Project Which Connects

We Shall Achieve More Together

Despite fierce competition, banks wish to join their efforts and deliver something together in a matter of such importance as the education of our children. This is why experts on cybernetic security and representatives of senior managements of banks operating in the Czech Republic have set off on October 20, 2016, to selected high schools to discuss these issues with students of third and fourth classes. All in all, 33 bankers took part and they visited 35 high schools.

Leading by Personal Example

Not only knowledge, but also the ability to assert oneself is part of education. We want to offer to students positive examples of experts and managers who lead large financial institutions.

Better Financial Literacy

Bankers and banks are the best experts in finance – who else but them could better help students to get an overview over the banking sector? During our meetings with students we want to share and extend information about finance, banking and security that students gained during the education process, to convey experience from real life of people who are the leaders in the field in the Czech Republic to them.

Bankers’ reviews

“Just as in real life one can easily encounter traps and dangers in the virtual one. Yet many forget about this when surfing on internet and give away publicly their sensitive data which in fact they would hardly share with a stranger. That’s why it is necessary to raise the students’ awareness in this area. I was pleased to see that students who I met today took a lively interest in the topic of cybersecurity and one could see that they were really interested in it”, Petr Barák, Head of Operational Risk Management and AML Department at Air Bank.

“The number of cybernetic attacks against customers’ accounts is growing by dozens of percentage points year over year and the attacks are ever more sophisticated. This is why it is necessary to continuously educate the public in this area and especially young people who are so familiar with Internet. I was pleasantly surprised to see that even high students use a two-level protection of their accounts on the web and that the overwhelming majority of them use a PIN on their smartphones or lock their screens with a password”, Josef Šedivý, Director, Non-Financial Risk Management at ČSOB.

“I was very glad to find out that students have a great knowledge of the ways their electronic devices could be attacked and of making these devices safe”. There were lots of interesting questions which shows that young people are not indifferent to the topic”, Radek Komanický, Head of Information Security at Raiffeisenbank.

Cybernetic Security on Top of Agenda

The Czech Banking Association has been sending Bankers go to Schools for the third year. This year has been a successful one again owing to the fact that cybernetic security is a topical subject. Students and pedagogues who took part in lectures appreciated them as being highly useful and informative.

Students learnt from bankers (senior bank managers and experts on cybernetic security) basic information not only about the threats in the on-line environment but they also have received important guidance on how to protect themselves against threats to personal data and money of internet users. Some of the students have already experienced attacks of hackers and have shared their experience with the others.

This year, the project was supported also by two videos performed by a selected YouTuber. The goal was to disseminate these topics among young people. According to the results of independent surveys it’s exactly young people who are not aware of these threats.

BEROUNSKÝ deník

Těmatem setkání bylo bezpečné chování na internetu, k aci se přidali i studenti hořovického gymnázia

BA Survey

Special Issue

Hackerské útoky

Hrozby a útoky ve virtuálním světě

Radek Komanický, Head of Information Security at Raiffeisenbank.
Bankers Go to Schools in media

There were about 30 unique outputs published in the media about the project, of which two were reports broadcasted by Česká televize (twice in Události v regionech, once in Události) with a total media outreach to approximately 6 million viewers and readers.

All feedback relating to this CBA project has been a positive one. Media used printed materials as their background information, the regional media, apart from press reports, also drew on personal visits to the lectures with bankers.

Reviews of the Project by Schools

Josefa Škvorecký’s Public High School, Prague
“The lecture was a great contribution for students; it was held in a very pleasant form when the banker was ready and able to answer questions asked by students. Students were interested in the subject of cybersecurity and have a very good overview of the topic and they demonstrated this by properly answering the questions that they were asked”.

High School of Jiří z Poděbrad, Poděbrady
“The lecture was a great success, both students and teachers who took part liked it. I think that the topic was chosen appropriately, students appreciated practical information and answers to their questions from a person directly from the field”.

Students’ reviews

“Security on internet is a topic in which students are evidently interested. One could see from their responses and questions that it is important to them and that they are aware of potential risks. At the same time, most of them underestimate, for instance, the security of their smart phones”, Robert Christof, Head of Sales and Distribution at mBank.

“Students have proper handle on the security rules; they are able to recognize a fake Facebook profile of institutions or friends asking them for help. On the other hand they don’t care too much about the security of their passwords, most students admitted that they were using maximally three passwords and the passwords usually had a low level of security. It was a pleasant change for me to chat with students and to take a look at security through their eyes at least a bit”, Māris Avotiņš, Chairman of the Board at Expobank CZ a.s.

“I’m really glad that the topic that has been selected for this year is cybersecurity. It’s a definitely attractive topic for students, 99 % of teenagers in the class confirmed that they had data in their mobiles and a half of them were using mobile banking to administer their accounts. Yet terms like Malware and Pharming were something completely new for a part of them”, Robert Chmelar, Head of Marketing & Communication, ING Bank.

“I was even surprised to find out that 95 % of students, the majority of whom were under 18, already had their own bank accounts. The students were familiar with the topic of information security and a number of them was able to handle more sophisticated areas and English terminology”, Michal Přádka, Regional Retail Manager, Northern Moravia, Raiffeisenbank.

Banks involved in the project

BA Survey is an information newsletter of the Czech Banking Association intended solely for its members. A special issue featuring Project Bankers Go to Schools was issued in 12/2016.

Editor Martina Vystavěl © ČBA