






GENERAL INFORMATION	
INITIATIVE ID	IE 1
COUNTRY	Ireland 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	Information tent at the National Ploughing Championships
SUBJECT MATTER	Financial products and services
MAIN ORGANISER	Central Bank of Ireland https://www.centralbank.ie
CO-ORGANISER	n/a
FEATURES AND CONTENT	
FORMAT	Physical (seminar, conferences, etc.)
START DATE	17 September 2019
END DATE	19 September 2019
OBJECTIVE	To help existing and future consumers develop the knowledge, skills and confidence to appropriately understand risks and opportunities, to make informed choices and to know where to go for assistance
TARGET GROUP	Consumers in general, small and medium-sized enterprises (primarily from the farming community)
LANGUAGES	English
TYPE OF OUTPUT PRODUCED	Publications (e.g. leaflets, guides)

GENERAL INFORMATION	
INITIATIVE ID	IE 2
COUNTRY	Ireland 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<u>Online consumer hub</u> Dedicated consumer hub section on the Central Bank of Ireland's website which provides information in a consumer-friendly way on how the Central Bank works to protect consumers in their dealings with financial services firms.
SUBJECT MATTER	Financial products and services
MAIN ORGANISER	Central Bank of Ireland
CO-ORGANISER	n/a
FEATURES AND CONTENT	
FORMAT	Website and online tools
START DATE	1 February 2017
END DATE	Ongoing
OBJECTIVE	To deliver a more consumer-centric approach on the Central Bank of Ireland's website
TARGET GROUP	Consumers in general
LANGUAGES	Irish, English
TYPE OF OUTPUT PRODUCED	Online information

GENERAL INFORMATION	
INITIATIVE ID	IE 3
COUNTRY	Ireland 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	Animated Explainer Series
SUBJECT MATTER	The videos show the leading character, Alex, interacting with members of the public curious to know more about the Central Bank of Ireland and what it does. The topics covered include: what the Central Bank does and why, what does regulation mean, how the Central Bank is funded and what the Central Bank's role in Europe is.
MAIN ORGANISER	Central Bank of Ireland
CO-ORGANISER	n/a
FEATURES AND CONTENT	
FORMAT	Videos on the Central Bank of Ireland's website and LinkedIn page
START DATE	October 2019
END DATE	Q1 2020
OBJECTIVE	The aim of these videos is simple: to explain what the Central bank does, and why it does it. There will be at least six episodes in the series, with a new instalment published every 4 to 6 weeks.
TARGET GROUP	General public
LANGUAGES	Irish, English
TYPE OF OUTPUT PRODUCED	Media - online video

GENERAL INFORMATION	
INITIATIVE ID	IE 4
COUNTRY	Ireland 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	Explainers Concise and consumer-friendly explanations on the Central Bank of Ireland's website in relation to some of the questions that the bank is asked most often
SUBJECT MATTER	Financial products and services
MAIN ORGANISER	Central Bank of Ireland.
CO-ORGANISER	n/a
FEATURES AND CONTENT	
FORMAT	Website and online tools
START DATE	1 February 2017
END DATE	Ongoing
OBJECTIVE	The Explainers are part of the Central Bank of Ireland's website which includes a dedicated online consumer hub and a more consumer-centric and consumer-friendly approach to explaining lay concepts and issues to consumers, including how a consumer can complain about a financial services firm, why consumers must prove their identity when obtaining a financial services product, FinTech, and the Central Credit Register.
TARGET GROUP	Consumers in general
LANGUAGES	Irish, English
TYPE OF OUTPUT PRODUCED	Online information

GENERAL INFORMATION	
INITIATIVE ID	IE 5
COUNTRY	Ireland 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	Explainer information for consumers on what 'IBAN discrimination' is and what consumers can do about it
SUBJECT MATTER	Banking products – Single Euro Payments (SEPA) International bank account number (IBAN) for Euro payments or direct debits
MAIN ORGANISER	Central Bank of Ireland
CO-ORGANISER	n/a
FEATURES AND CONTENT	
FORMAT	Website
START DATE	November 2019
END DATE	Ongoing - this initiative is an example of the 'Explainer Series', which is an ongoing campaign that deals with different topics that the Central Bank of Ireland is asked about most often.
OBJECTIVE	To advise consumers that companies and employers in Ireland are obliged to accept IBANs from other SEPA countries and what to do if they believe that they are subject to IBAN discrimination
TARGET GROUP	Consumers in general
LANGUAGES	Irish, English
TYPE OF OUTPUT PRODUCED	Online information

GENERAL INFORMATION	
INITIATIVE ID	IE 6
COUNTRY	Ireland 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	Explainer - what are crypto-currencies like bitcoin?
SUBJECT MATTER	E-money
MAIN ORGANISER	Central Bank of Ireland.
CO-ORGANISER	n/a
FEATURES AND CONTENT	
FORMAT	Website and online tools
START DATE	H1 2019
END DATE	Ongoing - This initiative is an example of the 'Explainer Series', which is an ongoing campaign that deals with different topics that the Central Bank of Ireland is asked about most often'
OBJECTIVE	To explain to consumers what crypto-currencies such as bitcoin are and how they differ from standard money
TARGET GROUP	Consumers in general
LANGUAGES	Irish, English
TYPE OF OUTPUT PRODUCED	Online information