

ING Financial Education program

2013/2014 Autumn Semester

Summary



What are our reasons and goals to run this Program?

- In ING Corporate Responsibility Report to **develop financial education** is a significant goal
- This is **our profession**, ING CB Hungary **employee initiative**
- **Lack of financial awareness** in the society
- It has a **long term impact** – educating future generations is really sustainable
- **Positive attitudes** from schools and parents



Overview 2012

In numbers:

- Age group was: x-x
- **x** colleagues involved (x% representation of the Bank's staff): 5 in the project team, 5 „teacher” groups – 3 members per team: 2 presenters per topic + 1 co-trainer (substitute)
- 5 topics (money, savings, accounts, cards, credits)
- Each course included 5 lessons between y and y 2013.
- **30** lessons
- **x** classes, **x** school children



Overview 2013

In numbers:

- Age group was: 12-19
- **19** colleagues involved:
 - 6 „teacher” groups
 - 3 members per team
 - 3 support-team members
- 5 topics (money, savings, accounts, cards, credits)
- Each course included 5 lessons between March and May 2013.
- **30** lessons
- **6** classes, **134** school children



Experiences



- The teachers and children welcomed the initiation very much
- Interactivity, asking questions needed continuously
- Pictures, videos very welcome
- Simple explanation needed with examples and tactile tools (e.g. cards, forms, banknotes)
- No technical terms used
- The different complexity of topics is hard to follow (nature of the topic determines it)
- They liked the idea of the competition and presents
- We have received continuation requests – FE part of the national curriculum

Strengths – according to feedbacks



- „We got very good experience regarding **group work.**”
- „**Illustrations** and **competitions** worked very well, it does worth to continue.”
- „ING colleagues performed an **excellent job.**”
- They thought that:
 - presenters were very **well-prepared** (thorough grounded)
 - the information presented were **useful**
 - **selection** and **combination of the topics** were highly appreciated.
 - **level of interest** and variety of the topics were highly appreciated.
 - level of presentations were **fitted** to the actual knowledge of the children.

Other comments from Schools

Opinion of school teachers/school managers

- „According to concordant opinion of the class, the lessons were **useful**.”
- „It was **interesting**, the topics were related to everybody.”
- „The **level of the presentations** was perfect: not too infantile but nor too professional
- „**Interactivity** was strong, it made the topic understandable.”
- „They were **happy** with the gift.”
- „ I hope the Program will **continue**.”



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