



BANGKO SENTRAL NG PILIPINAS

OFFICE OF THE GOVERNOR

CIRCULAR LETTER NO. CL-2025-024

To : ALL BANKS

Subject : Savings Consciousness Week 2025

The Bangko Sentral ng Pilipinas (BSP) enjoins all banks to promote Savings Consciousness Week 2025, in accordance with Presidential Proclamation No. 380, Series of 1994.¹

Savings Consciousness Week will run from 30 June to 06 July 2025 with the following theme:

English Version: **A secure future starts with consistent saving habits!**

#SavingsConsciousnessWeek2025
#SCWeek2025

Filipino Version: **Kapag ipon ang inuna, ginhawa ang bunga!**

#SavingsConsciousnessWeek2025
#SCWeek2025

The BSP encourages banks to feature the following in their communication materials across platforms (e.g., websites, social media, automated teller machine (ATM) screen displays) during the week:

1. theme (in either English or Filipino);
2. phrase "Savings Consciousness Week, 30 June to 06 July, 2025;" and
3. hashtags #SavingsConsciousnessWeek2025 and #SCWeek2025.

Art cards for the campaign are attached² and available for download in high resolution from the BSP website.

For more information, contact the BSP Communication Office at bspmail@bsp.gov.ph.

ELMORE O. CAPULE

Officer-in-Charge

2 June 2025

¹ Annex A (Presidential Proclamation No. 380, Series of 1994)

² Annex B (Prescribed Art Cards)

MALACAÑANG
MANILA

MFN 1023

BY THE PRESIDENT OF THE PHILIPPINES

PROCLAMATION NO. 380

DECLARING THE PERIOD FROM JUNE 30 TO JULY 6, 1994 AND EVERY
YEAR THEREAFTER AS SAVINGS CONSCIOUSNESS WEEK

WHEREAS, Philippines 2000, the Filipino peoples vision of development by the year 2000 recognizes that the purpose of hastening capital formation through non-inflationary means, particularly through savings with banks and other financial intermediaries, is that of accelerating the country's economic progress and development; and

WHEREAS, the drive towards the country's reaching an industrialized status by year 2000 can be achieved only if all sectors of society fully realize, and have a continuing awareness of the vital role of savings in the development process;

NOW, THEREFORE, I, FIDEL V. RAMOS, President of the Philippines, by virtue of the powers vested in me by law, do hereby declare the period June 30 to July 6 of this year, and every year thereafter, Savings Consciousness Week, and hereby direct the Department of Finance, the Bangko Sentral ng Pilipinas and the Department of Education, Culture and Sports to undertake such measures as may be necessary to ensure successful observance thereof, and enjoin all sectors of our society and all levels of the government -- national, provincial, city and barangay -- to extend their cooperation to this national effort.

This Proclamation supersedes Proclamation No. 1868 dated June 18, 1979.

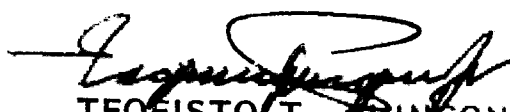
IN WITNESS WHEREOF, I have hereunto set my hand and caused the seal of the Republic of the Philippines to be affixed.

Done in the City of Manila, this 15th day of May in the year of Our Lord, nineteen hundred and ninety-four.



By the President:

