Press Release

# Koenig & Bauer and Aflatoun Launch Global ‘MoneyBox’ Initiative to Boost Financial Literacy via Cash

Over 20,000 learners benefit in pilot phase of initiative for financial growth and social inclusion

* Initiative for cash-based financial education of children and young people
* Core learning tools are educational banknotes and a ‘MoneyBox’ with four compartments for earnings, spending, saving, and borrows
* Extensive pilot phase with over 20,000 learners in 18 countries, including Rwanda, Mexico, and Nepal
* Programme uses tangible interactions to make abstract financial concepts visible and relatable

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Lausanne / Amsterdam, 18.11.2025   
Koenig & Bauer Banknote Solutions, a subsidiary of Koenig & Bauer AG, and Aflatoun International are launching a tangible, cash-based learning system called ‘MoneyBox’ to make financial education available to children and young people worldwide. The initiative is the world's largest interconnected financial education project.

The ‘MoneyBox’ initiative underlines Koenig & Bauer’s conviction that cash is an indispensable tool that forms the basis for responsible financial literacy and autonomous living.

### Making financial education tangible

The ‘MoneyBox’ system is based on the principle that financial understanding begins with physical interaction. The educational banknotes serve as a central element in an interconnected learning system, allowing young learners to interact with a physical budgeting instrument – the ‘MoneyBox’. With four compartments for earnings, spending, saving, and borrows, abstract financial concepts are made visible, relatable, and culturally adaptable. The learning process follows a specific plan that mirrors the reality of challenges and decisions in the learners' lives. The programme was developed in partnership with teachers and educators in various countries, ensuring contextualisation and impact on the community.

Eric Boissonnas, CEO of Koenig & Bauer Banknote Solutions, emphasises: “With ‘MoneyBox’, we utilise the unique power of a banknote for what it truly is: an instrument for self-determination. By combining technological precision with a social purpose, we see the opportunity to redefine the role of money in society – not just as a medium of exchange, but as a medium of independence and learning. The machinery and technology of Koenig & Bauer Banknote Solutions circulate most of the world’s banknotes – which is why we see it as our responsibility to contribute not only with technology but also with education and the promotion of equal opportunities.”

Kirsten Theuns, Director of Strategic Partnerships & Development at Aflatoun International, adds: “Children learn best by doing – that is the foundation of Aflatoun’s active learning approach.” This approach transforms financial education from abstract concepts into practical, joyful, and inclusively designed experiences that are deeply rooted in children’s everyday lives.

### From security technology to a secure future

The initiative is starting with pilot programmes in Rwanda, Mexico, Nepal, and 15 other countries in partnership with the Aflatoun network. As part of these pilot projects, over 20,000 learners will receive the ‘MoneyBox’ and educational banknotes in their respective national languages.

The ‘MoneyBox’ banknotes were created using authentic banknote design principles, including microprint, security symbolism and narrative illustrations. This links financial literacy to the cultural value of cash. Each ‘MoneyBox’ banknote tells a symbolic story about values that go beyond the purely financial. For example, the banknote for earnings shows a young person planting a seedling – an analogy that teaches that every income requires effort, time, and care, similar to planting a tree. By embedding ecological and social symbolism in the design, the banknotes go beyond pure financial instruction. They encourage young learners to reflect on how resources – be it money, land, time, or trust – are earned, used meaningfully, and shared responsibly.

The programme is designed to promote physical learning. The children and young people go through real-life scenarios in which they create budgets, thus developing an understanding of decisions and compromises. The content is adapted to local economic realities with national partners and is available offline to ensure the programme's goal of inclusion. Furthermore, parents, teachers, and community leaders are involved as active participants.

#### Photo 1:

Realistic learning tools: The ‘MoneyBox’ banknotes were created using authentic banknote design principles, including microprint, security symbolism and narrative illustrations   
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#### Photo 2:

The educational banknotes are also treated with the same care as real cash during production. The high-precision and security technology of the printing units of Koenig & Bauer Banknote Solutions guarantee a highly realistic result   
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#### About Koenig & Bauer

Koenig & Bauer is a globally active printing press manufacturer headquartered in Würzburg (Germany). It supplies machines and software solutions covering the entire printing, finishing and converting process, with a particular focus on packaging. Machines from Koenig & Bauer are capable of printing on practically all substrates – the portfolio ranges from banknotes to board, corrugated, film, metal and glass packaging, and includes book, display, coding, decor, magazine, advertising and newspaper printing. With a history extending back more than 200 years, Koenig & Bauer is the oldest printing press manufacturer in the world and is today at home in virtually all printing processes. Together, the group companies count a total of around 5,600 employees. Koenig & Bauer operates manufacturing plants at eleven locations in Europe, alongside a global sales and service network. Group sales in the 2024 financial year was around €1.3bn.

Further information can be found at [www.koenig-bauer.com](http://www.koenig-bauer.com)

#### About Aflatoun International

Aflatoun International is a global organisation committed to empowering young people through social and financial education. With a focus on social and emotional learning, entrepreneurship, and financial literacy, Aflatoun equips children and youth with the skills and knowledge needed to become active global citizens. Since its inception in 2005, Aflatoun has reached over 100 million children in more than 110 countries, transforming lives and communities worldwide.

Further information can be found at: [www.aflatoun.org](http://www.aflatoun.org)