

EBA FINANCIAL EDUCATION REPORT 2017/18

EBA

EUROPEAN
BANKING
AUTHORITY

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Executive summary

One of the mandates conferred on the European Banking Authority (EBA) is to ‘review and coordinate financial literacy and education initiatives by the competent authorities’. The EBA’s Financial Education Report (hereafter ‘the report’) represents the EBA’s first publication in fulfilment of this mandate.

To fulfil its remit, the EBA started to collate national education initiatives and store them in an EBA internal repository available to national authorities to inform themselves of the work done by other authorities. However, during 2017, the EBA arrived at the view that it would be of added value to assess the initiatives in the repository, learn valuable lessons and make this assessment public via a report.

The report is based on the EBA repository, which consists of 84 financial education initiatives that were taken by the national authorities responsible for supervising the financial services and products that are within the EBA’s scope of action (hereafter ‘national supervisory authorities’ or NSAs), primarily during 2016 and 2017. The report is focused on initiatives in respect of products that fall within the scope of action of the EBA’s consumer protection mandate, or broad-scope initiatives that have some link to the EBA’s scope of action.

The report presents a general view of the most common approaches used by the NSAs as reported in the initiatives collated in the repository. To this end, it focuses on four key characteristics of the initiatives: subject matter, format, target group and type of output produced.

The report also sets out NSAs’ insights into financial education by presenting the lessons learned and experiences gained by NSAs when carrying out the financial education initiatives included in the EBA repository. Lessons learned are organised following a possible sequential process of developing and implementing financial education initiatives, and include lessons learned in the identification of financial education needs, in the design and implementation of the initiatives, and in the assessment of the success of the initiatives. In addition, and taking a different perspective, the report provides some insights expressed by NSAs in relation to some specific initiatives, such as initiatives aimed at consumers in general and initiatives for school students.

Finally, the annex reproduces the EBA repository, which consists of all 84 initiatives submitted by the NSAs.

Introduction

1. One of the mandates conferred on the EBA is to ‘review and coordinate financial literacy and education initiatives by the competent authorities’ as laid down in Article 9(1)(b) of the EBA Founding Regulation.¹ The objective of the EBA mandate on financial education, in contrast to other tasks and objectives given to the EBA in its Founding Regulation, is less aimed at harmonisation and convergence across the 28 European Union (EU) Member States; rather, the focus is on reviewing the initiatives carried out by NSAs. The different nature of this mandate is appropriate, as it reflects the divergence in scope and depth of the education remits of the NSAs across the 28 EU Member States.
2. To fulfil its remit, the EBA started to collate national education initiatives and store them in an EBA internal repository available to national authorities to inform themselves of the work done by other authorities. However, during 2017, the EBA arrived at the view that it would be of added value to assess the initiatives in the repository, learn valuable lessons and make this assessment public via a report.
3. The EBA’s Financial Education Report (hereafter ‘the report’) is the result of this reflection and represents the EBA’s first publication in fulfilment of this mandate. It is based on a repository of 84 financial education initiatives that were taken by NSAs primarily during 2016 and 2017. The report provides an opportunity for other national or international organisations interested in financial education to learn about, and possibly build on, the work carried out by NSAs across the 28 EU Member States.
4. The report is split into four chapters. Chapter 1 sets out its scope in the context of the wording of the EBA mandate on financial literacy and education and the general regulatory remit of the EBA. Chapter 2 presents the methodology used to collate the initiatives for an EBA repository as an integral part, and the basis, of the report.
5. Chapter 3 summarises the most common educational approaches taken by the NSAs based on the information collated in the EBA repository. It does so by reviewing four key characteristics of the initiatives: subject matter, format, target group and output produced. Chapter 4 presents the lessons learned by the NSAs from the most relevant initiatives. Finally, the annex reproduces the EBA repository, which consists of all 84 initiatives submitted by the NSAs.

¹ See <http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:02010R1093-20160112&from=EN>.

1. Scope of the report

6. As indicated above, the EBA mandate on financial education is reflective of the divergence in scope and depth of the education remits of the NSAs across the 28 EU Member States. Despite the wide range of initiatives taken by NSAs, many of them do not have an explicit remit on financial education, while the rest share the competence with other national organisations.
7. The tasks assigned to the EBA in the mandate – to ‘review’ and to ‘coordinate’ – are also reflective of the EBA’s role, objectives and tasks, because, as an EU agency with access to the work of the NSAs, the EBA is best placed to review and coordinate such work. In addition, Article 31 of its Founding Regulation confers on the EBA a ‘general coordination role between competent authorities’, which includes ‘facilitating the exchange of information between [them]’. Finally, the EBA has been mandated to become active in education with the wider objective of ‘promoting transparency, simplicity and fairness in the market for consumer financial products or services across the internal market’.
8. Given the remit of the EBA, the focus of the report is inevitably limited to initiatives organised or co-organised by national supervisory authorities. The report therefore does not take into account any work on financial education and literacy that may be carried out by other organisations, including:
 - international organisations, such as the Organisation for Economic Co-operation and Development (OECD) or the United Nations Educational, Scientific and Cultural Organization (UNESCO);
 - organisations from non-EU countries;
 - EU organisations other than NSAs.
9. In addition, the report is necessarily focused on initiatives in respect of products that fall within the scope of action of the EBA’s consumer protection mandate, i.e. retail banking products and services (mortgages, deposits, payment accounts, payment services and electronic money), or broad-scope initiatives that have some link to the EBA’s scope of action.
10. It should finally be noted that the report is based on only a subset of national initiatives from the wider range of initiatives taken by the NSAs. The initiatives included in the report are those that fall within the scope of the EBA’s work in financial education and have been submitted by the NSAs according to their judgement of the relevance of the initiative. This approach is intended to ensure that the report focuses on the most relevant work for the purpose of the EBA’s mandate on financial education.

2. The EBA repository

11. The EBA repository was created in April 2017 and collates financial education initiatives that fall within the scope of action of the EBA and have been taken by the NSAs. Most of the initiatives have been launched in the past three years, and all of them, with very few exceptions, are still ongoing. To date, the repository consists of 84 initiatives. To obtain a comprehensive overview of the work of NSAs in the area of financial education, the EBA has applied a broad approach in terms of the nature of the initiatives to be included in the repository. In this regard, the definition of 'financial education initiative' is based on the OECD 2005 definition of financial education.
12. The EBA repository consists of initiatives aimed at helping financial consumers to 'improve their understanding of financial products, concepts and risks through information, instruction and/or objective advice, develop the skills and confidence to become more aware of financial risks and opportunities, to make informed choices, to know where to go for help, and to take other effective actions to improve their financial well-being'.²
13. Owing to the broad approach adopted, the initiatives included in the repository vary in nature and purpose. While some of them are very specific and focused, such as the one-off implementation of a savings account simulator, some others are very comprehensive and consist of several initiatives under the same umbrella, for example school education programmes, which may span the entire year.
14. The repository presents, for each initiative, the same information, such as the subject matter, its format, the target group(s) and the output that has been produced. This standardisation is required for the EBA to be in a position to provide a comparable overview of the initiatives. However, this decision comes at the expense of some loss of detail for each initiative, including the nuanced ways in which NSAs tailor some of their initiatives to the nature and attitudes of consumers in their jurisdiction. Where available, the repository includes a link to enable the public to access additional information if desired.
15. NSAs submitted to the EBA's repository those initiatives that they deemed most useful for the purpose of the report and that are also within the regulatory remit of the EBA. As a result, the repository is a subset of the wider range of initiatives taken by the authorities.

² See OECD (2005) at <http://www.oecd.org/finance/financial-education/35108560.pdf>.

3. Educational approaches used by national supervisory authorities

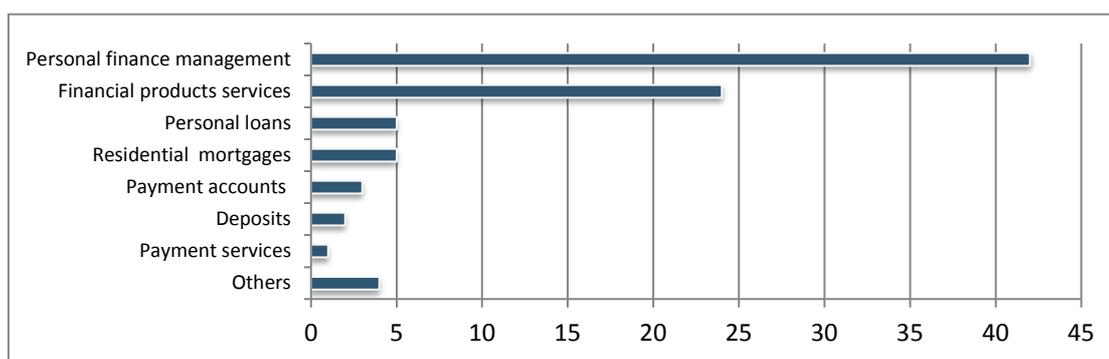
16. This chapter presents the approaches most commonly used by the NSAs as reported in the initiatives collated in the repository. To this end, the chapter focuses on four key characteristics presented in the repository: subject matter, format, target group and type of output produced. For each of the four key characteristics the chapter:
- provides some background on the characteristic, explains how the characteristic is understood in the EBA repository and presents the broad categories that can be selected in each key characteristic; and
 - presents a general view of most common approaches used by the NSAs in the 84 initiatives submitted.

Subject matter

17. An analysis of the financial education initiatives in the repository reveals that initiatives deal with a wide range of subject matter. Although some initiatives focus on specific topics, financial education initiatives often apply to more than one type of subject matter. In addition, some initiatives cover all types of financial products, not just banking products, which reflects the fact that some NSAs are integrated supervisors across the banking, insurance and investment sectors and, for the purpose of financial education, therefore cover all of these sectors. At times, the initiatives also go beyond financial services in the narrow sense, and address wider decisions in consumers' lives, such as the pros and cons of renting as opposed to buying a property, or the age at which it is best to retire.
18. In view of this, the EBA repository classifies the initiatives in the following categories, from the more specific to the more general:
- single-product categories, of which there are six, each focusing on one of the products in the scope of the EBA remit: *residential mortgages, payment services, e-money, deposits, personal loans and payment accounts*;
 - *financial products/services*: initiatives in this category deal with all banking products and services, rather than just one, as in the case of the six categories defined above; this category also comprises initiatives that deal with, in addition to banking products and services, products from the securities and/or insurance sector;
 - *personal finance management*: in contrast to the previous category, this category comprises initiatives that deal not only with financial products and services, but also with personal finance issues (e.g. household budgets).
19. As depicted in Figure 1, a significant majority of the 84 initiatives in the EBA repository have a broad focus that, in many cases, goes beyond the EBA's scope of action. For example, the

most common subject of initiatives is *personal finance management*, followed by *financial products and services*. These two categories together account for the large majority of the initiatives submitted; a minority of initiatives deal with specific products within the EBA's scope of action, such as *residential mortgages*, *personal loans* and *payment accounts*.

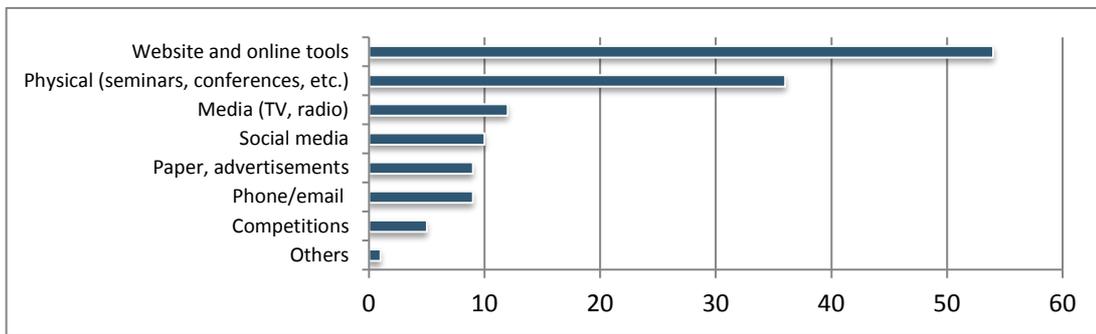
Figure 1. Number of initiatives included in the repository, by subject matter.



Format

20. The format of the initiatives in the repository describes the channel through which the initiative reaches its target audience. An analysis of the initiatives in the repository shows that NSAs use a wide range of formats, from innovative online tools to traditional face-to-face seminars.
21. The EBA repository categorises all these formats into *physical (seminars, conferences, etc.); website and online tools; social media; phone/email; competitions; media (TV, radio); and paper and advertisements*. There is a final category for other formats.
22. Analysis of the repository reveals that a majority of the 84 initiatives reach their audience by means of online resources. This is reflective of the significant role that online tools play in financial education today, reflecting the wider trend towards digitalisation of society. However, an analysis of the financial education initiatives in the repository shows that traditional channels still play an important role too. As depicted in Figure 2, the second most widely used format is 'physical' interaction. In fact, traditional formats, i.e. *physical, paper, advertisements, and media (TV, radio)*, collectively, are used as often as online formats.
23. It should also be noted that around 30% of the initiatives submitted make use of more than one format.