PMS LIBRARY



TEOFISTO T. GUINGONA, JR.
Executive Secretary

Received

MAY 19 1994 *fdm*

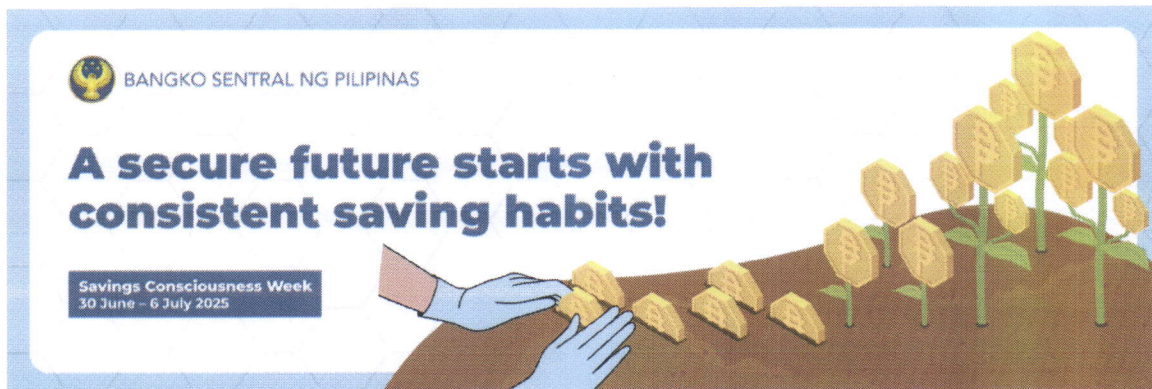
Date



ANNEX B. PRESCRIBED ART CARDS

Please refer to the downloadable templates of these art cards for better resolution.

ENGLISH



Proposed Caption:

Secure your future—one habit at a time!

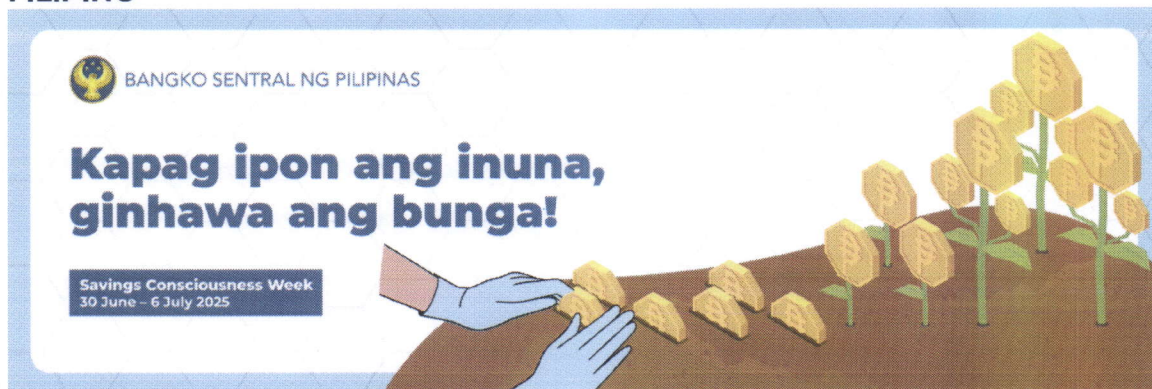
Join the Bangko Sentral ng Pilipinas (BSP) in celebrating Savings Consciousness Week (SCW) 2025 from 30 June to 06 July.

With the theme “A secure future starts with consistent saving habits,” SCW 2025 highlights the power of small, steady steps in building a financially secure and prosperous tomorrow.

Let’s cultivate a culture of saving, starting with small, consistent steps.

#SavingsConsciousnessWeek2025
#SCWeek2025

FILIPINO



Proposed Caption:

Ugaliing mag-ipon, upang kinabukasa’y masiguro!

Makisama sa Bangko Sentral ng Pilipinas (BSP) sa pagdiriwang ng Savings Consciousness Week 2025 mula 30 Hunyo hanggang 06 Hulyo.

Sa temang “Kapag ipon ang inuna, ginhawa ang bunga,” binibigyang-diin ng SCW 2025 ang kahalagahan ng tuloy-tuloy na pag-iimpok bilang susi sa mas ligtas at mas masaganang kinabukasan..

 Sama-sama tayong magtanim ng kultura ng pag-iimpok—maliit na hakbang, malayo ang mararating.

#SavingsConsciousnessWeek2025

#SCWeek2025