



LET'S CELEBRATE WORLD SAVINGS DAY 2026 TOGETHER

A long-lasting tradition

On 31 October 1924, the founders of WSBI established "**World Thrift Day**," now known as **World Savings Day**, to promote saving as a path to financial security and independence.

Today, with our global network of members, we continue this tradition, engaging communities and highlighting how financial literacy and education are essential for economic resilience and social progress.

In a world of algorithms, savings remain a human choice

This year, WSBI launches an awareness campaign with the theme "**AI advises, human decides**", affirming that in a world of automation and instant gratification, saving is how people exercise judgment and shape their own future.

As artificial intelligence reshapes economies, workplaces, and financial services worldwide, the ability to plan ahead and maintain control over one's financial future matters more than ever. Savings remain a deliberate and human act.

AI advises, human decides

WHY SHOULD YOU JOIN US?



Increase Visibility – Get a customized awareness video with your logo and language of your preference to share on your channels



Join the Conversation – Your CEO's video will be featured on WSBI's social media, amplifying your voice



Showcase Your Impact – Your activities will be highlighted on WSBI's World Savings Day website



World
Savings
Day

The campaign explores how savings banks guide individuals through an AI-driven world, combining human judgment with long-term financial commitment.

But this year's campaign is not limited to this...

