### General Information

**Initiative ID**
LT 1

**Country**
Lithuania

### Information on the Initiative

**Name and Description**
Personal finance guide

*(available only in Lithuanian)*

**Subject Matter**
Type of product and service

Website Personal finance guide (integrated in www.lb.lt) provides consumers with information about various financial products and services: credit products (consumer loans, mortgage loans), pension funds (II and III pillar pension funds), investment products (basic information about investment, crowdfunding, investing in shares and bonds, investment funds, scams). Insurance products (car insurance, travel insurance, life insurance etc.), payments. The information on various financial products is reinforced with online lectures and additional publicity on social media ([https://www.facebook.com/Lietuvosbankas](https://www.facebook.com/Lietuvosbankas)). Recently highlighted attention is paid to various fraud prevention initiatives (articles, video, conferences, etc.)

**Main Organiser**
Lietuvos bankas

**Co-Organiser**
N/A

### Features and Content

**Format**
Main channel is a website, dedicated to various financial products, accompanied by online lectures, events and publicity on social media

**Start Date**
March 2018

**End Date**
Ongoing

**Objective**
This initiative aims to provide consumers with objective and impartial information about financial products offering an opportunity for consumers to get answers to their questions (via email).

**Target Group**
Consumers in general

**Number of People Benefiting from the Initiative**
Information is spread to more than 100,000 consumers via social media channels each year.

**Promotion Channels**
Mainly social networks

**Languages**
Lithuanian

**Type of Output Produced**
Online information, online lectures and events

**Digital Tools & Technology Used**
N/A
<table>
<thead>
<tr>
<th><strong>GENERAL INFORMATION</strong></th>
<th></th>
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<tbody>
<tr>
<td><strong>INITIATIVE ID</strong></td>
<td>LT 2</td>
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<tr>
<td><strong>COUNTRY</strong></td>
<td>Lithuania</td>
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<table>
<thead>
<tr>
<th><strong>INFORMATION ON THE INITIATIVE</strong></th>
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<tbody>
<tr>
<td><strong>NAME AND DESCRIPTION</strong></td>
<td>Personal inflation calculator</td>
</tr>
<tr>
<td><strong>SUBJECT MATTER</strong></td>
<td>The personal inflation calculator is a tool that can be used by Lithuanian residents to calculate their personal inflation rates. One has to enter the data on their average monthly consumption expenditure by allocating it to certain groups of goods and services. Having done that, the calculator automatically determines the personal inflation rate.</td>
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<td><a href="https://www.lb.lt/en/ospstats/viewfaqFromConfig">https://www.lb.lt/en/ospstats/viewfaqFromConfig</a></td>
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<td><strong>MAIN ORGANISER</strong></td>
<td>Lietuvos bankas</td>
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<tr>
<td><strong>CO-ORGANISER</strong></td>
<td>N/A</td>
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<tr>
<th><strong>FEATURES AND CONTENT</strong></th>
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<tbody>
<tr>
<td><strong>FORMAT</strong></td>
<td>Calculator is published in a website of the Bank of Lithuania</td>
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<tr>
<td><strong>START DATE</strong></td>
<td>March 2020</td>
</tr>
<tr>
<td><strong>END DATE</strong></td>
<td>Ongoing</td>
</tr>
<tr>
<td><strong>OBJECTIVE</strong></td>
<td>This initiative contributes to better personal financial management. The calculator provides one of the most accurate personal inflation estimates.</td>
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<tr>
<td><strong>TARGET GROUP</strong></td>
<td>Consumers in general</td>
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<tr>
<td><strong>NUMBER OF PEOPLE BENEFITING FROM THE INITIATIVE</strong></td>
<td>351 unique users (2021)</td>
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<td><strong>PROMOTIONAL CHANNELS</strong></td>
<td>Mainly website</td>
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<tr>
<td><strong>LANGUAGES</strong></td>
<td>Lithuanian, English</td>
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<tr>
<td><strong>TYPE OF OUTPUT PRODUCED</strong></td>
<td>Online information</td>
</tr>
</tbody>
</table>
**LT 3**

**Lithuania**

**Pinigų muziejus (Money museum)**

The exhibition of The Money Museum of the Bank of Lithuania introduces visitors to the history of money and banking, Lithuanian currencies as well as banking development in the country from the first credit institutions to the present day. The museum is not only equipped with modern tools and integrates various visual, sound and light effects, but also provides screenings of various educational and documentary films, encouraging visitors to take an active part in the cognitive process. The Money Museum presents different guided tours to pre-schoolers (Where did money come from?), for school childrens (Get to know your money!) and adults (A journey through the world of money). In 2013, the scientific journal MintWorld Compendium named The Money Museum of the Bank of Lithuania of the top-five central bank museums in the world.


**MAIN ORGANISER**

Lietuvos bankas

**CO-ORGANISER**

N/A

**FEATURES AND CONTENT**

**FORMAT**

Guided tours in a museum space of 300 m², virtual tours, website

**START DATE**

December 2010

**END DATE**

Ongoing

**OBJECTIVE**

This initiative contributes to better personal financial management

**TARGET GROUP**

Consumers in general

**NUMBER OF PEOPLE BENEFITING FROM THE INITIATIVE**

More than 14,150 visitors (2021), 166 virtual tours/lessons (2021), 347 guided tours (2021)

**PROMOTIONAL CHANNELS**

Mainly website

**LANGUAGES**

Lithuanian, English

**TYPE OF OUTPUT PRODUCED**

Online information