

Erste Financial Life Park – the “FLiP” Fact Sheet

- At Erste Campus Vienna: Am Belvedere 1, 1100 Vienna
- 1,500 m² exhibition area on two floors, workshop in the basement floor
- Opening hours: Mo – Fr, 9:00 AM to 6:00 PM, as of 2017 for families also on Saturdays
- Architecturally entirely barrier-free, barrier-free audio and display system
- Two hour guided tours in German, English (as of year-end 2016) and Slovakian (as of spring 2017)
- Tours at three levels of difficulty: detectives (ages 10 to 14), explorers (ages 15 to 17), experts (18 years and older)
- Offerings of FLiP: Prologue, five knowledge stations, interactive knowledge store, collection of historical saving vehicles, library, lab, web

Prologue – what is it about?

Visitors receive their wallet, specially configured tablets, and are introduced to the world of FLiP. An overview of the tour is followed by an introductory discussion over questions such as: What is money? What role does money play? Why is knowledge about money important? Visitors give answers to five knowledge questions, which they can answer again at the end of the tour to review their learning success.



The five knowledge stations at FLiP:

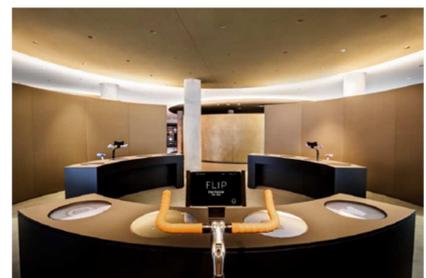
1. Configurator – plan your budget

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2. Reality Check – cycle for your financial independence

Three teams answer knowledge questions on the everyday handling of money. Team members get to experience the effects physically as well: the resistance of the ergometer changes depending on the answers given. In the race against time, financial knowledge, decisiveness, strong nerves and physical fitness are required.



3. Vault – Value and Price

In a virtual card game, objects are discovered in a deposit box vault. Here visitors learn that price and value are not necessarily identical, and will change depending on price, situation and emotional attachment.



4. Opinion Forum

Visitors discuss economic topics. A street survey on each topic is shown, and experts are examining the questions from both sides. Visitors realize that it is all the easier and safer to defend an opinion, the sounder one's own knowledge about the topic concerned is.



5. Going Global – Your decision counts

On a globe made of screens, visitors follow the journey of a product around the whole world. They directly influence the course of the game with their decisions and thereby recognize the influence of consumer decisions on global interrelations.

Additional offerings at FLiP:

Knowledge store – all knowledge!

FLiP topics from three knowledge levels can be discovered individually and are presented on the wallets in multimedia format.

Collection of historical savings vehicles

100 objects from the bank's own collection comprising more than 4,000 objects from medieval times to today can be seen.

FLiP Library

The FLiP library is a place to relax, talk and browse through literature on the subjects of economics and finance. Selected advertising posters from 1954 to today are illustrating the development of advertising by Sparkassen (savings banks). Fireside chats and special exhibitions on current topics are rounding out the offerings.

FLiP Lab

The basement floor of FLiP offers room for afternoon movie screenings, training for apprentices, workshops for pupils, as well as the crowd-funding initiative for school projects "Start Your Project".

FLiP Web

The FLiP website makes teaching materials as well as follow-up documentation available. Beyond this, FLiP is also active on the platforms Facebook, Instagram, Twitter and Snapchat.