



Erste Bank supports the "Mummy is learning German" initiative

Institutions that play an important role in public life, such as banks, can only do well in the market if they take their commitment to society seriously. In this respect, sponsoring social events is more than just a marketing tool used to gain a firmer footing in economic life, it acts as a signal to both clients and staff that they personally can be sure of the responsibility that the company exhibits towards society.

Erste österreichische Spar-Casse was founded as a savings bank in 1819 in Vienna by a minister who wanted to give all people the chance to put money away for a rainy day. The savings bank was obliged to spend a considerable portion of any profits it made for the benefit of society. Today, Erste Bank is still committed to a variety of social projects, including the "Mummy is learning German" initiative.

"People who have not been living in Austria for long or have not yet had sufficient opportunity to learn German increasingly encounter difficulties in day-to-day life (e.g. visiting the doctor, authorities, etc.). In particular, mothers who are not native speakers of German are often incapable of helping their children in their everyday lives given that they do not speak the language well (e.g. parent consultations, job seeking, etc.). Erste Bank is aiming to support these women in learning German to a satisfactory level or in making a substantial improvement in their existing knowledge of the language, thus enhancing their chances of integrating into society", said Elisabeth Bleyleben-Koren.

"For us too, learning languages means 'thinking outside of the box'; being willing to explore new things and take advantage of the opportunities that present themselves. We at Erste Bank, active throughout eight countries (CZ, SK, H, RO, SB, CR, SLO), encourage our employees to learn the local language in order to gain a better understanding of the mentality. And if you see just how many staff in our subsidiary banks have started to learn German, it is quite amazing. We see language as being part of our corporate culture and want to express this clearly, both vis-à-vis our clients as well as in this instance throughout the Vienna area", continued Elisabeth Bleyleben-Koren.

P.S. Erste Bank thinks outside the box because we also need security, economic prosperity and cultural exchange in a common Europe. www.tellerrand.at

Think Outside the Box Initiative – Austria, strong in the centre of Europe

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