

## Nexi and FEduF guide students in discovery of digital payments

*A digital live talk entitled "Can I pay by card?" will be held on 30 October to illustrate the advantages of digital payments for students and help ensure informed use of these tools.*

*The online event, aimed at around 200 secondary school students from Umbria, Molise, Basilicata, Puglia, Calabria, Sicily and Sardinia, is part of the Financial Education Month initiatives.*

**Milan, 28 October 2020** - Nexi, the PayTech firm that leads the digital payments sector in Italy, and Feduf, the Foundation for Financial Education and Savings created at the initiative of the Italian Banking Association, will be front and centre at "Can I pay by card?", the digital live talk that aims to explain to young people the advantages of digital payments and how to use them an informed manner, to educate them about the opportunities offered by the new electronic payment instruments and to raise awareness among them regarding security issues.

The event, which will be streamed live on **30 October**, is intended for about **200** secondary school **students** from Umbria, Molise, Basilicata, Puglia, Calabria, Sicily and Sardinia. The objective is twofold: to explain the features and characteristics of the most innovative payment solutions, such as payment and money transfer apps, credit and debit cards, contactless payments and digital wallets, so that young people become aware of them, while also guiding them in discovering the conscious and unconscious mechanisms that influence their choices, especially in times of crisis, thus helping support them, in light of the principles of behavioural finance, in avoiding making bad decisions.

The event, also made possible by the abilities of the science communicators from **Taxi 1729**, will be an important step towards financial literacy for young people – an area that, in Italy, has ample margins for improvement, as confirmed by the survey carried out by **BVA-Doxa in 2019 in collaboration with FEduF** on 500 young people between the ages of 18 and 25: 39% of their payments are made using cash and the remaining 61% various forms of electronic money, including cards (32%), payment apps (12%) and other schemes (17%), but the same survey shows that 64% of young people do not know the difference between credit and debit cards and that there is still too much mistrust in the use of new payment apps.

"This data shows us how investing in the financial culture of young people means helping them to plan for their future. This is why FEduF (Italian Banking Association), with a fundamental contribution from Nexi as well, is promoting financial education in schools," **explained Giovanna Boggio Robutti, Director General of FEduF**, "bearing in mind that education and training, especially for young people, must not be limited to imparting knowledge, but must develop skills and transmit the fundamental values needed to induce behaviour."

"Although young people have grown up with the Internet, social media and digital tools, they are in many cases still old-school when it comes to paying. It is important to help them understand digital payments, in terms of tools and opportunities for use. Young people are the key to accelerating the penetration of digital payment instruments which, in Italy, still represent only 26% of total household consumption, compared to an EU average of almost twice that," **commented Erika Fattori, Brand & Communication Director at Nexi**. "Approaching European standards would guarantee benefits for individuals, businesses and government and would represent a fundamental step for progress in Italy – a step that must involve young people. This is why we want to make our contribution to this initiative: we are convinced that it is a fundamental part of educating young people regarding informed use of digital payments."

The digital talk, which is part of the Financial Education Month initiative, launched in 2018 by the Committee for the Planning and Coordination of Financial Education Activities, is in addition to Feduf and Nexi's previous efforts to raise awareness regarding electronic payments, which include the recently launched Pay Like a Ninja, an educational programme that helps students discover new forms of electronic currency and payments.

---

**The Foundation for Financial Education and Savings (FEDUF)** was set up at the initiative of the Italian Banking Association to spread financial education in view of informed citizenship and economic legality. The Foundation's aim is to involve all stakeholders in promoting a new culture of economic citizenship, drawing on the various initiatives, overcoming individualism and pooling the experiences gained in the name of the community's shared interest. It works in close collaboration with the Italian Ministry of Education and the local school departments and spreads educational programmes with innovative form and content at all levels of the school system, including by organising events for students, teachers and parents. The Foundation focuses on cultural mediation between complex content and simple, effective communication tools. Its initiatives are also directed towards adults, in collaboration with consumer associations.

**Nexi**, listed on the MTA market of Borsa Italiana, is Italy's leading PayTech company, operating in consolidated partnerships with around 150 banking institutions. Through its technology it connects banks, merchants and citizens, enabling digital payments. Nexi's mission is to make every payment digital and facilitate the development of the digitalisation of Italy. Nexi operates in three market segments: Merchant Services & Solutions, Cards & Digital Payments and Digital Banking Solutions.

Merchant Services & Solutions: Nexi, together with its partner banks, serves approximately 900,000 merchants; Cards & Digital Payments: Nexi and its partner banks manage 41.6 million payment cards; Digital Banking Solutions: Nexi manages 13,100 ATMs, approximately 469 thousand e-banking stations and 947 million transactions in clearing services in 2019. It has also developed the open banking system in collaboration with CBI, to which the main Italian banks have already adhered.

Press contacts

Nexi - External Communication & Media Relations

Daniele de Sanctis

daniele.desanctis@nexi.it

Mobile: +39 346/015.1000

Direct: +39 02/3488.4491

Matteo Abbondanza

matteo.abbondanza@nexi.it

Mobile:+39.348/406.8858

Direct: +39 02/3488.2202