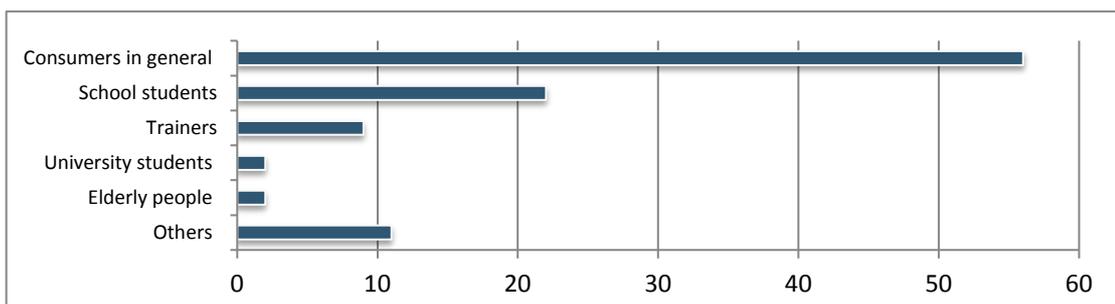
Figure 2. Format used by the 84 initiatives included in the repository.



Target group

24. The EBA repository defines five different target groups. The first, *consumers in general*, is suitable for those initiatives that are addressed not to any specific sector, but to the general public. There are also three categories focused on specific audiences: *school students* (covering pupils of all ages); *university students*; and *elderly people*. Finally, there is a category for *trainers*, for those initiatives that follow the ‘training of trainers’ approach, i.e. participants in these initiatives are or aspire to become instructors, who pass their knowledge on to consumers. There is a final category for other target groups.
25. An analysis of the initiatives reported suggests that the audience selected affects the design of the initiative: tailor-made initiatives address a specific segment of the population, while initiatives with a broad subject target a broader audience, e.g. *consumers in general*.
26. As shown in Figure 3, *consumers in general* are, by far, the most widely targeted group. This observation is consistent with the abovementioned finding that the financial education initiatives included in the repository are predominantly broadly based, i.e. initiatives covering a broad range of subject matter are designed for a wide audience.
27. *School students* are the second most commonly reported target group, demonstrating a general tendency to introduce financial education at an earlier stage. This is done mainly by introducing financial education into school curricula. The third category in terms of frequency is *trainers*.

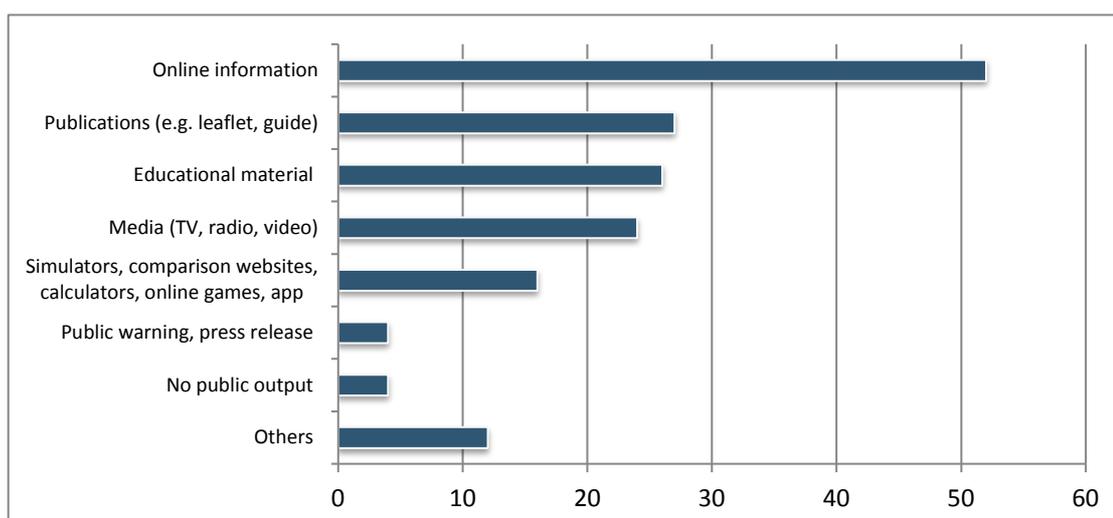
Figure 3. Target groups addressed by the 84 initiatives included in the repository.



Output produced

28. The output produced refers to the specific resources to which consumers have access, as opposed to the format, which is the channel through which the output reaches the target audience. A possible output of an initiative that uses the online format could be an online course.
29. The financial education initiatives in the repository produce a wide range of outputs, from traditional ones (e.g. leaflets and guides) to, more recently, online tools, which bring new possibilities to financial education.
30. In view of this, the EBA repository identifies six different outputs: *media (TV, radio, video)*; *online information*; *publications (e.g. leaflet, guide)*; *educational material*; *public warning, press release*; and *simulators/calculators/games/apps*. There is also a category for those initiatives with *no public output*, and another for other outputs.
31. As depicted in figure 4, online resources are the most widely produced output, which is reflective of the digitalisation trend already observed in the formats used. More traditional outputs (*publications* and *media*) follow online information in the rankings. *Educational material* is used at a similar level to *publications* and *media*.
32. It should be noted that financial education initiatives often produce more than one output. According to the information submitted, half of the 84 initiatives produce two or more outputs and another quarter produce three or more.

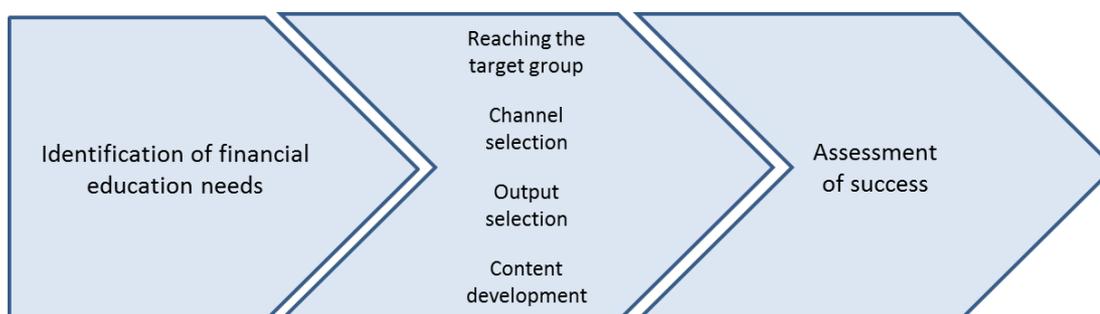
Figure 4. Output produced by the 84 initiatives included in the repository.



4. Lessons learned from financial education initiatives

33. This chapter reports NSAs' insights into financial education by presenting the lessons learned and experiences gained by NSAs when carrying out the financial education initiatives included in the EBA repository. The chapter presents lessons learned by NSAs in aggregate, without singling out any particular NSA.
34. The lessons learned are not intended to be exhaustive or representative, not least because they are based on only the subset of initiatives that is included in the EBA repository. The chapter also does not promote or favour any particular approach to financial education, and instead aims to provide a useful overview of the various approaches to financial education.
35. As depicted in Figure 5, the chapter follows a possible sequential process of developing and implementing financial education initiatives. To start, the chapter presents NSAs' experiences with the identification of financial education needs, which form the basis on which NSAs subsequently decide which, if any, initiatives to take. The chapter then turns to the design and implementation of the initiative, which includes NSAs' insights into reaching the target group, selecting the channel, selecting the output and developing the content.
36. The chapter then focuses on the assessment by NSAs of the success of financial education initiatives and concludes with lessons learned in relation to some specific initiatives taken by NSAs, including initiatives following the train-the-trainer approach and initiatives aimed at school students.

Figure 5. Process of developing and implementing financial education initiatives.



Identification of financial education needs

37. Most NSAs agree on the need to improve financial education. NSAs support this idea because of the increasingly complex financial choices that citizens must make, and some incidents of consumer detriment that they observed leading up to, during and after the financial crisis of 2008/9. To decide on their approach to financial education, NSAs tend to look at the specific needs of consumers in their jurisdiction. Once these needs are identified, NSAs tend to be in a position to set priorities, and decide, for example, on the subject matter of the initiative or on the target group to address.
38. NSAs identify financial education needs by using various tools. The first and most comprehensive one is to survey their populations. These surveys can have a broad scope, i.e. they can survey a large sample that is representative of the entire population, or can focus on specific segments of the population, such as students. Authorities regard these surveys as a valuable tool to identify where to focus their efforts and, later, to assess the extent to which progress has been made.
39. A second set of tools to identify financial education needs is related to NSAs' day-to-day work. Supervisory observations and research based on the data collected from supervised entities allow NSAs to identify issues of interest, such as instances of consumer detriment, the most commonly used products and services and market trends that may suggest a need for financial education initiatives. In addition, NSAs consider the information gathered from consumer complaints to be a valuable resource.
40. In addition, some NSAs report that they identify financial education needs by assessing the outcomes of financial education initiatives already in place. This is done by seeking input from co-organisers and partners and/or from participants in financial education programmes.
41. Some NSAs identify financial education needs based on inclusiveness criteria and develop initiatives that target sectors of the population that are particularly vulnerable to financial exclusion, e.g. immigrants, the unemployed or elderly people.
42. To better understand the financial education needs of specific target groups, some NSAs also conduct studies, which can take various forms. One NSA found it particularly useful to analyse the target group together with what it calls 'strategic partners' specifically selected in view of their proximity to the target group, such as the Ministry of Education (for students), the Ministry of Economy (for small and medium-sized enterprises (SMEs)), the Soccer Union (for soccer players) and municipalities (for the general public). Another NSA found that, where possible, the best way is to approach the prospective target group directly and seek its input.
43. Finally, some NSAs indicate that monitoring of the media is very useful to identify financial education needs; dialogue with professional communicators and financial experts is also

considered a valuable way to identify trends and issues that may reveal financial education needs.

Design and implementation of initiatives

44. The success of financial education initiatives depends on the ability of the national authority to reach the target group and, eventually, to provide participants with useful information that helps them to take better financial decisions. Keeping the target audience in mind is therefore critical to achieving this aim. NSAs face many different challenges in pursuit of this goal (e.g. what is the best way to reach the target group, which channel is most appropriate, what type of output is most suitable and how the content should be developed) and there is no single solution to any of them.
45. This section reproduces the lessons learned by NSAs in relation to these questions. To begin with, this section describes NSAs' experiences with regard to reaching, and drawing the attention of, the target group, followed by lessons learned in relation to the selection of the format or channel, the selection of the output, and, finally, in the development of the content to try to enhance the impact of the initiative.

How to reach the target group

46. A first set of lessons learned reported by NSAs on how to reach the target group are related to the nature of the target group, i.e. narrow versus broad. For example, some NSAs reach narrow target groups by focusing on their specific characteristics. In this regard, one NSA that implemented a financial education initiative aimed at immigrants reached its target group by identifying the languages schools where they gather regularly.
47. When the target group is the whole population, i.e. consumers in general, NSAs commonly face the problem of the geographical location of consumers. Consumers located outside the main cities may not have access to the same resources as those who live in cities, e.g. face-to-face advice provided by some NSAs or financial education events. To try to address this issue, some NSAs send their staff around the country to promote or carry out specific initiatives, e.g. providing face-to-face advice. Some NSAs take advantage of their local offices to reach the target audience. However, as pointed out by NSAs, these actions can be very costly and time-consuming.
48. A second set of lessons learned are related to the promotion of the initiative. Communication campaigns and, more specifically, seasonal campaigns are considered particularly effective. Some NSAs also indicate that it is useful to create a brand and develop a logo so that consumers can easily identify the initiatives. Some others distribute marketing materials and/or newsletters about new content and initiatives. NSAs also find it useful to get the attention of the media, e.g. TV and radio, through which some of them announce or even carry out financial education initiatives. As stated by one NSA, the use of far-reaching channels helps to reach the entire population. The involvement and support of well-known

people, such as those who talk about finance on TV, is also a valuable way to attract attention and reach the target group. The cost of all these actions is the key obstacle pointed out by NSAs.

49. Finally, NSAs have also highlighted the value of cooperation with other organisations. Cooperation is formalised through agreements/partnership programmes or by establishing financial education networks. The partners named by NSAs include ministries, associations of financial market participants, municipalities, non-governmental organisations (NGOs) and other partners closer to end consumers, e.g. supermarkets, national post offices and public transport companies. NSAs consider that, to ensure stability, medium- or long-term agreements are preferable. Some NSAs also find other, less formal, cooperation agreements useful, e.g. inviting banking associations or other professionals to speak at financial education events.

Channel selection

50. NSAs select the channel according to the age range of the potential target group. For young people, NSAs find the use of innovative channels, e.g. social media and video portals, more appropriate, while for adult consumers, web platforms and traditional channels, e.g. guides and leaflets, are preferred. One NSA found it particularly useful to use radio broadcasting, which in its experience has more impact on elderly people.
51. NSAs have reported that, in general, the physical channel, which includes personal advice, courses and seminars, is preferred by consumers and is the most effective for delivering a given message and building trust. NSAs also point out that the physical channel provides the opportunity to interact with the audience and, in so doing, to obtain feedback. The downside is that it requires extensive resources, in terms of both time and funds, and that the impact is limited, given that the number of participants is also limited. To address this problem, some NSAs hold events online and subsequently upload them to the internet.
52. NSAs find it beneficial to combine traditional and more innovative channels, i.e. a multichannel approach. In addition, cooperation agreements with partners are also regarded as a valuable tool, as they provide a multiplier effect as these partners tend to use a variety of different channels to approach the target group.

