




| GENERAL INFORMATION | |
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| INITIATIVE ID | EE 1 |
| COUNTRY | Estonia |
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| INFORMATION ON THE INITIATIVE | |
| NAME AND DESCRIPTION | <p><u>A family day about financial knowledge</u></p> <p>A family day was held to explain the following issues: What should everyone know about retirement? What is a digital wallet and what can I do with it? What are the opportunities and risks of crypto-assets? What is money laundering and why has this topic received so much attention in recent years? How is the flow of criminal money blocked in Estonia and what is the role of the NCA?</p> |
| SUBJECT MATTER | Financial literacy and personal finance management; payment services; e-money; payment accounts, AML, cryptocurrencies. |
| MAIN ORGANISER | Eesti Pank (central bank) and Finantsinspektsioon (NCA) |
| CO-ORGANISER | Eesti Pank (central bank) and Finantsinspektsioon (NCA) |
| FEATURES AND CONTENT | |
| FORMAT | Physical (seminars, conferences); lectures; workshops; programmes for children: 'Play and learn'. |
| START DATE | 28 September 2019 |
| END DATE | Ongoing, work in progress / intended to be dynamic |
| OBJECTIVE | The objective was to cover currently popular issues in order to help consumers understand financial services and plan financial matters so that the stability of the economic environment would be achieved: What should everyone know about retirement? What is a digital wallet and what can I do with it? What are the opportunities and risks of crypto assets? What is money laundering and why has this topic received so much attention in recent years? How is the flow of criminal money blocked in Estonia and what is the role of the NCA? |
| TARGET GROUP | Pre-school children, school students, university students, adults, elderly people |
| LANGUAGES | Estonian |
| TYPE OF OUTPUT PRODUCED | Publications, games |

| GENERAL INFORMATION | |
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| INITIATIVE ID | EE 2 |
| COUNTRY | Estonia |
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| INFORMATION ON THE INITIATIVE | |
| NAME AND DESCRIPTION | <p>A family day about financial knowledge</p> <p>A family day was held to talk about the following issues: (i) how to identify counterfeit money; (ii) how to make smart lending decisions; (iii) what to do in the case of debt; (iv) crowdfunding platforms; and (v) new Euro banknotes.</p> |
| SUBJECT MATTER | Financial literacy and personal finance management; residential mortgages, deposits and personal loans https://www.fi.ee/et/uritused/rahatarkuse-perepaev |
| MAIN ORGANISER | Eesti Pank (central bank) and Finantsinspektsioon (NCA) |
| CO-ORGANISER | N/A |
| FEATURES AND CONTENT | |
| FORMAT | Physical (seminars, conferences...) Lectures, workshops |
| START DATE | 03 November 2018 |
| END DATE | 03 November 2018 |
| OBJECTIVE | The objective was to cover the following currently popular issues in order to help consumers understand financial services and plan financial matters so that the stability of the economic environment would be achieved: (i) how to identify counterfeit money; (ii) how to make smart lending decisions; (iii) what to do in the case of debt; (iv) crowdfunding platforms; and (v) new Euro banknotes |
| TARGET GROUP | Pre-school children, school students, university students, adults, elderly people. |
| LANGUAGES | Estonian |
| TYPE OF OUTPUT PRODUCED | Publications, games |

| GENERAL INFORMATION | |
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| INITIATIVE ID | EE 3 |
| COUNTRY | Estonia |
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| INFORMATION ON THE INITIATIVE | |
| NAME AND DESCRIPTION | Educational lectures |
| SUBJECT MATTER | Financial literacy and personal finance management, personal loans, cryptocurrencies |
| MAIN ORGANISER | Finantsinspektsioon (NCA) |
| CO-ORGANISER | Bank of Estonia |
| FEATURES AND CONTENT | |
| FORMAT | Physical (seminars, conferences...) |
| START DATE | Ongoing |
| END DATE | Ongoing |
| OBJECTIVE | The objective was to cover currently popular issues in order to help consumers understand financial services and plan financial matters so that the stability of the economic environment would be achieved. |
| TARGET GROUP | School students |
| LANGUAGES | Estonian |
| TYPE OF OUTPUT PRODUCED | Lectures, workshops |

| GENERAL INFORMATION | |
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| INITIATIVE ID | EE 4  |
| COUNTRY | Estonia |
| INFORMATION ON THE INITIATIVE | |
| NAME AND DESCRIPTION | An explanatory document and article about ICO issuers and entities engaged with virtual currencies |
| SUBJECT MATTER | Virtual currencies |
| MAIN ORGANISER | Finantsinspektsioon (NCA) |
| CO-ORGANISER | N/A |
| FEATURES AND CONTENT | |
| FORMAT | Website and online tools; Website and online news |
| START DATE | 16 March 2018 |
| END DATE | 16 March 2018 |
| OBJECTIVE | For Finantsinspektsioon to explain which regulations apply when engaging with virtual currencies and ICOs |
| TARGET GROUP | All people who engage with virtual currencies and ICOs |
| LANGUAGES | Estonian, English |
| TYPE OF OUTPUT PRODUCED | (i) Information for entities engaging with virtual currencies and ICOs and (ii) https://www.rup.ee/uudised/majandus-ja-ari/ico-korraldajatele-kohalduvad-regulatsioonid |