV Show "Para dhe Pasuri" having in focus financial education and the Money Week.

### News 24 TV

March 29 - Participation in the TV Show "Të bësh ekonomi" having in focus financial education and the Money Week.

March 30 - Participation in the morning show "Vila 24" where was discussed about the Money Week and the range of activities taking place this week.

### TVSH, News 24, Vizion+ TV, in TV

March 29 - TV Report on financial education for youth (visit to Banks).

### TVSH

March 31 - Participation in the morning show "Good morning Weekend" where was discussed about the Money Week and the range of activities taking place this week.

### Mapo newspaper, Telegraf newspaper

March 13 - Interview on the financial education and the importance of best practises to be offered to the auditors of students.