Output selection

53. NSAs tend to use different outputs to meet the needs of different target audiences. Examples included in the repository include pedagogical materials and an e-learning platform for trainers, a junior library for children in the form of books, videos, games, and tips and financial calculators for the general public.
54. The selection of the output also tends to be related to the format of the initiative. Initiatives carried out in a classroom usually have books as their output, and, in fact, as indicated by some NSAs, this is the type of output that both teachers and attendees demand. Similarly,

for conferences/workshops, conventional materials are found more appropriate and useful, e.g. presentations, leaflets and brochures. To help the initiative to succeed, NSAs consider it important to provide participants with easy access to educational materials and, to this end, provide documents free of charge, complemented by online information that participants can freely consult and download. The main obstacles pointed out by NSAs are the high cost of these outputs and the need to regularly update the information.

55. Online information is the most frequent type of output produced by NSAs, which is reflective of the many advantages that this output offers. NSAs highlight the ready availability and ease of access to online information, which can potentially reach a broad audience, and the fact that information can easily be updated at no additional cost, which allows NSAs to upload information on financial subjects as and when these become of general interest.
56. NSAs also highlight the adaptability of online information, which NSAs can use for any type of initiative to complement other outputs. However, NSAs also point out some difficulties associated with online information, related to the need to update information regularly in response to market developments and changes in consumer needs, and potential discrimination against individuals who are technologically illiterate.
57. NSAs find that more innovative online tools, e.g. social media, video portals, simulators, apps, games and e-learning platforms, improve consumer engagement and enhance the dissemination of information. Some NSAs report good results with social media, even though, as indicated by some of them, this tool needs to be further exploited. One NSA reports a positive experience with an app aimed at helping consumers to identify counterfeit money. In view of the good results, this NSA will further develop the app and introduce new functions. Some NSAs have found that short video clips that can be freely downloaded are a useful way to disseminate messages.
58. To increase awareness among different target groups, NSAs find a combination of different outputs valuable, i.e. the simultaneous use of text, websites, videos, interactive tools, infographics, radio and/or social media. Some NSAs report that infographics improve the effectiveness of the output, although producing this content requires additional resources.

Content development

59. According to the NSAs, it is essential when developing content to keep in mind the target audience. For example, to develop educational materials for training programmes, NSAs find it beneficial to involve both experts in teaching and financial experts to ensure that the content is pedagogically appropriate and technically accurate.
60. NSAs consider that it is essential to use plain language and jargon-free content. This is particularly relevant for initiatives aimed at some specific target groups, e.g. consumers with a lower level of education or language skills. The use of plain language requires extra effort to ensure that the information is understandable and, at the same time, accurate.

61. NSAs also refer to the nature of the messages, which in their experience should address day-to-day issues. Some NSAs point out that consumers are more likely to make use of financial education initiatives when they are considering buying financial products/services and that, in consequence, financial education initiatives should provide responses to the problems or questions consumers have in these situations.
62. Another suggestion made by NSAs is to use simple messages, which tend to have greater impact on consumers and in turn help them to take better decisions. Simple messages can be drafted at short notice so as to quickly answer consumer questions and can be easily shared through social media. A disadvantage, however, is that it is challenging to present complex topics in short and simple messages.
63. Using creative approaches is also viewed as helping to improve the impact of the message. In this regard, one NSA has found it useful to use references to short passages of films and music to present financial topics.

Assessment of the success of initiatives

64. The success or effectiveness of financial education initiatives depends, eventually, on the ability to help participants to take better financial decisions. NSAs find it difficult to assess the success of the initiative in a strict sense, and most approaches try to measure whether or not the initiative has been well received and/or widely used by participants.
65. NSAs assess the effectiveness of initiatives provided through the physical channel, e.g. training courses and seminars, by analysing attendees' feedback. Some NSAs also highlight the importance of the feedback provided by teachers, e.g. on the contents of the educational material. In addition, some NSAs find it useful to check whether or not teachers have actually used the educational materials provided, because if the materials are used it can be assumed that they are indeed useful. Finally, the 'success' of these initiatives can also be assessed by the number of participants.
66. Other types of initiatives, such as consumer helplines and websites, can be assessed by monitoring and keeping records of the enquiries received (e.g. by number and/or topic). In the case of consumer helplines, some NSAs also find it useful to monitor the whole process, including, for example, response times and consumers feedback. In addition, when there is a marketing campaign to promote the initiative, NSAs find it valuable to assess the impact of the campaign; in the case of websites, this is done by comparing the number of clicks on relevant sections before and after the campaign.
67. In relation to initiatives that consist of different activities taken in a short period, such as financial education days, NSAs notably monitor the number of activities organised and the number of partners and participants. Since these events tend to be held on a frequent basis, NSAs can check progress over time. Another proxy indicator mentioned by one NSA is to examine media attention, e.g. via TV and social media.

68. In the case of initiatives carried out jointly with other organisations, NSAs find it useful to share experiences among the co-organisers and to request feedback from third parties and partners involved.
69. Surveys to evaluate the level of financial education either of a representative sample of the entire population or of specific segments of the population are also used to assess the effectiveness of financial education initiatives. These surveys help NSAs to assess whether or not the financial education initiatives have had, from a more global perspective, a positive effect on the population.
70. Some NSAs also find it useful to review consumer complaints, as this not only serves to identify financial education needs, but might also provide useful input when assessing the effect of previous financial education initiatives on consumers.
71. Some NSAs have conducted, either directly or through an external independent company, studies to assess the effectiveness of financial education initiatives. This is the case for some financial education programmes in schools, with students being tested before and after taking the programme, to check progress. These NSAs have reported positive results from these assessments. One NSA is conducting a pilot project to assess the impact of the workbooks used in a financial education programme in schools.
72. The feedback and results of the assessments described above help NSAs to review initiatives in place and inform future work.

Selected types of initiatives in focus

73. The previous sections of this chapter focus on lessons learned by NSAs, by following a possible sequential process of developing and implementing financial education initiatives. In contrast, this final section takes a different perspective and looks at lessons learned by NSAs in relation to some of the more frequently used initiatives identified in the EBA repository, which are:
 - initiatives aimed at consumers in general;
 - the train-the-trainer approach;
 - financial education for school students;
 - consumer helplines; and
 - financial education days.

Initiatives addressed to consumers in general

74. Most initiatives in the EBA repository are aimed at consumers in general. Some NSAs indicate that, through these initiatives, they aim to fulfil their general mandate to protect consumers.

75. Given that the aim of these initiatives is to reach all segments of the population, their subject matter is also broad. In fact, NSAs find it valuable to be as comprehensive as possible, i.e. not to restrict the scope to the banking sector but to extend it to the investments and insurance sectors. In this regard, NSAs point to the benefits of providing consumers with comprehensive information in a single place. For some authorities this is the default approach because of their broad remits, while others cooperate with other national supervisors to this end.
76. A key challenge pointed out by NSAs is the heterogeneity of broad target groups. To address this challenge, the language used in the initiative needs to be clear and simple to be accessible to consumers of all ages and levels of education, while at the same time the content of the initiative should still be accurate. Some NSAs find it valuable to use frequently asked questions (FAQs) to provide answers to common queries. NSAs also indicate that the impact of the messages is increased by using simple messages. However, this implies that topics cannot be discussed in detail and that consumers need to look for additional information if necessary. In this regard, a key challenge is how to strike a balance between simplicity and the usefulness of the information.
77. In addition, given the broad target group, the content needs to cover a very wide range of interests. To this end, NSAs indicate that the design and presentation of the information requires a careful approach to meet the needs of different target audiences.
78. Most of the initiatives following this approach take the form of a website that provides general information on financial products and services. To ease navigation on different devices, some NSAs develop a mobile version of the website. In some cases, the website is part of a broader set of initiatives.
79. NSAs report that it is easier to reach the different segments of the population by putting in place under the same umbrella a variety of activities (e.g. online resources, seminars, initiatives for school students, financial education day and consumer helpline). However, this is obviously more complex and expensive. As pointed out by some NSAs, partnership programmes may offer an opportunity to address the funding issues.

Train-the-trainer approach

80. The train-the-trainer approach is a general approach to financial education. It involves training a person who, in turn, trains the end user. Most NSAs use this approach to a greater or lesser extent, and there is agreement among all of them on its benefits, firstly because it allows NSAs to reach a wider audience because of its multiplier effect and, secondly, because it brings the target group closer. As to the latter, some NSAs report having achieved good results by focusing the training on those who will eventually be in close contact with consumers, e.g. working colleagues.
81. Training is usually done in classrooms, and printed materials are generally in great demand among both teachers and participants. However, NSAs find it useful to use additional

resources, notably through online platforms, to provide support to teachers and participants. In some cases, NSAs have developed comprehensive e-learning platforms that not only provide support to physical training sessions, but also offer an alternative channel.

82. To support these programmes, NSAs provide free information to participants, e.g. books, presentations and/or online resources. To attract participants, staff from some NSAs travel around the country to provide information on the training and to carry out training sessions on-site. Some authorities send marketing materials and use individuals who are known to the public to promote the training.
83. NSAs report that this format is very expensive and time-consuming. Some NSAs also find it difficult to attract participants, given that participation is not compulsory. In addition, some NSAs indicate that it cannot be assured that those who receive the training eventually train others as intended.

Financial education for school students

84. School students are the second most popular target group in the initiatives included in the EBA repository. NSAs regard school students as a key target group because of:
 - the need to prepare students, or, more generally, young people, for the increasingly complex financial decisions that they will have to take;
 - the low levels of financial education that some NSAs have observed in this target group;
 - the potential benefits for other segments of society, as NSAs have seen that young people, in general, are very good at disseminating information among their peers and relatives.
85. Financial education for school students does not necessarily have to take place in schools. However, as indicated by some NSAs, schools are the natural channel to develop these initiatives, since they provide direct access to the target group.
86. NSAs report that financial education is not compulsory in the school curriculum within their jurisdictions, and some NSAs find that schools may be reluctant to add a new topic, arguing that the curriculum is already crowded. As a result, NSAs deem it essential to work in close cooperation with public authorities, e.g. ministries of education and/or regional council departments, as they consider that the greater the involvement of public authorities, the better.
87. In this regard, some NSAs mention that, within their jurisdictions, public authorities take various actions: they disseminate information about the programme, send communications to schools at the beginning of the academic year supporting financial education, select the teachers who will participate in the programme, review the workbooks and help to identify

the best financial education projects developed in the school each year. Given that the aim of the initiative is to reach the whole country, in addition to securing the cooperation of public authorities, NSAs also find it useful to set up agreements with other actors, and to launch campaigns to disseminate the programme.

88. To engage teachers and students, NSAs develop user-friendly and attractive layouts and develop materials adapted to each age group. In this regard, a game-based learning approach for younger students developed by one NSA has had excellent results. NSAs also consider it very important to use a combination of outputs, including workbooks and guides for teachers and students, complemented by practical exercises, games, activities and other resources available online, e.g. e-learning platforms. However, the broad range of educational material raises another important challenge in the form of the regular reviews that are needed and potential updates of the content.
89. In addition, NSAs find that competitions can be very engaging. One NSA organised a competition that consisted of a game of questions about financial issues, with an online preliminary round, face-to-face quarter-finals and semi-finals, and a final held during the main ceremony of the 'Day of Financial Education'. Another NSA organises a national competition each year that aims to select the best financial education projects developed in schools.
90. Teachers are a basic element in the framework. One NSA points out that, in its experience, school teachers are better than external experts, because of their pedagogical expertise and close relationship with students. As to the process for training teachers, some NSAs report that this is done through training programmes (classroom sessions) specially designed for them, and which are provided by the NSA. Although these NSAs acknowledge that this approach is costly, it ensures consistency and accuracy in the implementation, and, at the same time, helps teachers to feel comfortable with the content. A further step to increase the impact and address budget constraints reported by one NSA is to set up teacher training centres where teachers who receive the training can subsequently teach other teachers.
91. NSAs consider that good interaction with teachers is very important to improve the effectiveness of the programme. In this regard, NSAs indicate that face-to-face contact with teachers helps in creating an understanding of how to teach financial education in the classroom and which approaches are actually successful. To this end, representatives of one NSA travel around the country to carry out training sessions for teachers.
92. Information that NSAs have gathered from participants shows that schools in general, and teachers in particular, welcome these initiatives. In the case of students, some NSAs use tests to check progress, with positive results.

Financial consumer helplines

93. Financial consumer helplines offer consumers the opportunity to ask NSAs about the products, services and entities under their remit. Questions can be asked by phone or email.
94. While websites provide general information, helplines allow consumers to ask specific questions. Consumer helplines provide consumers with quick access to unbiased, personalised advice on their specific problems or queries. In view of the number of questions, and feedback received, those NSAs that have put in place financial consumer helplines deem these initiatives to be very successful.

