



# BANGKO SENTRAL NG PILIPINAS

## CIRCULAR LETTER NO. CL-2021- 101

### OFFICE OF THE GOVERNOR

To : **ALL BANKING INSTITUTIONS**

Subject : **National Banking Week 2022**

Pursuant to Presidential Proclamation No. 2250 dated 10 December 1982 (Annex A) designating the first seven days of January of every year as the *National Banking Week*, all banking institutions and their branches are enjoined to conduct activities or initiatives that vigorously promote the benefits of banking on 1-7 January 2022, subject to minimum health standards and social distancing protocols.

It is imperative to convey the important role that banking plays in the lives of Filipinos, the economy, and the country—especially amid the ongoing fight against the COVID-19 pandemic—to maximize the potentials of banking in fueling economic recovery and growth.

In promoting the National Banking Week 2022, banks are encouraged to incorporate the following in the promotional materials and advertisements—including but not limited to websites and/or social media pages/digital platforms, and ATM screen displays—throughout the weeklong celebration: (i) the theme, ***“E-banking: driving innovation in the New Economy” / “E-banking: puwersang magsusulong ng inobasyon sa Bagong Ekonomiya”***; (ii) the phrase **“National Banking Week, 01 to 07 January, 2022”**; and (iii) the hashtag **#eBankTayo**. The theme is meant to promote financial digitalization, which helps accelerate financial inclusion and economic growth.

For more information, banks may contact the BSP’s Communication Office by email at [bspmail@bsp.gov.ph](mailto:bspmail@bsp.gov.ph).

  
**BENJAMIN E. DIOKNO**  
Governor

07 December 2021

Att.: A/S

BY THE PRESIDENT OF THE PHILIPPINES

PROCLAMATION NO. 2254

DECLARING THE FIRST FULL WEEK OF JANUARY EACH YEAR  
AS NATIONAL BANKING WEEK

WHEREAS, the banking community, in order to contribute its utmost in the service of the nation, must have the vigorous support of and develop a healthy partnership with our people;

WHEREAS, the desired objective of accelerating the country's economic progress, particularly through financial intermediation, cannot be attained until all sectors of society fully realize and have a continuing awareness of the vital role of banking in the national development process;

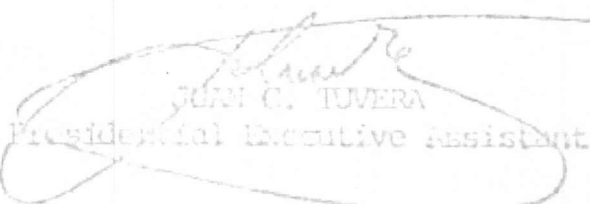
NOW, THEREFORE, I, FERDINAND E. MARCOS, President of the Philippines, by virtue of the powers vested in me by law, do hereby declare the first full week of January each year beginning in 1973, as National Banking Week and hereby direct the Central Bank of the Philippines to undertake all such measures as may be necessary to ensure the successful observance thereof and enjoin all sectors of our society and all levels of the government to extend their cooperation.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the seal of the Republic of the Philippines to be affixed.

Done in the City of Manila, this 10th day of December, in the year of Our Lord, nineteen hundred and eighty-two.



By the President:



JUAN C. TUVERA  
Presidential Executive Assistant

PLEASE REFER TO THE DOWNLOADABLE TEMPLATE OF THIS POSTER FOR BETTER RESOLUTION.



 **NATIONAL BANKING WEEK**  
JANUARY 1-7, 2022

# E-BANKING:

**DRIVING INNOVATION  
IN THE NEW ECONOMY**

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**#eBankTayo**

The poster features a hand holding a smartphone displaying a large yellow peso symbol (₱). Surrounding the phone are several circular icons representing e-banking services: a smartphone with a checkmark, a house with a lightbulb, a shopping cart with a QR code, a bus and car with a peso symbol, a smartphone with a checkmark, a smartphone with a checkmark, and a computer monitor with a bank building icon.