



BANGKO SENTRAL NG PILIPINAS

REGIONAL OPERATIONS AND ADVOCACY SECTOR

CIRCULAR LETTER NO. CL-2026-023

To : **ALL BANKS**

Subject : **Savings Consciousness Week 2026**

The Bangko Sentral ng Pilipinas (BSP) enjoins all banks to promote Savings Consciousness Week 2026, in accordance with Presidential Proclamation No. 380, Series of 1994.¹

Savings Consciousness Week will run from 30 June to 06 July 2026 with the following theme:

English Version: **Save today, secure the future.**
#SavingsConsciousnessWeek2026
#SCWeek2026

Filipino Version: **Mag-ipon ngayon para sa panatag na bukas.**
#SavingsConsciousnessWeek2026
#SCWeek2026

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 2026"; and
3. hashtags #SavingsConsciousnessWeek2026 and #SCWeek2026.

The suggested visual assets and captions for the campaign are attached² and available for download in high resolution from the BSP website.³

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


BERNADETTE ROMULO-PUYAT
Deputy Governor
2 June 2026

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

² Annex B (Suggested Visual Design and Captions for SCW 2026)

³ Participating banks may develop their own visual designs and captions, provided that these include the theme, phrase, and hashtags, as specified in the Circular Letter.