Financial education days

95. These initiatives consist of a set of financial education activities organised in parallel on specific dates and on a regular basis. Financial education days can last one or more days, e.g. financial education weeks. These initiatives have a broad scope and are targeted at various audiences, e.g. students of different ages, elderly people and the general public. In view of the wide range of audiences, financial education days can include a wide range of activities, e.g. seminars (face-to-face or online), competitions, conferences, workshops, courses, radio programmes, social media and even, in one case, a marathon.
96. Financial education days are designed to maximise impact. To this end, NSAs that have organised these types of events indicate that financial education days are joint efforts. In this regard, NSAs report that it is key to set up a network of partners from different sectors, e.g. education, banking and consumer protection. One NSA finds it very beneficial for the success of the initiative to establish partnerships with key organisations closely related to the target groups. NSAs also report that it a key factor is the involvement of official institutions, e.g. through opening/closing ceremonies that involve the participation of official institutions and as a result attract media attention.
97. NSAs that have put in place financial education days find it difficult to cover the entire geographical territory of their jurisdiction. In this regard, one NSA indicated that events were organised mostly in the biggest cities, and that schoolchildren from rural areas found it difficult to attend.
98. To increase the success of financial education days, NSAs believe that more institutional and private involvement is needed. More focus on the marketing of the event is also considered necessary. Finally, creativity, i.e. innovative and attractive activities, is also regarded as a good way to improve the success of financial education days.

Annex: EBA repository

	Country	Initiative		Country	Initiative
1	Austria	Website general information	43	Italy	MOU Charter on "Financial education..."
2	Austria	Leaflets on key topics	44	Italy	Website for financial education
3	Austria	Consumer Helpline	45	Italy	Physical event for children
4	Austria	Eurologisch	46	Italy	Competition on note design
5	Belgium	Website general information	47	Italy	Financial education at school
6	Belgium	Savings account simulator	48	Lithuania	Seminars on personal finances for residents
7	Belgium	Simulator for students payment accounts	49	Lithuania	Global money week
8	Belgium	Money week	50	Luxembourg	Consumer corner CSSF website
9	Belgium	Wikifin@School platform	51	Luxembourg	National strategy financial education
10	Bulgaria	Website general information	52	Luxembourg	Working groups on financial education
11	Czech Republic	Money on the run	53	Malta	Financial education at schools
12	Czech Republic	Financial education at schools	54	Netherlands	Publications for consumers
13	Czech Republic	Mobile application Czech money	55	Netherlands	Website general information
14	Germany	Website general information	56	Netherlands	Financial markets information line
15	Germany	Help line (phone)	57	Netherlands	Money wise
16	Denmark	Website, info mortgages	58	Netherlands	Consumer newsletter
17	Denmark	Online information about loans	59	Poland	CEDUR long term initiatives seminars
18	Denmark	Website on personal finance	60	Poland	Information on loans high interest rated...
19	Estonia	Personal Finance ABC (Finantsaabits)	61	Portugal	Website for financial education
20	Estonia	a Family Day about financial knowledge	62	Portugal	Financial Education in Schools
21	Estonia	Educational lectures	63	Portugal	Financial Literacy Week
22	Spain	School programme on financial education	64	Portugal	Financial Training for entrepreneurs and MSMEs
23	Spain	Financial Education Day	65	Portugal	Financial education via municipalities
24	Spain	Financial Education Radio program	66	Portugal	Financial education for soccer players
25	Finland	Website general information	67	Portugal	Banco de Portugal's financial education programme
26	France	ABEIS website	68	Sweden	New Arrivals programme
27	France	Video on Payment card fraud	69	Sweden	Protect Your Financial Future
28	France	"In event of dispute with your bank..."	70	Sweden	Secondary school programme
29	France	"be careful of credit scams!"	71	Sweden	Seniors programme
30	France	The switching service	72	Sweden	University programme, understanding pensions
31	Hungary	Financial Consumer Protection Office Network	73	Sweden	Upper secondary school programme
32	Hungary	Financial Navigator	74	Sweden	Young adults programme (Money Smart)
33	Hungary	Seasonal Communication Campaigns	75	Slovenia	Educational day
34	Croatia	Educational lectures	76	Slovakia	Financial literacy programm for Children
35	Croatia	Website general information	77	Slovakia	Information leaflets for consumers
36	Ireland	Consumer Protection Bulletin	78	Slovakia	Workbook of Financial Literacy for students
37	Ireland	Credit servicing - FAQ	79	Slovakia	Sub-website: financial consumer protection
38	Ireland	Consumer protection variable rate mortgage	80	Slovakia	Financial customer day
39	Ireland	Participation in an event	81	Slovakia	European Money Week
40	Ireland	Online Consumer Hub	82	United Kingdom	Scamsmart
41	Ireland	Explainers	83	United Kingdom	Accounts with Basic Features
42	Ireland	Infographic digitalisation of Financial Services	84	United Kingdom	Support for Mortgage Interest

A) General information		
Initiative ID	001	002
Country	Austria	Austria
B) Information on the initiative		
Name and description	Consumer information on the Financial Market Authority' (FMA)s website Comprehensive information about FMA's various thematic focuses https://www.fma.gv.at/die-rolle-der-fma-im-verbraucherschutz/	Information leaflet on key topics of the financial market
Subject matter	Financial products/services Among other information: foreign currency loans and information on Binary Options/contracts for difference (CFDs). It also contains the section 'The Basics: the Financial Market', which explains to consumers their most important rights, provides independent information and refers to other points of contact, which may also be able to help and to expand the consumer's knowledge of the financial market	Personal loans
Main organiser	Central bank or competent authority (banking, securities and/or insurance) Finanzmarktaufsicht (Financial Market Authority) https://www.fma.gv.at/	Central bank or competent authority (banking, securities and/or insurance) Finanzmarktaufsicht (Financial Market Authority) https://www.fma.gv.at/
Co-organiser	Not applicable	Not applicable
C) Features and content of the initiative		
Format	Website and online tools	Website and online tools, paper
Start date	1/6/2016	1/8/2011
End date	Ongoing	Ongoing
Objective	To explain to consumers how financial products work and which risks are inherent to these products, and, especially, new trends in the financial market	To provide detailed information about the nature and scope of the risk of foreign currency loans (and life insurance)
Target group	Consumers in general	Consumers in general
Languages	German, English	German, English
Type of output produced	Online information	Online information, publications (leaflets)

A) General information		
Initiative ID	003	004
Country	Austria	Austria
B) Information on the initiative		
Name and description	Consumer helpline	Eurologisch www.eurologisch.at
Subject matter	Financial products/services	Personal finance management
Main organiser	Central bank or competent authority (banking, securities and/or insurance) Finanzmarktaufsicht (Financial Market Authority) https://www.fma.gv.at/	Central bank or competent authority (banking, securities and/or insurance) Oesterreichische Nationalbank (OeNB) https://www.oenb.at/en
Co-organiser	Not applicable	Not applicable
C) Features and content of the initiative		
Format	Phone/email	Website and online tools, physical (seminars, conferences)
Start date		1/9/2015 The initiative existed prior to this date, but has since been named 'Eurologisch'
End date	Ongoing	Ongoing
Objective	To provide consumers of financial products with the opportunity to ask questions regarding supervised companies or supervisory issues, and to submit complaints regarding supervised companies	To help existing and future consumers develop the knowledge, skills and confidence to understand risks and opportunities, to make informed choices and to know where to go for assistance. In addition, it is also in the interest of the OeNB to inform consumers about its tasks – price stability, financial stability and cash
Target group	Consumers in general	Consumers in general, school students, trainers
Languages	German	German
Type of output produced	Online information	Online information, educational material, leaflets, media, tours

A) General information		
Initiative ID	005	006
Country	Belgium	Belgium
B) Information on the initiative		
Name and description	Wikifin Website that provides financial consumers with complete and reliable information about money matters www.wikifin.be	Simulator of savings accounts Allows each financial consumer to compare online savings accounts in Belgium, in a personalised way. After having encoded several data, in particular the starting capital to be deposited, any intermediate amounts and the investment horizon, the consumer receives a list of results showing the amount of interest collected for each savings account
Subject matter	Personal finance management	Deposits, savings accounts
Main organiser	Central bank or competent authority (banking, securities and/or insurance) Financial Services and Markets Authority https://www.fsma.be/en	Central bank or competent authority (banking, securities and/or insurance) Financial Services and Markets Authority https://www.fsma.be/en
Co-organiser	Not applicable	Not applicable
C) Features and content of the initiative		
Format	Website and online tools	Website and online tools
Start date	1/2/2013	1/2/2013
End date	Ongoing	Ongoing
Objective	To help existing and future consumers develop the knowledge, skills and confidence to understand risks and opportunities, to make informed choices and to know where to go for assistance	To help financial consumers to make the best choice for their savings account
Target group	Consumers in general	Consumers in general
Languages	Dutch, French	Dutch, French
Type of output produced	Online information, leaflets, simulators, calculators, public warnings, videos, online games	Online information, simulators, calculators, online games, apps

A) General information		
Initiative ID	007	008
Country	Belgium	Belgium
B) Information on the initiative		
Name and description	Demobank Simulator that allows students to make transfers and standing orders, and to see what happens on their account statements http://www.wikifin.be/nl/tools/demo-bank	Money Week Various activities are organised during the Money Week, both for schools (education) and for the general public
Subject matter	Payment accounts	Personal finance management
Main organiser	Central bank or competent authority (banking, securities and/or insurance) Financial Services and Markets Authority https://www.fsma.be/en	Central bank or competent authority (banking, securities and/or insurance) Financial Services and Markets Authority https://www.fsma.be/en
Co-organiser	Not applicable	L'Echo – Belgian business newspaper
C) Features and content of the initiative		
Format	Website and online tools	Physical (seminars, conferences, etc.)
Start date	1/1/2016	1/1/2016 (annually)
End date	Ongoing	Ongoing
Objective	To teach students how to use an online bank account	To help existing and future consumers develop the knowledge, skills and confidence to understand risks and opportunities, to make informed choices and to know where to go for assistance
Target group	School students	Consumers in general, school students
Languages	Dutch, French	Dutch, French
Type of output produced	Online information, educational material	Publications (e.g. leaflets, guides), educational material, games

A) General information		
Initiative ID	009	010
Country	Belgium	Bulgaria
B) Information on the initiative		
Name and description	Wikifin@School platform The platform contains a wide range of educational material for both teachers and students, and information on activities carried out during the Money Week for both students and the general public Wikifin.be	Information for customers of financial products and services – user guide http://www.bnb.bg/BankSupervision/wwwBSCustomersInformation/index.htm?toLang= BG
Subject matter	Personal finance management	Personal finance management
Main organiser	Central bank or competent authority (banking, securities and/or insurance) Financial Services and Markets Authority https://www.fsma.be/en	Central bank or competent authority (banking, securities and/or insurance) Bulgarian National Bank http://www.bnb.bg/
Co-organiser	Schools	Commission for Payments Disputes
C) Features and content of the initiative		
Format	Website and online tools, physical	Website and online tools, media
Start date	1/10/2015 (annually)	1/11/2013
End date	Ongoing	Ongoing (new version updated September 2017)
Objective	To enhance financial competencies of students	To inform consumers about the most common banking products and services, and about to which authority they should address their complaints
Target group	Trainers, school students	Consumers in general
Languages	Dutch, French	Bulgarian
Type of output produced	Educational material	Online information, media, others (press releases)

A) General information		
Initiative ID	011	012
Country	Czech Republic	Czech Republic
B) Information on the initiative		
Name and description	<p>Money on the run The website provides users with vital information on how to manage their personal finances and household budgets www.penizenauteku.cz</p>	<p>The Czech National Bank works very closely with schools and educational institutions. For example, it has distributed more than 4 000 manuals to school teachers, more than 10 000 financial literacy workbooks to the first to third grades of primary schools, and an educational film called 'Of Money and Men' to schools. It has also organised seminars for teachers and lectures for senior citizens at universities of the third age, as well as promoting financial literacy in the Czech regions</p>
Subject matter	Personal finance management	Personal finance management
Main organiser	<p>Central bank or competent authority (banking, securities and/or insurance) Czech National Bank http://www.cnb.cz/en/index.html</p>	<p>Central bank or competent authority (banking, securities and/or insurance) Czech National Bank http://www.cnb.cz/en/index.html</p>
Co-organiser	Not applicable	Not applicable
C) Features and content of the initiative		
Format	Website and online tools	Physical (seminars, conferences, etc.), paper, media (video)
Start date	13/10/2016	1/1/2009
End date	Ongoing	Ongoing
Objective	To help existing and future consumers develop the knowledge, skills and confidence to understand risks and opportunities, to make informed choices and to know where to go for assistance	To improve financial literacy and provide teachers (and the public in general) with material that is easy to understand and therefore increases their interest in this issue
Target group	Consumers in general	Consumers in general, school students, teachers, trainers
Languages	Czech	Czech
Type of output produced	Online information	Educational material

A) General information		
Initiative ID	013	014
Country	Czech Republic	Germany
B) Information on the initiative		
Name and description	<p>Mobile application Czech money</p> <p>The first official app of the Czech National Bank (CNB) enables users to view Czech banknotes and coins and their protective elements in detail on iOS and Android devices. An extended version of the app, including the exchange rates declared by the CNB and a calculator, is available to users of Windows 8 tablets and iOS devices</p> <p>https://www.cnb.cz/en/banknotes_coins/app_czech_money.html</p>	<p>BaFin website</p> <p>Consumer information on banking products, insurance products and securities</p> <p>https://www.bafin.de/EN/Verbraucher/verbraucher_node_en.html</p>
Subject matter	Banknote security features	Financial products/services
Main organiser	<p>Central bank or competent authority (banking, securities and/or insurance)</p> <p>Czech National Bank</p> <p>http://www.cnb.cz/en/index.html</p>	<p>Central bank or competent authority (banking, securities and/or insurance)</p> <p>Bundesanstalt für Finanzdienstleistungsaufsicht (Federal Financial Supervisory Authority)</p> <p>https://www.bafin.de/EN/Homepage/homepage_node.html</p>
Co-organiser	Not applicable	Not applicable
C) Features and content of the initiative		
Format	Website and online tools	Website and online tools
Start date	1/1/2012	
End date	Ongoing	Ongoing
Objective	To improve the general public's awareness of protective features on our banknotes and to provide tourists with a useful tool to avoid counterfeits	To help consumers to develop the knowledge, skills and confidence to understand risks and opportunities, to make informed choices and to know where to go for assistance
Target group	Consumers in general	Consumers in general
Languages	Czech, English	German, some information also available in English
Type of output produced	App	Online information

