



Finanzgruppe

Deutscher Sparkassen- und Giroverband

World Savings Day throughout the world – services of the Savings Banks Finance Group

The German Savings Banks Finance Group is committed to promoting the idea of saving throughout the world. Since 2011 the Savings Bank Foundation for International Cooperation has introduced World Savings Day in many countries as part of its project work. The approach in these projects: financial education and encouraging people to save.

Project reports for Burundi, Rwanda, Democratic Republic of the Congo, Mexico, Georgia, Azerbaijan, Ukraine, Armenia, Uzbekistan and Mozambique can be found at:

<http://www.sparkassenstiftung.de/en> -> world savings day

World Savings Day: A German tradition with potential for adaptation

More and more financial institutions throughout the world are showing an interest in establishing World Savings Days of their own. The Savings Bank Foundation has now launched World Savings Days based on the German model in some ten project countries, including Armenia, Azerbaijan, Georgia, Ukraine, Rwanda, Burundi and Mexico – with considerable success. Working together with local partners, the Foundation has modified the activities associated with this event to match the needs and local circumstances in each country. Often the commitment to saving goes well beyond World Savings Day itself. For example, the Bank of Mozambique declared 2014 to be a national savings year. Currently a team of experts from the Savings Bank Foundation is working with local advisers to develop a plan involving marketing initiatives, training courses for bank employees and teachers, instruction units on financial topics, and special events like singing and painting competitions

World Savings Days around the world: an opportunity for customers and banks

The activities surrounding World Savings Day, such as athletic competitions, contests and open-house days at participating banks, give people new and welcome opportunities to become acquainted with local financial institutions. In addition, potential customers gain more trust in the financial market. Showing the importance of saving in entertaining ways has turned out to be a very effective means of increasing people's willingness to save. In all of the project countries, World Savings Day has led to the opening of many new accounts. World Savings Day has also benefited bank employees by giving them access to comprehensive training on topics like customer satisfaction and effective communication with customers.

The newly introduced World Savings Day mascots in the project countries:



Mexico



Azerbaijan



Armenia



Democratic Republic
of Congo



Mozambique



Georgia



Uzbekistan