





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


GENERAL INFORMATION	
INITIATIVE ID	FR 2
COUNTRY	France 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<p><b>Credit card fraud: what precautions to take and how to react</b></p> <p>Q&amp;A on credit card fraud and actions recommended in case of an event <a href="https://www.abe-infoservice.fr/banque/moyens-de-paiement/carte-bancaire/la-fraude-la-carte-bancaire-queles-precautions-prendre-et-comment-reagir">https://www.abe-infoservice.fr/banque/moyens-de-paiement/carte-bancaire/la-fraude-la-carte-bancaire-queles-precautions-prendre-et-comment-reagir</a></p>
SUBJECT MATTER	Banking
MAIN ORGANISER	ACPR, ABEIS
CO-ORGANISER	Autorité des Marchés Financiers
FEATURES AND CONTENT	
FORMAT	Website
START DATE	22 June 2021
END DATE	Recurring
OBJECTIVE	To prevent frauds
TARGET GROUP	Consumers in general
NUMBER OF PEOPLE BENEFITING FROM THE INITIATIVE	N/A
PROMOTION CHANNELS	Newsletter and social media
LANGUAGES	French
TYPE OF OUTPUT PRODUCED	Online information
DIGITAL TOOLS & TECHNOLOGY USED	Website


GENERAL INFORMATION	
INITIATIVE ID	FR 3
COUNTRY	France 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<b>Podcast on the use of money for consumers</b> 10 podcast episodes with a length lower than 2 minutes. <a href="https://www.abe-infoservice.fr/vos-demarches/podcasts-mon-argent-au-quotidien-la-minute-info">https://www.abe-infoservice.fr/vos-demarches/podcasts-mon-argent-au-quotidien-la-minute-info</a>
SUBJECT MATTER	Banking, savings, investments, frauds
MAIN ORGANISER	ACPR, AMF, ABEIS
CO-ORGANISER	Autorité des Marchés Financiers
FEATURES AND CONTENT	
FORMAT	Podcast and radio campaign
START DATE	13 September 2021
END DATE	Recurring
OBJECTIVE	To educate consumers on how to use its money, and to promote good behaviours (savings, prevent frauds...).
TARGET GROUP	consumers in general
NUMBER OF PEOPLE BENEFITING FROM THE INITIATIVE	More than 3 000 000
PROMOTION CHANNELS	Radio, newsletter and social media
LANGUAGES	French
TYPE OF OUTPUT PRODUCED	Online information,
DIGITAL TOOLS & TECHNOLOGY USED	Podcast

GENERAL INFORMATION	
INITIATIVE ID	FR 4
COUNTRY	France 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<p><b>New section on scam with a focus on cybersecurity on the website mesquestionsdargent.fr</b></p> <p><a href="https://www.mesquestionsdargent.fr/arnaques/comment-se-prot%C3%A9ger-des-arnaques">https://www.mesquestionsdargent.fr/arnaques/comment-se-prot%C3%A9ger-des-arnaques</a></p>
SUBJECT MATTER	Banking, savings, investments, frauds, scam, cyber risks
MAIN ORGANISER	Banque de France
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Website pages
START DATE	01 July 2021
END DATE	Recurring
OBJECTIVE	To educate consumers on how to use its money, and to promote good behaviours (savings, prevent frauds...).
TARGET GROUP	Consumers in general
NUMBER OF PEOPLE BENEFITING FROM THE INITIATIVE	N/A
PROMOTION CHANNELS	Website and powerpoint presentations in the Banque de France network all over the French territory
LANGUAGES	French
TYPE OF OUTPUT PRODUCED	Online information
DIGITAL TOOLS & TECHNOLOGY USED	N/A


GENERAL INFORMATION	
INITIATIVE ID	FR 5
COUNTRY	France 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<a href="#"><u>Internet Portal for financial education for entrepreneurs of MSME in France</u></a>
SUBJECT MATTER	MSME managers face number challenges, among them to understand finance matters. We have developed a specific internet portal “MesQuestionsd’Entrepreneur” which provides guidance and support to them on usual topic: corporate law (capital requirement, status) bank account, payment means, cash management (working capital), credit, insurance
MAIN ORGANISER	Banque de France
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Internet portal
START DATE	2020
END DATE	Ongoing
OBJECTIVE	N/A
TARGET GROUP	Managers of MicroSmall and Medium Entreprise
NUMBER OF PEOPLE BENEFITING FROM THE INITIATIVE	50 000 pages consulted per year
PROMOTION CHANNELS	Social networks, newsletter, newspaper
LANGUAGES	French
TYPE OF OUTPUT PRODUCED	Articles, video, simulators, letter template, games
DIGITAL TOOLS & TECHNOLOGY USED	This portal allows the extraction of significant neutral and appropriate documents from a MSME financial education database, starting from a request written in natural language

