

Company: HALKBANK, Istanbul, Umraniye

Nomination Submitted by: Business Awards Consulting

Company Description: Halkbank, established in 1938 with mission of supporting artisans and SMEs and accelerating sustainable economic development in Türkiye, has become one of the prominent, stable, pioneering, and reputable brands in the rising country. For 87 years, Halkbank has been leading the development of the Turkish banking sector.

Nomination Category: Product & Service Categories

Nomination Sub Category: Best Product for Social Impact

Nomination Title: Halkbank Children's Theatre-Three Penny Banks

1. If you are providing written answers for your submission, you must provide an answer to this second question: Describe the features, functions, and benefits of the nominated product or service (up to 350 words):

Total 333 words used.

Financial literacy—the ability to understand, manage, and apply financial knowledge in everyday life—is an essential life skill in today's complex economic landscape. Globally, it plays a critical role in improving individuals' ability to manage Money and make informed investment decisions. However, financial literacy levels remain alarmingly low in Turkey. According to the 2023 OECD Financial Literacy Report, Turkish adults scored 57 out of 100, significantly below the OECD average of 65. Moreover, a recent Central Bank of Turkey study revealed that nearly half of the population lacks basic budgeting and savings skills.

While adult education is important, research consistently shows that the foundation of financial behavior is laid in early childhood. A World Bank report emphasizes that financial habits formed before age 12 are more likely to persist into adulthood. Thus, equipping children with financial literacy at an early age is not just beneficial, it is imperative.

Recognizing this national need, Halkbank initiated a groundbreaking effort to build financial awareness from the ground-up. As part of its commitment to social responsibility and youth development, the bank launched **Turkey's first financial literacy-themed children's theatre play: Halkbank Children's Theatre- Three Penny Banks**, designed to educate children through music, storytelling, and interactive performance.

Halkbank has long recognized that developing financial literacy should begin in childhood, before spending habits and money-related behaviors become ingrained. In 2024, the bank launched the **Halkbank Children's Banking mobile app**, a digital initiative aimed at introducing financial concepts such as saving, budgeting, and goal-setting in a gamified environment for children aged 6-12. This marked the first step in Halkbank's broader mission to support early-age financial awareness.

To expand this and reach children on an emotional and cultural level, Halkbank created a unique stage production: **"Three Penny Banks"**, a financial literacy-themed musical theatre play performed by Halkbank Children's Theatre. Designed for children between the ages of 6-12, the play centers around the core principles of **"Save- Spend-Share"**, aiming to teach children not just financial knowledge but also values like patience, responsibility, and generosity.

2. If you are providing written answers for your submission, you must provide an answer to this third question: Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable (up to 350 words):

Total 343 words used.

The play stands out for its innovative use of **rap music**, making it **Turkey's first rap musical for children**—a deliberate artistic choice to align with current trends and better engage young audiences. The performance features lively stage design, original songs, and interactive storytelling, inviting children to participate and reflect throughout the experience.

The production is directed by renowned actor and director Hakkı Ergök and stars **former Miss World Azra Akın**, whose role as the mother figure helps convey the importance of family involvement in financial education. With professional performers, a pedagogically informed script, and completely free access for all attendees, the play reaches diverse communities through school and cultural center tours across Turkey.

The *Three Penny Banks* initiative stands out as a unique and socially impactful financial education project with measurable reach and clear strategic differentiators:

***First public-sector musical theatre play on financial literacy in Turkey:** As a government-owned bank, Halkbank pioneered a new educational format by using professional theatre as a pedagogical tool—marking a national first in integrating public service with the performing arts for early-age financial education.

***Totally free and accessible to all:** By offering 43 performances in 13 cities with no admission fees, the project ensures **inclusive access** regardless of children's socio-economic backgrounds. This approach aligns with the principle of educational equity and promotes equal opportunities for lifelong learning.

***Extensive reach and engagement:** Over **14,000 children** attended live performances, while total media reach exceeded **25 million people**, including national TV broadcasts, print media, and digital channels. Social media content related to the play generated thousands of views and high engagement rates.

***Innovative use of performing arts:** Unlike most global financial literacy programs that rely on digital content or classroom instruction, *Three Penny Banks* delivers its message through live theatre—boosting retention through emotional, social, and cultural engagement.

***Core message framed around "Save-Spend-Share":** This simple yet powerful model provides children with a lifelong decision-making framework that blends personal responsibility with social values.

***Sustainable impact vision:** The initiative supports multiple **UN Sustainable Development Goals**, including Quality Education, Reduced Inequalities, and Responsible Consumption.

3. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 25 words used.

Apx1-Video: Halkbank Children's Theatre: Three Penny Banks Teaser

<https://youtu.be/PYmdXqSTuKA>

Apx2-Video: Halkbank Children's Theatre Testimonials

<https://youtu.be/cpb1qjxus3w>

Apx3-Document: Halkbank Children's Theatre Impact Report

4. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the the nominated new or new-version product or service, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

5. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

6. If you are providing written answers for your submission, you must provide an answer to this first question: If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released:

Turkey's first financial literacy-themed children's theatre play: Halkbank Children's Theatre- Three Penny Banks is launched and executed in May 2025

Attachments/Videos/Links:

[Halkbank Children's Theatre-Three Penny Banks](#)



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