A) General information		
Initiative ID	015	016
Country	Germany	Denmark
B) Information on the initiative		
Name and description	Consumer helpline	Check your house loan Comparison website on residential mortgages/house loans https://www.raadtilpenge.dk/Gode-raad/boligkob/tjekboliglaan
Subject matter	Financial products/services	Residential mortgages
Main organiser	Central bank or competent authority (banking, securities and/or insurance) Bundesanstalt für Finanzdienstleistungsaufsicht (Federal Financial Supervisory Authority) https://www.bafin.de/EN/Homepage/homepage_node.html	Central bank or competent authority (banking, securities and/or insurance) Finanstilsynet (Danish Financial Supervisory Authority) https://www.finanstilsynet.dk/en
Co-organiser	Not applicable	Not applicable
C) Features and content of the initiative		
Format	Website and online tools, phone	Website and online tools
Start date	2/5/2006	7/1/2017
End date	Ongoing	Ongoing
Objective	To provide advice and information to consumers regarding supervised companies or products/services. In addition, to help consumers to navigate through the website so that they know where to find the relevant information	To strengthen consumers' knowledge on housing loans/residential mortgages and to give them a tool to compare offers
Target group	Consumers in general	Consumers in general
Languages	German, English	Danish
Type of output produced	No public output produced	Online information (comparison website)

A) General information		
Initiative ID	017	018
Country	Denmark	Denmark
B) Information on the initiative		
Name and description	Consumer loans Provides consumers with simple information and advice to understand the different consumer loans https://www.raadtilpenge.dk/Gode-raad/forbrugslaen	Money wheel of life Online tool to help the consumer to prioritise his or her personal economy https://www.raadtilpenge.dk
Subject matter	Personal loans	Personal finance management The subjects cover a wide range – banking, pension, insurance, debt, pocket money, personal economy
Main organiser	Government department Initiative developed by the Money and Pension Panel. The Money and Pension Panel is appointed by the Danish Parliament	Government department Initiative developed by the Money and Pension Panel. The Money and Pension Panel is appointed by the Danish Parliament
Co-organiser	Central bank or competent Authority (banking, securities and/or insurance) The Danish FSA provides technical assistance and acts as the secretariat of the Panel https://www.finanstilsynet.dk/en	Central bank or competent Authority (banking, securities and/or insurance) The Danish FSA provides technical assistance and acts as the secretariat of the Panel https://www.finanstilsynet.dk/en
C) Features and content of the initiative		
Format	Website and online tools	Website and online tools
Start date	1/11/2016	7/7/2016
End date	Ongoing	Ongoing
Objective	To strengthen consumers' knowledge on consumer loans	To help the consumers to prioritise their personal economy
Target group	Consumers in general	Consumers in general
Languages	Danish	Danish
Type of output produced	Online information, media (YouTube)	Online information

A) General information		
Initiative ID	019	020
Country	Estonia	Estonia
B) Information on the initiative		
Name and description	Personal Finance ABC (Finantsaabits) on paper and as an e-book http://minuraha.ee/finantsaabits/	Family day about financial knowledge
Subject matter	Personal finance management	Personal finance management
Main organiser	Central bank or competent authority (banking, securities and/or insurance) Finantsinspeksioon (Financial Supervision Authority) http://www.fi.ee/?lang=en	Central bank or competent authority (banking, securities and/or insurance) Finantsinspeksioon (Financial Supervision Authority) http://www.fi.ee/?lang=en
Co-organiser	Not applicable	Central bank or competent authority (banking, securities and/or insurance) Bank of Estonia
C) Features and content of the initiative		
Format	Phone/email, seminars, website and online tools	Physical, social media, website
Start date	1/9/2016	11/11/2016
End date	Ongoing	Ongoing (twice a year)
Objective	To help consumers to understand financial services and planning financial matters; to support, as an added benefit, the stability of the economic environment	To help consumers to understand financial services and planning financial matters; to support, as an added benefit, the stability of the economic environment
Target group	Consumers in general	Consumers in general
Languages	Estonian	Estonian
Type of output produced	Educational material, publications	Online information, publications, games

A) General information		
Initiative ID	021	022
Country	Estonia	Spain
B) Information on the initiative		
Name and description	Educational lectures	Financial Education Programme http://www.finanzasparatodos.es/gepeese/es/index.html
Subject matter	Personal finance management	Personal finance management 'Personal economy': a) personal income and expenses; b) personal budget management; c) savings and debt; d) risk and diversification; e) planning the future (economic need in the life stages); f) money and banking; g) financial contracts; h) insurance.
Main organiser	Central bank or competent authority (banking, securities and/or insurance) Finantsinspektsioon (Financial Supervision Authority) http://www.fi.ee/?lang=en	Central bank or competent authority (banking, securities and/or insurance) Initiative of the Spanish Financial Education Plan: partnership of the banking (https://www.bde.es/bde/en/), securities and insurance authorities
Co-organiser	Central bank or competent authority (banking, securities and/or insurance) Bank of Estonia Government department: Ministry of Defence	See main organiser
C) Features and content of the initiative		
Format	Physical (seminars, conferences, etc.)	Physical (seminars, conferences, etc.), website and online tools
Start date	1/9/2017	1/9/2010
End date	Ongoing	Ongoing
Objective	To help consumers to understand financial services and planning financial matters; to support, as an added benefit, the stability of the economic environment	To help students enhance their financial competencies and to introduce financial education into school curricula. The programme has been assessed by an external consultant company. The results of the assessment will be published in a scientific paper. The assessment shows evidence of positive impacts of the programme on the financial knowledge of students. Areas for improvement: evaluation of the long-term effects of the programme
Target group	School students, army conscripts	School students
Languages	Estonian	Spanish; the handbook is also available in English
Type of output produced	Online information, publications, games	Educational material, online information

A) General information		
Initiative ID	023	024
Country	Spain	Spain
B) Information on the initiative		
Name and description	Financial Education Day Various activities are organised during the Financial Education Day for the general public related to financial products, saving and consumption www.diadelaeducacionfinanciera.es	Financial Education Radio Programme http://www.rtve.es/alacarta/audios/las-cuentas-claras/
Subject matter	Personal finance management	Personal finance management
Main organiser	Central bank or competent authority (banking, securities and/or insurance) Initiative of the Spanish Financial Education Plan: partnership of the banking (https://www.bde.es/bde/en/), securities and insurance authorities	Central bank or competent authority (banking, securities and/or insurance) Initiative of the Spanish Financial Education Plan: partnership of the banking (https://www.bde.es/bde/en/), securities and insurance authorities
Co-organiser	See main organiser	See main organiser
C) Features and content of the initiative		
Format	Physical (seminars, conferences, etc.), website and online tools, social media, media	Media (TV, radio)
Start date	3/10/2015 (annually, the first Monday of October)	1/9/2016
End date	Ongoing	Ongoing
Objective	To promote and spread financial culture among the population	To disseminate financial culture among the population
Target group	Consumers in general	Consumers in general
Languages	Spanish	Spanish
Type of output produced	Online information, video leaflet	Media (TV, radio, video)

A) General information		
Initiative ID	025	026
Country	Finland	France
B) Information on the initiative		
Name and description	Financial literacy website	ABEIS website Practical information for consumers about financial products, applicable rules or specific public alerts, etc. It covers the banking, securities and insurance sectors. The website is supplemented by a telephone platform https://www.abe-infoservice.fr/assurance-banque-epargne-info-service-abeis-accueil.html
Subject matter	Financial products/services Among other things: banking and payment service providers and products	Financial products/services
Main organiser	Central bank or competent authority (banking, securities and/or insurance) Finanssivalvonta (Finnish Financial Supervisory Authority) http://www.finanssivalvonta.fi/en/Pages/Default.aspx	Central bank or competent authority (banking, securities and/or insurance) Joint initiative of the three authorities, posted on the joint website of the three authorities (Autorité de contrôle prudentiel et de résolution (ACPR), Autorité des marchés financiers (AMF), Banque de France) https://acpr.banque-france.fr/
Co-organiser	Not applicable	See main organiser
C) Features and content of the initiative		
Format	Website and online tools	Website and online tools, phone
Start date	15/11/2010	1/1/2010
End date	Ongoing	Ongoing
Objective	To help existing and future consumers develop the knowledge, skills and confidence to understand risks and opportunities, to make informed choices and to know where to go for assistance	(a) To provide guidance to consumers on their relations with their payment service provider (in case of difficulty or dispute); (b) to give information to consumers in clear and plain language; (c) to promote warnings (scams, closure of activity, products whose marketing has been prohibited, etc.); (d) to provide the possibility to contact the authorities
Target group	Consumers in general	Consumers in general
Languages	Finnish, Swedish, English	French
Type of output produced	Online information	Online information

A) General information		
Initiative ID	027	028
Country	France	France
B) Information on the initiative		
Name and description	Video on payment card fraud https://www.abe-infoservice.fr/banque/moyens-de-paiement/carte-bancaire/la-fraude-a-la-carte-bancaire-ce-quit-faut-savoir.html	Video 'In event of dispute with your bank, your insurance company and your financial intermediary' The video deals with the whole process of complaints in the three sectors (insurance, banking and financial markets) https://www.abe-infoservice.fr/assurance/en-cas-de-litiges/en-cas-de-litige-avec-votre-assureur-votre-banquier-ou-votre-intermediaire-financier-video.html
Subject matter	Financial products/services Among other things: banking and payment service providers and products	Complaints handling
Main organiser	Central bank or competent authority (banking, securities and/or insurance) Autorité de Contrôle Prudentiel et de Résolution. Posted on the joint website of the three authorities (ACPR, AMF, Banque de France) https://acpr.banque-france.fr/	Joint initiative of the three authorities. Posted on the joint website of the three authorities (ACPR, AMF, Banque de France) https://acpr.banque-france.fr/
Co-organiser	Not applicable	See main organiser
C) Features and content of the initiative		
Format	Website and online tools	Website and online tools
Start date	1/9/2017	1/10/2013
End date	Ongoing	Ongoing
Objective	The video aims to remind payment card users of some safety precautions and good practices to prevent fraud, as well as their rights in the event of fraud	To inform consumers about the handling of complaints process in the three sectors, as well as the mediation process. This appears particularly useful following the entry into force of new rules (e.g. the updating of the ACPR recommendation on complaint handling, national provisions transposing Directive 2013/11/EU on alternative dispute)
Target group	Consumers in general	Consumers in general
Languages	French	French
Type of output produced	Media (TV, radio, video), publication	Media (TV, radio, video)

A) General information		
Initiative ID	029	030
Country	France	France
B) Information on the initiative		
Name and description	<p>'Be careful of credit scams!' (<i>Attention aux offres de credit frauduleuses!</i>) Warning against fraudulent loans offers. Informs consumers on how to identify credit scams on the internet (very advantageous credit conditions, request to transfer money outside the country, etc.), how to check whether or not the contact person is authorised to grant credit https://www.abe-infoservice.fr/vos-demarches/se-proteger-contre-les-arnagues/les-alertes-et-mises-en-garde-des-autorites-au-public/attention-aux-offres-de-credit-frauduleuses</p>	<p>The switching service This article informs consumers of bank's obligations with regard to the new switching service as it results from the national provisions transposing the Payments Accounts Directive (PAD)</p>
Subject matter	Personal loans, mortgages	Payment accounts
Main organiser	Central bank or competent authority (banking, securities and/or insurance) Autorité de Contrôle Prudentiel et de Résolution. Posted on the joint website of the three authorities (ACPR, AMF, Banque de France) https://acpr.banque-france.fr/	Central bank or competent authority (banking, securities and/or insurance) Autorité de Contrôle Prudentiel et de Résolution. Posted on the joint website of the three authorities (ACPR, AMF, Banque de France) https://acpr.banque-france.fr/
Co-organiser	See main organiser	See main organiser
C) Features and content of the initiative		
Format	Website and online tools	Website and online tools
Start date	1/10/2015	1/2/2017
End date	Ongoing	Ongoing
Objective	In 2015, the ACPR received more complaints related to fraudulent loan offers than usual. The objective is to inform consumers of these practices, in order to prevent them from responding to such requests	To inform consumers about the new switching service
Target group	Consumers in general	Consumers in general
Languages	French	French
Type of output produced	Public warning	Online information

