

# Welcoming Speech

*Given by*

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Distinguished guests,

It is a great pleasure to welcome you today. Thank you all for coming.

This year we are hosting the second of the Regional Central Banking Seminar Communication. Last year we initiated this platform to share our experiences, to build knowledge and create ideas. Each year we plan to organize it with a special focus on a certain aspect of central bank communication. We hope that these seminars will be an important platform in the field of central bank communication in the following years.

Last year’s seminar focused on central banks’ efforts to adapt to changing technology and communication trends. This year’s theme is central banks’ efforts towards economic education. We want to discuss why we should all care about educating the public and making our communication more accessible. I’m sure that all participants here have their invaluable opinions on the matter. Let me share my views on this topic.

We all know that inflation expectations are the key driver of the level of inflation. Inflation expectations are better anchored in an economy with a credible central bank. A central bank is credible if people believe that the bank will do what it says, and it will do it on time. Being credible depends on your track record, along with transparency and open communication.

To gain credibility, we must do our job in an open and transparent manner. In simple terms, do what you say, make your actions match your words and be consistent with it. In addition to all this, we should make sure that we are well understood not just by professionals but by everyone (general public). Economic education plays a key role in this. It ensures that we are well understood, and more importantly it helps us to ensure our legitimacy.

Let me emphasize one more point. If we want to anchor expectations to reach price stability, we need to be better understood. Public should be well equipped with the relevant information on how the economy, monetary policy and central banks work. It is hard to guide expectations of an informed public. Therefore, a number of central banks, including us, have lately expanded their economic and financial education products and activities.

Economic education is a vital tool to ensure our legitimacy. Central banks contribute to the welfare of the citizens through price stability. As the benefits of the central banks' activities are seen in the mid-long term, we have to make sure that the public understands that we are acting in their own interest. When people do not have an idea about what you are doing and why you are doing it, it is almost impossible to gain their trust.

That is why, we as the Central Bank of the Republic of Turkey try to help public understand the economy and central bank during the past few years, as most of the central banks that are represented here today. I hope the discussions we will have today, the speeches made from our distinguished keynote speakers and contributions of our fellow central bankers inspire all of us in our efforts for increasing economic literacy.

Thank you again for participating.

I hope you enjoy your stay in İstanbul.