

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: Event Categories

Nomination Sub Category: Corporate & Community - Community Engagement Event

Nomination Title: Halkbank Childrens Theatre-Three Penny Banks

1. If you are providing a written essay for this nomination, submit in this space an essay of up to 525 words describing the event: its genesis, goals, development, and results:

Total 520 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. However, financial literacy levels remain alarmingly low in Turkey. Recognizing this national need, Halkbank initiated a groundbreaking effort to build financial awareness from the ground-up and 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.



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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.

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 starring **former Miss World Azra Akin**, features lively stage design, original songs, and interactive storytelling, inviting children to participate and reflect throughout the experience.

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.

2. Optionally, you may list creative and production credits for your event - a list of the people and organizations that contributed to its development:

Türkiye's First Financial Literacy Musical for Children: Halkbank pioneered the nation's first rap musical play on financial education, "Three Penny Banks," reaching 14,000+ children live and 25 million via media.

Innovative, Inclusive Delivery Model: With 43 free performances across 13 cities, the initiative combined professional theatre, music, and pedagogy to ensure accessibility and lasting impact regardless of socioeconomic status.

Behavioral Foundation Through "Save-Spend-Share": The project introduced children aged 6–12 to core money values and habits through gamified learning and emotional engagement, supporting long-term financial resilience.

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

3. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 525 words? Choose one:

Essay of up to 525 words

4. 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:

Attachments/Videos/Links:

[Halkbank Childrens Theatre-Three Penny Banks](#)



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