A) General information		
Initiative ID	031	032
Country	Hungary	Hungary
B) Information on the initiative		
Name and description	Financial Consumer Protection Office Network Consumers receive free financial advice, information and help to solve financial problems from officers of the network and the Customer Service Desk (CSD) of the Hungarian Central Bank (Magyar Nemzeti Bank (MNB)). The offices operate in 13 cities countrywide, plus the MNB's CSD in Budapest http://www.mnb.hu/fogyasztovedelem ; http://penzugyifogyaszto.hu/	'Financial Navigator' tools http://www.mnb.hu/penzugyi-navigator
Subject matter	Personal finance management	Personal finance management Mortgages, personal loans, payment services, deposits and savings, payment accounts, debit and credit cards, insurance, pensions, securities and finance management, especially before Christmas.
Main organiser	Central bank or competent authority (banking, securities and/or insurance) MNB (Central Bank of Hungary) https://www.mnb.hu/en	Central bank or competent authority (banking, securities and/or insurance) MNB (Central Bank of Hungary) https://www.mnb.hu/en
Co-organiser	The MNB has CSD in Budapest, and several NGOs operate 13 offices countrywide, with the MNB's financial and professional support	Not applicable
C) Features and content of the initiative		
Format	Website and online tools, social media, email/phone, physical	Website and online tools, social media, online and print advertisement, competitions
Start date	1/10/2013	1/10/2013
End date	Ongoing	Ongoing
Objective	The main long-term aim is to develop financial literacy competencies and financial knowledge at national level	The main long-term aim is to develop financial literacy competencies and financial knowledge at national level
Target group	Consumers in general	Consumers in general, university students
Languages	Hungarian	Hungarian
Type of output produced	Online information, publications	Online information, online tools, booklets, posters, media

A) General information		
Initiative ID	033	034
Country	Hungary	Croatia
B) Information on the initiative		
Name and description	Seasonal communication campaigns The consumer protection communications of the Financial Consumer Protection Centre decides on the financial consumer protection priority topics that will be dominant each year. In addition, every year there are some risk-based current topics, which become the subject of a dedicated campaign	Educational lectures
Subject matter	Personal finance management	Financial products and services Participants can learn the elements of financial operations covering personal banking accounts, credits, savings, the legal framework and related consumer protection trends
Main organiser	Central bank or competent authority (banking, securities and/or insurance) MNB (Central Bank of Hungary) https://www.mnb.hu/en	Central bank or competent authority (banking, securities and/or insurance) Hrvatska Narodna Banka (Croatian National Bank) http://www.hnb.hr/en/home
Co-organiser	Supermarket chains (Tesco, MediaMarkt, Aldi, Spar, CBA, Decathlon, Auchan), national post offices, VOLÁN Public Bus Transport Company	Not applicable
C) Features and content of the initiative		
Format	Website and online tools, media, social media, paper, others (supermarket chains, national post offices, VOLÁN Public Bus Transport Company)	Physical (seminars, conferences, etc.)
Start date	1/4/2017	10/3/2014
End date	Ongoing	Ongoing
Objective	To communicate simple, understandable financial messages to consumers	To increase awareness and knowledge about basic financial products and services within the remit of the central bank
Target group	Consumers in general	School students
Languages	Hungarian	Croatian
Type of output produced	Online information, publications (leaflets), others (posters, magazines, articles)	Media (TV, radio, video), leaflets

A) General information		
Initiative ID	035	036
Country	Croatia	Ireland
B) Information on the initiative		
Name and description	Website information for consumers Basic information for consumers about banking products.	Consumer protection bulletin
Subject matter	Financial products/services	Financial products and services Topics to date have included current accounts and switching, complaints, mortgage arrears, personal credit accounts
Main organiser	Central bank or competent authority (banking, securities and/or insurance) Hrvatska Narodna Banka (Croatian National Bank) http://www.hnb.hr/en/home	Central bank or competent authority (banking, securities and/or insurance) Central Bank of Ireland (CBI) https://www.centralbank.ie/
Co-organiser	Not applicable	Not applicable
C) Features and content of the initiative		
Format	Website and online tools	Website and online tools, media
Start date		22/11/2015
End date	Ongoing	Ongoing
Objective	To help existing and future consumers develop the knowledge, skills and confidence to understand risks and opportunities, to make informed choices and to know where to go for assistance	to provide consumers with information on key trends in specific areas of personal finance
Target group	Consumers in general	Consumers in general
Languages	Croatian, English	English
Type of output produced	Online information	Online information, press releases

A) General information		
Initiative ID	037	038
Country	Ireland	Ireland
B) Information on the initiative		
Name and description	Credit servicing – FAQ https://www.centralbank.ie/regulation/industry-market-sectors/credit-servicing-firms	Information for consumers on additional consumer protection measures for variable rate mortgage holders http://www.centralbank.ie/press-area/press-releases/Pages/consumerprotectioncodevariablerates.aspx
Subject matter	Residential mortgages Consumer and small and medium-sized enterprise loans, including residential mortgages	Residential mortgages
Main organiser	Central bank or competent authority (banking, securities and/or insurance) Central Bank of Ireland https://www.centralbank.ie/	Central bank or competent authority (banking, securities and/or insurance) Central Bank of Ireland https://www.centralbank.ie/
Co-organiser	Not applicable	Not applicable
C) Features and content of the initiative		
Format	Website and online tools, media	Media (TV, radio), website
Start date	10/12/2015	21/7/2016
End date	Ongoing	Ongoing
Objective	In July 2015 law became effective that meant that where a loan was sold/transferred by a regulated lender to an unregulated loan owner, the borrowers would maintain existing protections through the introduction of a new category of regulated entity called a credit servicing firm. In December 2015, the Central Bank of Ireland (CBI) announced the publication of its authorisation requirements and standards for credit servicing firms. At the same time, the CBI informed consumers that the protections in the CBI's codes will continue to apply to them when their loans are sold to an unregulated loan owner. The CBI also published a FAQ document that provides answers to common questions asked by stakeholders, in particular consumers	The CBI, after consulting publicly, introduced measures that require lenders to be more transparent with borrowers about how they set their variable interest rates, including in the event of an increase. To inform borrowers and other consumers about these new protection measures
Target group	Consumers in general, lending industry, the credit servicing industry	Consumers in general, small and medium-sized enterprises (primarily from the farming community)
Languages	English	English
Type of output produced	Online information, FAQs, press releases	Online information, press releases, press briefings held with personal finance journalists

A) General information		
Initiative ID	039	040
Country	Ireland	Ireland
B) Information on the initiative		
Name and description	Information tent at the National Ploughing Championships	Online consumer hub Dedicated new 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 www.centralbank.ie/consumer-hub
Subject matter	Financial products and services	Financial products and services
Main organiser	Central bank or competent authority (banking, securities and/or insurance) Central Bank of Ireland https://www.centralbank.ie/	Central bank or competent authority (banking, securities and/or insurance) Central Bank of Ireland https://www.centralbank.ie/
Co-organiser	Not applicable	Not applicable
C) Features and content of the initiative		
Format	Physical (seminars, conferences, etc.)	Website and online tools
Start date	20/9/2016	1/2/2017
End date	22/9/2016	Ongoing
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	Included as part of the redesign of the CBI's website to deliver a more consumer-centric approach on the new website
Target group	Consumers in general, small and medium-sized enterprises (primarily from the farming community)	Consumers in general
Languages	English	Irish, English
Type of output produced	Publications (e.g. leaflets, guides)	Online information

A) General information		
Initiative ID	041	042
Country	Ireland	Ireland
B) Information on the initiative		
Name and description	<p>Explainers Concise and consumer-friendly explanations on the CBI's website in relation to some of the questions that the bank is asked most often https://centralbank.ie/consumer-hub/explainers</p>	<p>Infographic to accompany the publication in June 2017 of the Discussion Paper on the Consumer Protection Code and the Digitalisation of Financial Services https://centralbank.ie/consumer-hub/explainers/what-is-fintech-and-how-is-it-changing-financial-products; and https://www.centralbank.ie/docs/default-source/publications/discussion-papers/discussion-paper-7/discussion-paper-7-digitalisation-and-consumer-protection-code.pdf?sfvrsn=0</p>
Subject matter	Financial products and services	Digitalisation and FinTech
Main organiser	<p>Central bank or competent authority (banking, securities and/or insurance) Central Bank of Ireland https://www.centralbank.ie/</p>	<p>Central bank or competent authority (banking, securities and/or insurance) Central Bank of Ireland https://www.centralbank.ie/</p>
Co-organiser	Not applicable	Not applicable
C) Features and content of the initiative		
Format	Website and online tools	Website and online tools
Start date	1/2/2017	10/8/2017
End date	Ongoing	Ongoing
Objective	<p>The Explainers are part of the redesign of the CBI's website which includes a dedicated online consumer hub and a more consumer-centric and consumer-friendly approach to explaining key concepts and issues to consumers, including how a consumer can complain about a financial services firm, why a consumer must prove their identity when obtaining a financial services product, FinTech, and the new Central Credit Register</p>	<p>To communicate the discussion paper and its key messages in visually striking and consumer-friendly way. To encourage a wide spectrum of stakeholders to make submissions to the central bank during the consultation process</p>
Target group	Consumers in general	Consumers in general
Languages	English	English
Type of output produced	Online information	Online information.

A) General information		
Initiative ID	043	044
Country	Italy	Italy
B) Information on the initiative		
Name and description	MOU Charter of Intent on 'Financial education as a tool of growth and social development' Teachers guide and guidelines for the development of financial education programmes https://www.bancaditalia.it/chi-siamo/provvedimenti/CARTA_D_INTENTI.pdf	Website for financial education http://www.bancaditalia.it/servizi-cittadino/index.html?com.dotmarketing.htmlpage.language=1
Subject matter	Personal finance management	Financial products and services
Main organiser	Government department: Ministry of Education, Universities and Research	Central bank or competent authority (banking, securities and/or insurance) Banca d'Italia (Bank of Italy) http://www.bancaditalia.it/
Co-organiser	Ministry for the Economy and Finance; State Audit Office; Italian Finance Police; Bank of Italy (http://www.bancaditalia.it/); Revenue Agency; Consiglio di Presidenza della Giustizia Tributaria; Unioncamere; Equitalia S.p.A.; ABI – Italian Banking Association; APF – Organismo per la Tenuta dell'Albo dei Promotori Finanziari; Associazione Nazionale per lo Studio dei Problemi del Credito	Not applicable
C) Features and content of the initiative		
Format	Meetings among the stakeholders involved in the development of the guidelines	Website and online tools
Start date	10/6/2015	1/1/2009
End date	Ongoing	Ongoing
Objective	To strengthen cooperation between public and private stakeholders to ensure more effective financial education initiatives for schools	To help existing and future consumers develop the knowledge, skills and confidence to understand risks and opportunities, to make informed choices and to know how to submit a complaint concerning banking and financial services
Target group	School students	Consumers in general
Languages	Italian, English	Italian, English
Type of output produced	Teachers guide and guidelines for financial education programmes	Online information, publications, media, educational material

A) General information		
Initiative ID	045	046
Country	Italy	Italy
B) Information on the initiative		
Name and description	TU sei il TUo fuTUro (Learn. Save. Earn.) Global Money Week 2017 at international level	Inventiamo una banconota Italian school students (from primary and secondary schools) are invited to design an imaginary banknote, based on a theme that changes every year. Last year the theme was 'Designing the future: ideas for a changing world'. In the next edition it will be 'Saving an approach to the future: designing our life'. The three prize-winning classes (a primary school, a lower secondary school and an upper secondary school) will receive their award and will be given a guided tour of the banknote production unit. They will also receive a EUR 10 000 cheque for their school https://premioscuola.bancaditalia.it
Subject matter	Personal finance management	Money and banknotes
Main organiser	Central bank or competent authority (banking, securities and/or insurance) Banca d'Italia (Bank of Italy) http://www.bancaditalia.it/	Central bank or Competent authority (banking, securities and/or insurance) Banca d'Italia (Bank of Italy) http://www.bancaditalia.it/
Co-organiser	Not applicable	Not applicable
C) Features and content of the initiative		
Format	Physical (seminars, conferences, etc.), competitions	Competitions, physical (seminars, conferences, etc.)
Start date	28/3/2017	1/2/2014
End date	28/3/2017	Ongoing, fourth edition (school year 2016/2017)
Objective	To encourage children to express interest in the world of finance, as well as provide knowledge about money, saving plans, and needs and wants	To enhance students' interest in financial topics
Target group	School students	School students
Languages	Italian	Italian
Type of output produced	Simulators, calculators, games, apps	Exhibition (road show), publications

A) General information		
Initiative ID	047	048
Country	Italy	Lithuania
B) Information on the initiative		
Name and description	<p>Financial Education at school The initiative is based on the ‘train the trainer’ approach and teachers participate on a voluntary basis. Bank of Italy staff train the teachers and teachers address economic and financial issues with their students using our leaflets. In the last edition, this initiative involved more than 114 000 school students</p> <p>http://www.bancaditalia.it/servizi-cittadino/cultura-finanziaria/scuole/index.html</p>	<p>Seminars on personal finances for residents (2012–2016) Every year since 2012 the Bank of Lithuania has organised free-of-charge, informative, educational seminars, in Lithuania's largest cities, on personal finance management and responsible borrowing</p>
Subject matter	Financial products and services	Personal finance management
Main organiser	<p>Central bank or competent authority (banking, securities and/or insurance) Banca d'Italia (Bank of Italy) http://www.bancaditalia.it/</p>	<p>Central bank or Competent authority (banking, securities and/or insurance) Lietuvos Bankas (Bank of Lithuania) http://www.lb.lt/</p>
Co-organiser	Government department: Ministry of Education, Universities and Research	Not applicable
C) Features and content of the initiative		
Format	Physical (seminars, conferences, etc.)	Physical (seminars, conferences, etc.)
Start date	1/10/2007	1/1/2012
End date	Tenth edition (school year 2017–2018). This initiative has taken place, on a voluntary basis, in each school year since 2007	Ongoing
Objective	To help students enhance their financial competencies and to introduce financial education into school curricula	To raise the awareness of consumers about financial products
Target group	Teachers, school students	Consumers in general
Languages	Italian	Lithuanian
Type of output produced	Educational material, leaflets	Media (TV, radio, video), online

