

More than 1.000 students attended the “JA More than Money” educational programme sponsored and implemented by HSBC

For the ninth consecutive academic year, HSBC sponsored and implemented the “Junior Achievement More than Money” educational programme which teaches students of the 5th and the 6th grade the basic financial skills. In 2016-2017, in total 1.059 students from 15 schools in Athens, Thessaloniki, Patra and Ioannina participated in the programme.

HSBC’s JA More than Money global financial education programme, which runs in 28 countries, aims at familiarising students with the concepts of entrepreneurship, money-management and career orientation through hands-on activities. In Greece, the initiative has been organised by [SEN /JA Greece](#) in collaboration with HSBC since 2008. JA More than Money, is part of the wider “professional orientation” programme of the Ministry of Culture Education and Religious Affairs.

The programme was implemented by HSBC staff who volunteered to spend 6 teaching hours each with children in order to introduce them to the programme’s material which includes terms such as revenues, expenses, savings, deposit, interest rate, income, business, businessman, employee, advertisement, business plan, consumer, etc. This year’s JA More Than Money, ran between October 2016 and June 2017.

Steve Banner, Chief Executive Officer, HSBC Greece stated: *“Financial literacy is an important driver of economic prosperity. I am, therefore, delighted that once again this year we supported this initiative and I would like to thank my colleagues who dedicated time and effort to deliver the programme. It is very important that this year we managed to reach students in 4 cities and not just in Athens and Salonika.”*

Argyris Tzikopoulos, General Manager of SEN/JA Greece, said: *“Once again this year, we have realised that students were enthusiastic and particularly interested to enhance their level of financial literacy. Nowadays, it is necessary for students to be financially literate already from the elementary school. All this would not have been possible without the valuable contribution of HSBC volunteers, who generously dedicated their time and shared their experience and knowledge in a very good mood.”*

About SEN

SEN (Σωματείο Επιχειρηματικότητας Νέων)/ Junior Achievement Greece is a non-profit organization, founded in November 2005. SEN/ Junior JA Greece core mission is to inspire, encourage, support and prepare young people to succeed in a global economy and accomplishes this through innovative educational programs on entrepreneurship and financial literacy as well as actions that stimulate life-long learning, positive change, and help students reach their full potential.

SEN/JA Greece is a member of Junior Achievement-Young Enterprise Europe (JA-YE, www.ja-ye.org), Europe's largest provider of entrepreneurship education programs, reaching 3.1 million students in 39 countries. JA-YE is one of the regional centers of Junior Achievement Worldwide, the world's largest organization of entrepreneurship education programs, with presence in 120 countries and reaching approximately 10.500.000 students on an annual basis. For more information visit www.senja.gr

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In Greece, HSBC operates since 1981 with presence in Athens and Thessaloniki. HSBC offers banking services to individuals as well as to corporate and institutional clients.

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