

Financial Education Day

CaixaBank reinforces its commitment to financial education

- **The company's Financial Culture Plan, which is part of the social pillar framework of the Sustainable Banking Plan, features initiatives designed for different types of audiences**
- **In the first half of the year, the CaixaBank Volunteer network has given more than 2,400 financial education workshops to more than 53,000 people in vulnerable situations**

4 October 2024

In a Group-wide effort, CaixaBank's firm commitment to financial education and culture has been reinforced with an increase in the actions and activities promoted by the different areas of the bank.

The bank's Financial Culture Plan, set within the framework of the social pillar of the Sustainable Banking Plan, features initiatives designed for different types of audiences. In 2023, more than 145,000 people attended conferences, courses, workshops and training sessions organised by CaixaBank, and its digital contents exceeded 48 million visualisations.

The bank undertakes three kinds of initiatives: awareness-raising, training and knowledge creation. CaixaBank seeks to enhance knowledge of economic and financial concepts relevant to the everyday decision-making of customers, shareholders, people in vulnerable situations and society as a whole.

CaixaBank's initiatives include the "Mucho por Hacer" (Much to Do) programme – which provides financial information and awareness-raising content that is disseminated through various digital media platforms – as well as the actions carried out by the CaixaBank Volunteering network.

The bank's shareholders benefit from the "Aula" (Classroom) training programme on economics and finance, providing them with the necessary knowledge to make more informed investment decisions. Since its launch in 2010, the programme has increased its content on the channels used to disseminate it, boosting *online* resources.

Thus, CaixaBank's commitment to financial education for its shareholders is materialised in different formats. So far in 2024, four face-to-face courses have been held (with more than 230 attendees) as well as eight *webinars* (with more than 5,500 attendees). Various resources have been published for remote learning, such as nine podcasts and 18 chapters of the "Training on Wheels" broadcast.

CaixaBank Research, the bank's research service, promotes knowledge through economic research and analysis, contributing to public debate and awareness of the economy in society. Through the lectures given by its economists and more than a thousand [articles published](#) in 2023 alone, it stimulates debate and the exchange of experiences among all sectors of society and promotes the dissemination of the major socio-economic issues of our time, bringing them within the reach of the greatest possible number of people and companies. The service also collaborates with organisations and universities in economic research and dissemination projects; and through the "Economía Exprés" (Economy Express) podcast, available on all main platforms, it explains and brings current economic affairs closer to new audiences.

Specific content for young people and seniors

As part of the bank's commitment to senior citizens, training sessions are held that include, for example, content related to the use of WhatsApp, Bizum or computer security. In 2023, these sessions were attended by more than 15,500 people. In addition, financial education talks were given to more than 1,300 senior citizens.

Meanwhile, Imagin, the digital services and lifestyle platform promoted by CaixaBank, offers imaginAcademy, its digital content programme to promote knowledge about finance and economic management. Via its digital channels, imagin shares bite-size courses on financial terms and concepts, methods and tools for finance management, and practical information to help young people with everyday transactions and future projects. imagin's TikTok profile has become the main channel for sharing this type of financial education content for young people. Just a year after the launch of imaginAcademy, content shared via TikTok has been viewed more than 57 million times and received more than half a million interactions.

CaixaBank is also a member of the Funcas Financial Education Stimulus Programme, designed to foster the development of activities geared towards boosting Spanish financial literacy.

CaixaBank Volunteering

The CaixaBank Volunteer network also continues to strengthen its role in financial education. In the first half of the year, it had given more than 2,400 workshops on the subject to more than 53,000 people in vulnerable situations.

The aim of these sessions, which have been held both in person and *online*, is to help beneficiaries become aware of the importance of saving, learn how to manage their income and expenses, and improve their personal finances.

The CaixaBank Volunteering financial education programme is split into three areas, depending on the characteristics of the beneficiaries, and features materials designed specifically for different profiles: adults at risk of social exclusion, people with intellectual disabilities and young people. In each case, the materials used are adapted to each type of student.

Between January and June 2024, the volunteers gave more than 310 workshops to adults and people with intellectual disabilities; and gave almost 2,000 sessions to young people in their 4th year of mandatory secondary education. In addition, they delivered more than 100 financial education talks to senior citizens.

The sessions, which last between one and two hours, were carried out in collaboration with more than 700 organisations and educational centres throughout Spain. They involved more than 540 volunteers with technical knowledge in economics and personal finance.

Participants in the initiative learn basic financial concepts in a personalized and simple manner, assimilating tools and guidelines to manage their budgets.