A) General information		
Initiative ID	049	050
Country	Lithuania	Luxembourg
B) Information on the initiative		
Name and description	Global Money Week Events during Global Money Week, usually taking place in March, are organised in collaboration with educational institutions, financial market participants, other national institutions and NGOs https://www.lb.lt/en/global-money-week	Dedicated consumer corner on the CSSF website http://www.cssf.lu/en/consumer/
Subject matter	Personal finance management	Personal finance management
Main organiser	Central bank or competent authority (banking, securities and/or insurance) Lietuvos Bankas (Bank of Lithuania) http://www.lb.lt/	Central bank or competent authority (banking, securities and/or insurance) Commission de Surveillance du Secteur Financier (Commission for the Supervision of Financial Sector) http://www.cssf.lu/en/
Co-organiser	School, universities	Not applicable
C) Features and content of the initiative		
Format	Physical (seminars, conferences, etc.), website and online tools	Website and online tools
Start date	1/1/2013	
End date	Ongoing	Ongoing
Objective	To encourage children, from a young age, to express interest in the world of finances and economics, as well as provide knowledge and develop personal finance management skills	The objective was to make information concerning consumer protection and financial education easier to access for the target group
Target group	School students	Consumers in general
Languages	Lithuanian	French, German, English
Type of output produced	Media (TV, radio, video), online	Online information

A) General information		
Initiative ID	051	052
Country	Luxembourg	Luxembourg
B) Information on the initiative		
Name and description	National strategy for financial education The Commission de Surveillance du Secteur Financier (CSSF), together with the Financial Consumer Protection Committee, representing all relevant stakeholders, developed a national strategy on financial education. This strategy was approved by the Minister of Finance in July 2017. The strategy lists all the measures concerning financial education realised in the past and fixes the framework for future activities http://www.cssf.lu/consommateur/education-financiere/strategie-nationale/	Financial education working groups The CSSF created working groups with all interested stakeholders for implementing the national strategy on financial education
Subject matter	Personal finance management	Personal finance management At the moment the working groups cover the following subjects: financial education in schools, credit and debt, pensions and insurance
Main organiser	Central bank or competent authority (banking, securities and/or insurance) Commission de Surveillance du Secteur Financier (Commission for the Supervision of Financial Sector) http://www.cssf.lu/en/	Central bank or competent authority (banking, securities and/or insurance) Commission de Surveillance du Secteur Financier (Commission for the Supervision of Financial Sector) http://www.cssf.lu/en/
Co-organiser	Financial Consumer Protection Committee: composed of delegates of authorities, institutions and associations representing the public sector, the private sector and consumers	Financial Consumer Protection Committee: composed of delegates of authorities, institutions and associations representing the public sector, the private sector and consumers
C) Features and content of the initiative		
Format	Physical (seminars, conferences, etc.), website and online tools, social media, media, paper, competitions, others	Physical (seminars, conferences, etc.), website and online tools, social media, paper, competitions, others
Start date	17/7/2017	17/9/2017
End date	Ongoing	Ongoing
Objective	To coordinate and to improve the measures taken in the area of financial education	To implement the national strategy on financial education
Target group	Consumers in general	Consumers in general
Languages	The strategy is published in French but it is envisaged that the activities will also be organised in Luxembourgish, German, English and Portuguese	French, German, English
Type of output produced	Online information, media (TV, radio, video), leaflets, educational materials, simulators, calculators and games, others	Online information, media (TV, radio, video), leaflets, educational materials, simulators, calculators and games, others

A) General information		
Initiative ID	053	054
Country	Malta	Netherlands
B) Information on the initiative		
Name and description	Banking for students booklet. Financial education video clips, school presentations, redesign of financial consumer website	Publications for consumers Publications on Dutch Authority for the Financial Markets (AMF) activity in a friendly format. For instance, the Agenda 2017 of the AFM has been published in a consumer version, besides the general (more elaborate) version. Any topic within the scope of AFM's supervision
Subject matter	Financial products/services	Financial products/services
Main organiser	Central bank or competent authority (banking, securities and/or insurance) Malta Financial Services Authority https://www.mfsa.com.mt/	Central bank or competent authority (banking, securities and/or insurance) Dutch Authority for the Financial Markets (AFM) https://www.afm.nl/en
Co-organiser	Not applicable	Not applicable
C) Features and content of the initiative		
Format	Physical (seminars, conferences, etc.), website and online tools	Website and online tools, social media
Start date		10/3/2017
End date	Ongoing	Ongoing
Objective	To promote financial education at grassroots level	To encourage consumers to be up to date on AFM activities
Target group	School students	Consumers in general
Languages	English	Dutch
Type of output produced	Online information, publications (leaflets)	Online information

A) General information		
Initiative ID	055	056
Country	Netherlands	Netherlands
B) Information on the initiative		
Name and description	Website for consumers News items, general information on products, advice and applicable regulations, warnings, lists and AFM registers	Financial Markets Information Line
Subject matter	Financial products/services	Financial products/services
Main organiser	Central bank or competent authority (banking, securities and/or insurance) Dutch Authority for the Financial Markets (AFM) https://www.afm.nl/en	Central bank or competent authority (banking, securities and/or insurance) Dutch Authority for the Financial Markets (AFM) https://www.afm.nl/en
Co-organiser	Not applicable	National Ombudsman The Financial Services Complaints Tribunal (Kifid) is the dispute agency of the Netherlands
C) Features and content of the initiative		
Format	Website and online tools	Website and online tools
Start date	1/3/2002	1/3/2002
End date	Ongoing	Ongoing
Objective	To help existing and future consumers develop the knowledge, skills and confidence to understand risks and opportunities, to make informed choices and to know where to go for assistance	The Financial Markets Information Line gives consumers an opportunity to raise their concerns
Target group	Consumers in general	Consumers in general
Languages	Dutch	Dutch, English
Type of output produced	Online information	Online information

A) General information		
Initiative ID	057	058
Country	Netherlands	Netherlands
B) Information on the initiative		
Name and description	Money Wise Platform	Monthly consumer newsletter Information addressed to consumers on any topic within the scope of AFM's supervision
Subject matter	Personal finance management	Financial products/services
Main organiser	Government department	Government department
Co-organiser	Several partners of the initiative, for instance the Dutch Central Bank (DNB), industry associations, ministries, consumer associations and the AFM (https://www.afm.nl/en)	Several partners of the initiative, for instance the Dutch Central Bank (DNB), industry associations, ministries, consumer associations and the AFM (https://www.afm.nl/en)
C) Features and content of the initiative		
Format	Website and online tools	Website and online tools, email
Start date	1/1/2008	1/1/2016
End date	Ongoing	Ongoing
Objective	To enhance responsible financial behaviour	To inform consumers
Target group	Consumers in general	Consumers in general
Languages	Dutch and quite wide coverage in English available as well	Dutch
Type of output produced	Online information, educational material, videos, guest lectures	Online information

A) General information		
Initiative ID	059	060
Country	Poland	Poland
B) Information on the initiative		
Name and description	Educational Centre for Market Participants – CEDUR Long-term educational project	Social campaign: ‘Don’t get fooled, check before you sign’ (Nie daj się nabrać. Sprawdź, zanim podpiszesz). Highlights risks related to signing financial contracts, particularly when taking out high-interest short-term loans, as well as using financial services not subject to state supervision
Subject matter	Personal loans	Financial products/services
Main organiser	Central bank or Competent authority (banking, securities and/or insurance) Komisja Nadzoru Finansowego (KNF) (Polish Financial Supervision Authority) https://www.knf.gov.pl/en/	Central bank or competent authority (banking, securities and/or insurance) Komisja Nadzoru Finansowego (Polish Financial Supervision Authority) https://www.knf.gov.pl/en/
Co-organiser	Not applicable	Bank Guarantee Fund, Ministry of Finance, Polish Financial Supervision Authority, Ministry of Justice, National Bank of Poland, Police and Office of Competition and Consumer Protection
C) Features and content of the initiative		
Format	Physical (seminars, conferences, etc.)	Website and online tools, TV, social media, paper advertisement
Start date	1/1/2009	1/1/2012
End date	Ongoing	Ongoing
Objective	To promote financial literacy, teacher training, financial consumer protection	To educate consumers and help to eliminate unreliable companies from the market
Target group	Trainers (representatives of entities supervised by the KNF, from all financial market sectors, representatives of the judiciary and law enforcement agencies, consumer rights protection institutions, teachers of basic entrepreneurship and economy in practice as well as methodologists of these subjects at upper secondary schools)	Consumers in general
Languages	Polish	Polish
Type of output produced	Online information	Media (TV, radio, video), online information, leaflets

A) General information		
Initiative ID	061	062
Country	Portugal	Portugal
B) Information on the initiative		
Name and description	Website for financial education (with e-learning platform) Financial education topics relevant for the whole population, from managing a household budget to making payments and avoiding scams or fraud. Financial education content is organised per main banking products but also according to the life stages www.todoscontam.pt	Financial education in schools This initiative includes (a) a Teachers Training Programme to promote the use of the Core Competencies, (b) publication of workbooks on financial education for all school levels, and (c) the awarding of a national prize for the best financial projects every year
Subject matter	Personal finance management	Personal finance management Subjects approved by the Ministry of Education in 2013 https://www.todoscontam.pt/sites/default/files/SiteCollectionDocuments/CoreCompetenciesFinancialEducation.pdf
Main organiser	Banco de Portugal in cooperation with the Portuguese Securities Market Commission and the Portuguese Insurance and Pension Funds Supervisory Authority https://www.bportugal.pt/	Banco de Portugal in cooperation with the Portuguese Securities Market Commission and the Portuguese Insurance and Pension Funds Supervisory Authority https://www.bportugal.pt/
Co-organiser	Not applicable	Government department: Ministry of Education
C) Features and content of the initiative		
Format	Website and online tools	Physical (seminars, conferences), training programme for teachers. Workbooks for students. Annual prize.
Start date	9/7/2012	1/1/2011
End date	Ongoing	Ongoing (annual)
Objective	To help people of all age groups to make better financial decisions, by explaining financial topics in plain language and offering calculators and useful tips for different life stages. The website also offers pedagogical materials for teaching financial education, including three libraries and an e-learning platform specially designed for trainers	To enhance financial competencies of all students from kindergarten to secondary level
Target group	Consumers in general	School students (teachers are the intermediate audience)
Languages	Portuguese	Portuguese, workbooks also available in English
Type of output produced	Online information, educational material, simulators, calculators, videos, games	Educational material

A) General information		
Initiative ID	063	064
Country	Portugal	Portugal
B) Information on the initiative		
Name and description	Financial Literacy Week	Financial Training for entrepreneurs and micro, small and medium-sized enterprises (MSMEs)
Subject matter	Personal finance management The financial subjects were selected according to the needs of various target groups, from managing a household budget, to making payments, saving and investing, taking out credit or insurance and avoiding scams or fraud	Personal finance management Subjects included in the core competencies for financial education of MSMEs published in 2016, such as understanding the financial system, starting a company, accounting, cost analysis and financial planning https://www.todoscontam.pt/sites/default/files/SiteCollectionDocuments/CoreCompetenciesFinancialTrainingSME.pdf
Main organiser	Banco de Portugal in cooperation with the Portuguese Securities Market Commission and the Portuguese Insurance and Pension Funds Supervisory Authority https://www.bportugal.pt/	Banco de Portugal in cooperation with the Portuguese Securities Market Commission and the Portuguese Insurance and Pension Funds Supervisory Authority https://www.bportugal.pt/
Co-organiser	Several co-organisers, including the Ministry of Education, the Ministry of Economy (IAPMEI), the Coordination Committee for the Development of the Northern Region and Portugal's Soccer Players' Union	Government department: Ministry of the Economy (IAPMEI and Turismo de Portugal)
C) Features and content of the initiative		
Format	Physical (seminars, conferences, classroom sessions in schools, etc.), social media (Facebook), media (radio)	Physical (seminars, conferences, etc.)
Start date	31/10/2012. Since 2012, the three financial supervisors have been celebrating Financial Literacy Day on 31 October (World Savings Day). Financial Literacy Week was organised in 2017 for the first time	6/12/2016
End date	Ongoing	Ongoing
Objective	To raise awareness on the importance of financial education	To prepare a group of certified trainers for carrying out training courses (based on the core competencies) for entrepreneurs and managers of MSMEs across the country
Target group	Consumers in general, students, others (SMEs, soccer players)	Trainers. Most trainees come from business associations and have a relevant background in the financial area and recognised training experience
Languages	Portuguese	Portuguese
Type of output produced	Publications, educational material, games, videos, radio spots, other (Financial Literacy Week Facebook page: https://www.facebook.com/SemanaFormacaoFinanceira/)	Educational material (PowerPoint presentations, online contents and tools)

