

# FINANCIAL INCLUSION & BANKING IN THE COMMUNITY AWARDS



## The Banker Awards 2018

### 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, but can also gain access to the high-margin customers of the future.

### 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 undertaken 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.

The winners will be given the opportunity to present their initiatives at a prestigious gala dinner in London on November 29th, at the Sheraton Grand Park Lane, as part of our Bank of the Year awards.

Please make sure you email your submission to **bankoftheyear@ft.com**, by no later than **Monday, July 16th, 2018**.

### Return to:

bankoftheyear@ft.com

### For any questions, please contact:

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