



# BANGKO SENTRAL NG PILIPINAS

OFFICE OF THE GOVERNOR

## CIRCULAR LETTER NO. CL-2025-016

To : ALL BANKS

Subject : Credit Consciousness Week 2025

The Bangko Sentral ng Pilipinas (BSP) enjoins all banks to promote Credit Consciousness Week 2025, in accordance with Presidential Proclamation No. 568, series of 1995.<sup>1</sup>

Credit Consciousness Week will take place from 24 to 30 April 2025 with the following theme:

English Version: **Smart borrowing culture for a better future**

#CreditConsciousnessWeek2025

#CCWeek2025

Filipino Version: **Matalinong pag-utang, daan sa mas magandang kinabukasan**

#CreditConsciousnessWeek2025

#CCWeek2025

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 "Credit Consciousness Week, April 24–30, 2025;" and
3. hashtags #CreditConsciousnessWeek2025 and #CCWeek2025.

Art cards for the campaign are attached<sup>2</sup> and available for download in high resolution from the BSP website.

For more information, contact the BSP Communication Office at [bspmail@bsp.gov.ph](mailto:bspmail@bsp.gov.ph).

  
BERNADETTE ROMULO-PUYAT

Officer-in-Charge

<sup>14</sup> April 2025

<sup>1</sup> Annex A: Presidential Proclamation No. 568, series of 1995

<sup>2</sup> Annex B: Prescribed Art Cards

# MALACAÑANG

## Manila

BY THE PRESIDENT OF THE PHILIPPINES

PROCLAMATION NO. 568

DECLARING THE PERIOD FROM APRIL 24 TO 30 OF EVERY YEAR AS  
CREDIT CONSCIOUSNESS WEEK

WHEREAS, PHILIPPINES 2000, the Filipino vision of sound development by the year 2000, recognizes the need for accelerated industrial and agricultural development by generating financial resources through effective financial intermediation and sound lending operations in aid of capital formation;

WHEREAS, the drive towards the attainment of the status of a Newly Industrialized Country by the turn of the century will be effectively boosted if all sectors of society are made fully aware of the vital role that capital formation and responsible credit play in the country's economic development;

WHEREAS, to effectively impart this awareness, it is imperative to institute a continuing campaign that will involve all sectors of society, as well as all levels and instrumentalities of the government;

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 from April 24 to 30 of every year, as "CREDIT CONSCIOUSNESS WEEK".

For this purpose, the Secretary of Finance, Secretary of Education, Culture and Sport, Secretary of the Interior and Local Government, Director-General of the National Economic and Development Authority, the Governor of the Bangko Sentral ng Pilipinas, as well as all heads of Departments, Bureaus, Offices, Agencies, and Instrumentalities of the Government, Local Government Units of all levels, and Government-owned or Controlled Corporations are hereby directed to undertake activities in accordance with the spirit of this Proclamation.

The Bankers Association of the Philippines, the Chamber of Thrift Banks, the Rural Bankers Association of the Philippines, the Financial Executives Institute of the Philippines, and all members of the mass media, civic and commercial associations and non-governmental organizations are hereby requested to extend their full support and cooperation in this campaign.

Credit Consciousness Week  
April 24 to 30 of every year

x - - - - -

x

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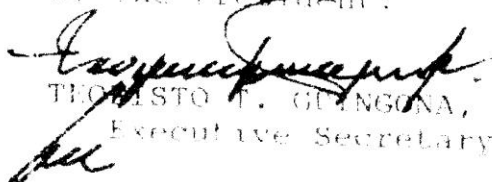
1979 h supersedes Proclamation No. 1837, dated March 30,

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 25<sup>th</sup> day of April in the year of Our Lord, nineteen hundred and ninety five.



By the President:

  
THOMAS T. GUINGONA, JR.  
Executive Secretary

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MAY 12 1995  
Date

  
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## ANNEX B. PRESCRIBED ART CARDS

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

### ENGLISH



#### Proposed Caption:

The Bangko Sentral ng Pilipinas (BSP) joins the country in celebrating the 2025 Credit Consciousness Week (CCW) from 24 to 30 April 2025.

With the theme “Smart borrowing culture for a better future,” the 2025 CCW highlights the importance of borrowing wisely and responsibly to meet both immediate financial needs and long-term financial aspirations.

#CreditConsciousnessWeek2025  
#CCWeek2025

### FILIPINO



#### Proposed Caption:

Kaisa ang Bangko Sentral ng Pilipinas (BSP) sa pagdiriwang ng 2025 Credit Consciousness Week (CCW) mula 24 hanggang 30 Abril 2024.

Sa temang "Matalinong pag-utang, daan sa mas magandang kinabukasan," itinatampok ng 2025 CCW ang kahalagahan ng maingat at responsableng pag-utang upang matugunan ang pangkasalukuyang pangangailangan at makamit ang maginhawang kinabukasan.

#CreditConsciousnessWeek2025

#CCWeek2025