A) General information		
Initiative ID	065	066
Country	Portugal	Portugal
B) Information on the initiative		
Name and description	Financial education via municipalities	Financial education for soccer players
Subject matter	Personal finance management Financial education topics relevant for the whole population, from managing a household budget to making payments, saving and investing, taking out credit or insurance and avoiding scams or fraud	Personal finance management Financial education topics relevant for professionals with a short active life (soccer players), from managing a household budget to making payments, saving and investing, taking out credit, insurance and avoiding scams or fraud
Main organiser	Banco de Portugal in cooperation with the Portuguese Securities Market Commission and the Portuguese Insurance and Pension Funds Supervisory Authority https://www.bportugal.pt/	Banco de Portugal in cooperation with the Portuguese Securities Market Commission and the Portuguese Insurance and Pension Funds Supervisory Authority https://www.bportugal.pt/
Co-organiser	Coordination Committee for the Development of the Northern Region (CCDRN)	Portugal's Professional Soccer Players' Union (Sindicato dos Jogadores Profissionais de Futebol)
C) Features and content of the initiative		
Format	Physical (seminars, conferences, etc.), training sessions (of municipalities' staff), awareness campaigns	Physical (seminars, conferences, etc.), financial literacy diagnosis, awareness campaigns, training sessions
Start date	19/6/2017	3/4/2017
End date	Ongoing	Ongoing
Objective	To strengthen financial education competencies of municipalities and help them develop financial education initiatives and awareness campaigns locally. This project started with municipalities in Portugal's northern region	To promote adequate financial behaviour, attitudes and knowledge among Portuguese soccer players
Target group	Consumers in general	Other (young soccer players, active soccer players, retired soccer players)
Languages	Portuguese	Portuguese
Type of output produced	Educational material, games, videos, publications (leaflets), videos, other (PowerPoint presentations)	Educational material, videos, publications (leaflets), other (PowerPoint presentations)

A) General information		
Initiative ID	067	068
Country	Portugal	Sweden
B) Information on the initiative		
Name and description	Banco de Portugal's financial education programme	SFI-Ekonomi (SFI Finance) Educational material about personal finances tailored to language classes for new arrivals http://www.sfiekonomi.se/
Subject matter	Personal finance management Financial education topics relevant for the whole population, from managing a household budget, to making payments, saving and investing, taking out credit or insurance and avoiding scams or fraud	Personal finance management
Main organiser	Central bank or competent authority (banking, securities and/or insurance) Banco de Portugal https://www.bportugal.pt/	Central bank or competent authority (banking, securities and/or insurance) Finansinspektionen (Swedish Financial Supervisory Authority) http://www.fi.se/en/
Co-organiser	Not applicable	Not applicable
C) Features and content of the initiative		
Format	Physical (seminars, conferences, etc.) Via Banco de Portugal's nine regional delegations	Physical (seminars, conferences, etc.)
Start date	1/1/2015	1/1/2016
End date	Ongoing	Ongoing
Objective	To help existing and future consumers develop the knowledge, skills and confidence to understand risks and opportunities, to make informed choices and to know where to go for assistance	To introduce Swedish terminology for private finances, provide orientation within the Swedish banking and payment system, and clarify rights and obligations in simple Swedish
Target group	Consumers in general	Other (newcomers)
Languages	Portuguese	Swedish
Type of output produced	Educational material, online information, media, games, videos, leaflets, other (PowerPoint presentations)	Educational material, videos

A) General information		
Initiative ID	069	070
Country	Sweden	Sweden
B) Information on the initiative		
Name and description	Trygga din ekonomiska framtid (Protect Your Financial Future) Two-day course and upon completion participants become certified instructors. They in turn can help train others at their workplaces, for example through study circles. This 'instructor model' enables the broad geographical dissemination of information	Secondary school programme (Livet och pengarna) Educational material for grades 7–9 to complement the curriculum for compulsory schooling
Subject matter	Personal finance management	Personal finance management
Main organiser	Central bank or competent authority (banking, securities and/or insurance) Finansinspektionen (Swedish Financial Supervisory Authority) http://www.fi.se/en/	Central bank or competent authority (banking, securities and/or insurance) Finansinspektionen (Swedish Financial Supervisory Authority) http://www.fi.se/en/
Co-organiser	Not applicable	Livet och pengarna is a cooperation between Finansinspektionen, the Swedish Consumer Agency and the Swedish Enforcement Agency
C) Features and content of the initiative		
Format	Physical (seminars, conferences, etc.)	Physical (seminars, conferences, etc.)
Start date	1/1/2010	1/1/2011
End date	Ongoing	Ongoing
Objective	To make consumers more knowledgeable and aware about their own personal finances	To help students enhance their financial competencies and to introduce financial education into school curricula
Target group	Trainers	School students
Languages	Swedish	Swedish
Type of output produced	No public output	Educational material, videos

A) General information		
Initiative ID	071	072
Country	Sweden	Sweden
B) Information on the initiative		
Name and description	Seniors Trygga din ekonomiska framtid (Protect Your Financial Future) Two-day course and upon completion participants become certified instructors. They in turn can help train others. This "instructor model" enables the broad geographical dissemination of information.	University The course is a two-day seminar with external lectures and a written exam
Subject matter	Personal finance management	The pension system
Main organiser	Competition authority	Competition authority
Co-organiser	Central bank or competent authority (banking, securities and/or insurance) Finansinspektionen (http://www.fi.se/en/) is working together with the Swedish Pension Authority and four of Sweden's largest pension organisations, PRO, RPG, SPF Seniorerna and SKPF, on this course	Central bank or competent authority (banking, securities and/or insurance) Finansinspektionen (http://www.fi.se/en/) in cooperation with the private sector (finance).
C) Features and content of the initiative		
Format	Website and online tools	Physical (seminars, conferences, etc.)
Start date	1/1/2010	1/1/2015
End date	Ongoing	Ongoing
Objective	To enhance pensioners' knowledge about the housing supplement, online banking, taxes, consumer law and everyday law	To help students enhance their competencies in the Swedish pension system. There is a post-secondary programme called Pensionskunskap (Understanding Pensions) for students studying human resources and economics
Target group	Elderly people	University students
Languages	Swedish	Swedish
Type of output produced	Online information, apps, leaflets	Educational material.

A) General information		
Initiative ID	073	074
Country	Sweden	Sweden
B) Information on the initiative		
Name and description	Upper secondary school: Koll på cashen (Keep Your Cash) Broad educational material about personal finances for students in upper secondary school	Ekonomismart (Money Smart) Educational material for grades 7–9 to complement the curriculum for compulsory schooling
Subject matter	Personal finance management	Personal finance management
Main organiser	Competition authority	Competition authority
Co-organiser	Central bank or competent authority (banking, securities and/or insurance) Koll på cashen is a cooperation between Finansinspektionen (http://www.fi.se/en/), the Swedish Consumer Agency and the Swedish Enforcement Authority	Central bank or competent authority (banking, securities and/or insurance) Ekonomismart is a cooperation between Folkuniversitetet, the Swedish Consumer Agency, Finansinspektionen (http://www.fi.se/en/) and the Savings Bank Foundations Kronan, Alfa and Nya.
C) Features and content of the initiative		
Format	Physical (seminars, conferences, etc.)	Physical (seminars, conferences, etc.)
Start date	1/1/2008	1/1/2009
End date	Ongoing	Ongoing
Objective	To help students enhance their financial competencies. Personal finances and Ung Privatekonomi (Youth Personal Finances) are initiatives on personal finances and saving	To help young adults become conscious consumers. To provide course participants with tools that will enable them to make active choices and maintain sustainable finances for their entire lives
Target group	School students	Other (Ekonomismart targets, among others, young adults between the ages of 18 and 30, as well as professionals ('trainers') who would like to work with preventive measures for young adults, such as budget and debt advisors, consumer counsellors and teachers)
Languages	Swedish	Swedish
Type of output produced	Educational material The material consists of a video and a supplementary handbook for teachers, which have been adapted to the social sciences curriculum for the first year of upper secondary school. In 2017, a new version of the material will be available, based on the curriculum for GY11	Educational material

A) General information		
Initiative ID	075	076
Country	Slovenia	Slovakia
B) Information on the initiative		
Name and description	Educational day in Bank of Slovenia	Financial education modules
Subject matter	Personal finance management	Personal finance management
Main organiser	Central bank or competent authority (banking, securities and/or insurance) Banka Slovenije (Bank of Slovenia) http://www.bsi.si/	Central bank or competent authority (banking, securities and/or insurance) Narodna Banka Slovenska (National Bank of Slovakia) https://www.nbs.sk/sk/titulna-stranka
Co-organiser	Not applicable	Not applicable
C) Features and content of the initiative		
Format	Physical (seminars, conferences, etc.)	Physical (seminars, conferences...)
Start date	1/1/2017	1/1/2015
End date	Ongoing	Ongoing
Objective	To improve knowledge of central banking issues and tasks among the general public, young people (in elementary and secondary schools) and elderly people	To help students enhance their financial competencies and to introduce financial education into school curricula
Target group	School students, elderly people	School students
Languages	Slovenian	Slovak
Type of output produced	No public output produced	Educational material

A) General information		
Initiative ID	077	078
Country	Slovakia	Slovakia
B) Information on the initiative		
Name and description	Information leaflets for consumers	Workbook of Financial Literacy for students of secondary schools, No 1. The workbook contains tasks on financial literacy
Subject matter	Financial products/services	Financial products/services
Main organiser	Central bank or competent authority (banking, securities and/or insurance) Narodna Banka Slovenska (National Bank of Slovakia) https://www.nbs.sk/sk/titulna-stranka	Central bank or competent authority (banking, securities and/or insurance) Narodna Banka Slovenska (National Bank of Slovakia) https://www.nbs.sk/sk/titulna-stranka
Co-organiser	Not applicable	Junior Achievement Slovakia, non-profit organisation
C) Features and content of the initiative		
Format	Paper	Physical (seminars, conferences, etc.)
Start date	1/1/2015	1/12/2016
End date	Ongoing	Ongoing
Objective	To help consumers to enhance their financial competencies	To help students enhance their financial competencies and to introduce financial education into school curricula
Target group	Consumers in general	School students
Languages	Slovak	Slovak
Type of output produced	Publications (e.g. leaflets, guides)	Educational material

A) General information		
Initiative ID	079	080
Country	Slovakia	Slovakia
B) Information on the initiative		
Name and description	Financial consumer protection Section of the Bank of Slovakia website	Financial Customers Days Presentation of National Bank of Slovakia on financial consumer protection
Subject matter	Financial products/services	Financial products/services
Main organiser	Central bank or competent authority (banking, securities and/or insurance) Narodna Banka Slovenska (National Bank of Slovakia) https://www.nbs.sk/sk/titulna-stranka	Central bank or competent authority (banking, securities and/or insurance) Narodna Banka Slovenska (National Bank of Slovakia) https://www.nbs.sk/sk/titulna-stranka
Co-organiser	Not applicable	Not applicable
C) Features and content of the initiative		
Format	Website and online tools	Website and online tools
Start date	1/1/2015	12/10/2016
End date	Ongoing	14/10/2016
Objective	To help existing and future consumers develop the knowledge, skills and confidence to understand risks and opportunities, to make informed choices and to know where to go for assistance	To provide financial consumers with important information about their rights
Target group	Consumers in general	Consumers in general
Languages	Slovak	Slovak
Type of output produced	Online information	No public output produced

A) General information		
Initiative ID	081	082
Country	Slovakia	United Kingdom
B) Information on the initiative		
Name and description	European Money Week	Scamsmart Tips on how to spot techniques used by fraudsters, list of firms and individuals known to operate without authorisation
Subject matter	Financial products/services	Deposits Focused on pensions and investments but includes structured deposits
Main organiser	Central bank or competent authority (banking, securities and/or insurance) Narodna Banka Slovenska (National Bank of Slovakia) https://www.nbs.sk/sk/titulna-stranka	Central bank or competent authority (banking, securities and/or insurance) Financial Conduct Authority https://www.fca.org.uk/
Co-organiser	The Slovak Banking Association	Money Advice Service
C) Features and content of the initiative		
Format	Physical (seminars, conferences, etc.)	Website and online tools, cooperation with partners
Start date	27/3/2015	12/1/2014
End date	31/3/2017	Ongoing
Objective	To provide students with important information about banking products.	To protect retirees and those seeking related pension/investment advice from investment scams
Target group	Consumers in general	Elderly people
Languages	Slovak	English
Type of output produced	No public output produced	Online information

A) General information		
Initiative ID	083	084
Country	United Kingdom	United Kingdom
B) Information on the initiative		
Name and description	Accounts with Basic Features	Support for Mortgage Interest
Subject matter	Payment accounts	Residential mortgages
Main organiser	Money Advice Service	Money Advice Service
Co-organiser	Central bank or competent authority (banking, securities and/or insurance) Financial Conduct Authority https://www.fca.org.uk/	Central bank or competent authority (banking, securities and/or insurance) Financial Conduct Authority https://www.fca.org.uk/
C) Features and content of the initiative		
Format	Website and online tools, other (cooperation with partners)	Website and online tools, paper
Start date	1/9/2015	1/6/2017
End date	Ongoing	Ongoing
Objective	To promote payment accounts with basic features	A budgeting support tool for claimants moving from Mortgage Interest Support to Universal Credit
Target group	Consumers in general (focus on those who are unbanked or over-indebted)	Other (benefit claimants)
Languages	English	English
Type of output produced	Online information, media, publications (guides)	Simulators, calculators, games, apps



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