


GENERAL INFORMATION	
INITIATIVE ID	FR 1
COUNTRY	France 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<u>Economic and financial education</u> Banque de France is the official operator of the French strategy for financial literacy and coordinate the efforts of institutions, associations and professionals to improve economic, financial and budgeting skills among the general population.
SUBJECT MATTER	Financial literacy and personal finance management residential mortgages, payment services, e-money, deposits, personal loans, payment accounts, insurance, savings products.
MAIN ORGANISER	Central bank or competent authority
CO-ORGANISER	n/a
FEATURES AND CONTENT	
FORMAT	Physical (seminars, conferences...); A website (www.mesquestionsdargent.fr) and online tools; social media; phone/email; competitions; media (TV); paper advertisements. A new website was launched in 2019 (www.mesquestionsdentrepreneur.fr).
START DATE	2017
END DATE	Ongoing
OBJECTIVE	The French financial education initiative is recent (2017), and the aim is to promote it to citizens by raising awareness of the relevant websites and by participating in many conferences with partners.
TARGET GROUP	Consumers in general: school students, university students, elderly people, trainers, social workers, small businesses.
LANGUAGES	French
TYPE OF OUTPUT PRODUCED	Media (TV, radio, video), online information, leaflet, educational material, games