GENERAL INFORMATION	
INITIATIVE ID	FR 6
COUNTRY	France 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<b>Citeco Museum</b> “Cité de l’économie” is a Parisian interactive museum for economic education : the first of its kind in Europe. This museum makes you want to learn more about economics. A portion of the museum is dedicated to money and banksnotes exhibition.
SUBJECT MATTER	Museum devoted to economics and finance
MAIN ORGANISER	Banque de France
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Citeco is housed in Hotel Gaillard, a private mansion built in the 19 <sup>th</sup> century in Paris
START DATE	2018
END DATE	Ongoing
OBJECTIVE	Enhance economics and finance competencies. Economic debates give rise to different reactions. On the one end they are often considered as complex or abstract, and they may inspire mistrust or even be rejected outright. On the other end, regular surveys confirm both a desire to find out more about economics and the perception of the average level for knowledge in this field as insufficient (70% of respondents)
TARGET GROUP	School students, adults
NUMBER OF PEOPLE BENEFITING FROM THE INITIATIVE	30 000 visitors for year 2021, more than 2 million audience (website and youtube channel)
PROMOTION CHANNELS	N/A
LANGUAGES	French / English
TYPE OF OUTPUT PRODUCED	Educational material
DIGITAL TOOLS & TECHNOLOGY USED	Website and social networks


GENERAL INFORMATION	
INITIATIVE ID	FR 7
COUNTRY	France 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<p><b>Pilote Budget and Pilote Depenses applications</b></p> <p>“Cité de l’économie” is a Parisian interactive museum for economic education : the first of its kind in Europe. This museum makes you want to learn more about economics. A portion of the museum is dedicated to money and banknotes exhibition.</p>
SUBJECT MATTER	<p>Pilote Budget is an anonymous, free and confidential application that allows to calculate the remaining monthly living to manage more wisely money. The application calculates the amount of money which is available per month: incomes minus expenses = remaining funds for food and hobbies.</p> <p>Pilote Depense is an application that allows to track daily purchases and find out at any time how much money you have left until the end of the week or the end of the month</p>
MAIN ORGANISER	Agence Nouvelle des Solidarités Actives (ANSA)
CO-ORGANISER	SOS Familles Emmaüs, Banque de France, les Clés de la Banque, Finances et Pédagogie, la Banque Postale, le Crédit Municipal de Paris, Emmaüs France, la Fédération Bancaire Française (FBF), la Fédération Nationale des Caisses d’Epargne (FNCE), la Fédération Nationale Crédit Agricole
FEATURES AND CONTENT	
FORMAT	Online application
START DATE	2018 for Pilote Budget
END DATE	2020 for Pilote Depenses
OBJECTIVE	Ongoing
TARGET GROUP	Ideal tools not to spend more than your rest to live
NUMBER OF PEOPLE BENEFITING FROM THE INITIATIVE	Consumers in general
PROMOTION CHANNELS	100 000 downloads
LANGUAGES	N/A
TYPE OF OUTPUT PRODUCED	French / English / Arab
DIGITAL TOOLS & TECHNOLOGY USED	Personal application
	N/A

GENERAL INFORMATION	
INITIATIVE ID	FR 8
COUNTRY	France 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<u><a href="#">Financial education week</a></u> Event which is part of the Global money Week of the OECD
SUBJECT MATTER	Financial literacy and personal finance management
MAIN ORGANISER	Banque de France
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Online conference – Educational workshops throughout France - Webinar
START DATE	22 March 2021
END DATE	26 March 2021
OBJECTIVE	Financial education week is an annual awareness-raising campaign on the importance of ensuring that young people, from an early age, are financially aware, and are gradually acquiring the knowledge, skills, attitudes and behaviours necessary to make sound financial decisions and ultimately achieve financial well-being and financial resilience.
TARGET GROUP	School students, university students, young people in difficulty
NUMBER OF PEOPLE BENEFITING FROM THE INITIATIVE	> 5000 for year 2021
PROMOTIONAL CHANNELS	Internet sites Masquestionsdargent.fr and masquestionsdentrepreneur.fr; social networks, newsletter, newspaper
LANGUAGES	French
TYPE OF OUTPUT PRODUCED	Webinar – TV – video – online tuto
DIGITAL TOOLS & TECHNOLOGY USED	Webinar online – video on YouTube



