

# FINANCIAL INCLUSION & BANKING IN THE COMMUNITY AWARDS

## The Banker



Bank of the Year **2021**

### Financial Inclusion Award

Whether in industrialised countries or developing economies, all countries face the challenge of including their poorest members in the financial system. Banks serving this segment not only perform a social function, through reducing poverty and boosting prosperity, but can also ensure a responsible and sustainable path to growth.

### Banking in the Community Award

Banks around the world are aware of the importance of building sustainable businesses that invest within the communities that they serve. *The Banker's* Banking in the Community Award aims to recognise the most innovative initiatives launched by financial institutions that enrich and improve the societies in which they operate.

### Submission requirements:

**To participate please present your Financial Inclusion and Banking in the Community case studies.**

■ Each case study should not exceed 500 words in length. A maximum of three case studies for each category can be entered; further initiatives can be listed within the submission. Video and multimedia presentations are welcome.

■ The entry should highlight any challenges the bank had to overcome in implementing the new programme and the benefits gained by the local community.

■ Any indication of how the initiative is performing and whether it can be replicated in other markets would be beneficial.

Please make sure you email your submission to **bankoftheyear@ft.com**, by no later than **Friday, August 30th**.

### Return to:

bankoftheyear@ft.com

### For any questions, please contact:

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