


GENERAL INFORMATION	
INITIATIVE ID	LT
COUNTRY	Lithuania 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<p>Financial products and services ABC for adults</p> <p>It is the basic information about different financial products or financial behaviours that consumers have to deal with in their life.</p>
SUBJECT MATTER	Banking products/services. There are 5 different chapters on financial products - loans, investing, savings, insurance, payments - with relevant information that all consumers should know.
MAIN ORGANISER	Central bank or competent authority
CO-ORGANISER	n/a
FEATURES AND CONTENT	
FORMAT	Website and online tools, it is a special section on a website of the central bank (lb.lt/lt/ekonominis-ir-finansinis-svietimas) (lithuanian only) with background information about different financial products and services, with advices etc. The content is promoted through social media (Facebook, LinkedIn, Youtube) and from 2020 the promotion through GoogleAds is planned. To promote the content seminars are organised as well as online seminars.
START DATE	2018
END DATE	Ongoing
OBJECTIVE	The main goal of this initiative is to provide consumer with objective and relevant information about financial products and services. The content has to be easy to find and to use, so there is a possibility for consumers to ask his/her questions.
TARGET GROUP	Consumers in general
LANGUAGES	Lithuanian
TYPE OF OUTPUT PRODUCED	Online information, videos, public warnings