GENERAL INFORMATION	
INITIATIVE ID	FR 9
COUNTRY	France
	
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<p><b>Financial education at school</b></p> <p>The aim of this programme is to help students enhance their financial competencies and to introduce financial education into the school curriculum.</p> <p>France has developed a specific device dedicated to middle schools (for 13 year-old children) which is called the “Financial Passport” or “Passport EDUCFI”.</p> <p>The financial passport is a workshop, as a classroom activity, which is carried out by teachers to their students. In the end, students receive a passport as a diploma. This initiative includes a teachers training programme to promote the use of the core competencies in financial education.</p>
SUBJECT MATTER	Financial literacy and personal finance management
MAIN ORGANISER	Banque de France
CO-ORGANISER	Ministry of Education in France
FEATURES AND CONTENT	
FORMAT	Physical educational workshops throughout France
START DATE	01 December 2020
END DATE	Ongoing
OBJECTIVE	Enhance financial competencies of all students
TARGET GROUP	Middle school students
NUMBER OF PEOPLE BENEFITING FROM THE INITIATIVE	30 000 students for year 2021 90 000 students for year 2022
PROMOTIONAL CHANNELS	Through teachers training programme
LANGUAGES	French
TYPE OF OUTPUT PRODUCED	Educational material
DIGITAL TOOLS & TECHNOLOGY USED	N/A

GENERAL INFORMATION	
INITIATIVE ID	FR 10
COUNTRY	France 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<a href="#"><u>Internet Portal for budgetary and financial education in France</u></a>
SUBJECT MATTER	Financial literacy and personal finance management
MAIN ORGANISER	Banque de France
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Internet portal
START DATE	2017
END DATE	Ongoing
OBJECTIVE	This portal is the primary information source for all our citizens looking for answers to their day-to-day banking, budgetary and financial questions. More than 2 million pages are consulted per year. This internet portal is not a website. It is a gateway to different websites to find the more neutral, educational and appropriate information, or the more appropriate tools which may be helpful for people
TARGET GROUP	All audiences
NUMBER OF PEOPLE BENEFITING FROM THE INITIATIVE	More than 2 million pages consulted per year
PROMOTION CHANNELS	Social networks, newsletter, newspaper
LANGUAGES	French
TYPE OF OUTPUT PRODUCED	Articles, video, simulators, letter template, games
DIGITAL TOOLS & TECHNOLOGY USED	N/A

GENERAL INFORMATION	
INITIATIVE ID	FR 11
COUNTRY	France 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<p><b>YouTube campaign against scams online and frauds on insurance and banking products</b></p> <p><a href="https://www.youtube.com/watch?v=bOWfWIEWd4">https://www.youtube.com/watch?v=bOWfWIEWd4</a></p> <p><a href="https://www.youtube.com/watch?v=umV1s7UuKDE">https://www.youtube.com/watch?v=umV1s7UuKDE</a></p> <p><a href="https://www.youtube.com/watch?v=t9PewxE8UEo">https://www.youtube.com/watch?v=t9PewxE8UEo</a></p> <p><a href="https://www.youtube.com/watch?v=jfnxuNUtzHs">https://www.youtube.com/watch?v=jfnxuNUtzHs</a></p> <p>4 short video showing the same fraud situation in an outdoor context and online. The main message is “don't do on the internet or on the phone what you wouldn't do in real life</p>
SUBJECT MATTER	These initiatives cover all types of financial and insurance and instruments products
MAIN ORGANISER	ACPR
CO-ORGANISER	ABEIS/AMF/Banque de France
FEATURES AND CONTENT	
FORMAT	Short videos (1 min) on YouTube
START DATE	15 November 2021
END DATE	Ongoing
OBJECTIVE	To increase awareness of consumers on how to identify scams and frauds
TARGET GROUP	Consumers in general, insurance clients
NUMBER OF PEOPLE BENEFITING FROM THE INITIATIVE	50 000, so far, the videos have been posted recently
PROMOTION CHANNELS	Social networks, ABEIS newsletter, ACPR website
LANGUAGES	French
TYPE OF OUTPUT PRODUCED	4 videos on Youtube
DIGITAL TOOLS & TECHNOLOGY USED	Videos on Youtube realised with an external contractor