





GENERAL INFORMATION	
INITIATIVE ID	PL 1
COUNTRY	Poland 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<b><u>CEDUR (the Educational Centre for Market Participants)</u></b> A long-term educational project including i.e. training and publishing activities (free brochures and handbooks). The main part of CEDUR are training seminars and workshops addressed to carefully selected groups of participants and conducted by employees of the UKNF.
SUBJECT MATTER	Regulation or supervisory measures. Financial literacy and personal finance management. Other specific products/services. These initiatives cover all types of financial, insurance and pension instruments and products. The subject of the seminars, depending on the audience, focuses mainly on current issues concerning financial market supervision, changes in laws and regulations, as well as offences detection on the capital market and the protection of financial services consumers.
MAIN ORGANISER	The Polish Financial Supervision Authority (UKNF)
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Training activities (seminars, workshops) carried out online as webinars and publishing activities (free educational brochures and handbooks) in online and print versions
START DATE	01 January 2009
END DATE	Ongoing
OBJECTIVE	Dissemination of knowledge on the functioning of the financial market.
TARGET GROUP	Representatives of entities supervised by the KNF, representatives of unions/associations of entities supervised by the KNF, judiciary, prosecutors and law enforcement officers, consumer protection institutions, school environment, consumers and the general public
LANGUAGES	Polish
TYPE OF OUTPUT PRODUCED	Educational material, online information, presentations, educational brochures and handbook.
TARGET GROUP	Representatives of entities supervised by the KNF, representatives of unions/associations of entities supervised by the KNF, judiciary, prosecutors and law enforcement officers, consumer protection institutions, pupils/school students, teachers/trainers, consumers and the general public.
NUMBER OF PEOPLE BENEFITING FROM THE INITIATIVE	9,4 >10 thousand participants (in 2020)
LANGUAGES	Polish
TYPE OF OUTPUT PRODUCED	Educational material
DIGITAL TOOLS & TECHNOLOGY USED	Webinars and online events platform

GENERAL INFORMATION	
INITIATIVE ID	PL 2
COUNTRY	Poland 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<a href="#"><u>Warnings about phishing sites and methods used by cyber criminals</u></a> The Financial Sector Cyber Security Team (CSIRT KNF) tracks the activities of cyber criminals and publishes warnings about identified phishing sites and cyber threats.
SUBJECT MATTER	Cyber security, phishing, banking products/services, payment services, payment accounts
MAIN ORGANISER	The Polish Financial Supervision Authority (UKNF)
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Publishing information about cyber security threats on a dedicated website and social media profiles
START DATE	01 July 2020
END DATE	Ongoing
OBJECTIVE	Raising consumers awareness of cyber threats
TARGET GROUP	Consumers in general
NUMBER OF PEOPLE BENEFITING FROM THE INITIATIVE	N/A
PROMOTION CHANNELS	Website, social media
LANGUAGES	Polish
TYPE OF OUTPUT PRODUCED	Public warning, on line information
DIGITAL TOOLS & TECHNOLOGY USED	N/A


GENERAL INFORMATION	
INITIATIVE ID	PL 3
COUNTRY	Poland 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<u><a href="#">Awareness-raising campaign on cyber fraud „Uwaga! Cyberoszust [Protect yourself from fraud and scams!]”</a></u> The campaign has been launched as a response to increasing number of signals on particular cybercrime activities of individuals claiming to be supervised by the KNF in relation to the cryptocurrency exchange transactions they offer. The campaign highlights that in Poland the cryptocurrency market is not a regulated or supervised market. The KNF does not authorise, supervise, or exercise any other supervisory powers in relation to the trade in cryptocurrencies.
SUBJECT MATTER	Cyber security, cryptocurrencies
MAIN ORGANISER	The Polish Financial Supervision Authority (UKNF)
CO-ORGANISER	The Polish National Police
FEATURES AND CONTENT	
FORMAT	Awareness-raising campaign
START DATE	18 December 2020
END DATE	Ongoing
OBJECTIVE	Providing information and practical advice on how to identify cybercrime techniques. Helping consumers to avoid becoming victims of financial fraud and scams, especially online.
TARGET GROUP	Consumers in general
NUMBER OF PEOPLE BENEFITING FROM THE INITIATIVE	N/A
PROMOTION CHANNELS	Website, social media, media (radio)
LANGUAGES	Polish
TYPE OF OUTPUT PRODUCED	On line information, educational material, radio news spots
DIGITAL TOOLS & TECHNOLOGY USED	N/A

GENERAL INFORMATION	
INITIATIVE ID	PL 4
COUNTRY	Poland 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<u><a href="#">Awareness-raising campaign "Invest Knowledgeably!"</a></u> The campaign has been launched to draw the attention of clients of investment firms and banks to the key elements that should be considered by any person making the decision to buy an investment product. The campaign's website provides guidance on how to invest knowledgeably, where to check information about the issuer, what data are particularly relevant, and what can be required of the seller.
SUBJECT MATTER	Investment products
MAIN ORGANISER	The Polish Financial Supervision Authority (UKNF)
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Awareness-raising campaign
START DATE	September 2020
END DATE	Ongoing
OBJECTIVE	Providing guidance on how to invest knowledgeably, where to check information about the issuer, what data are particularly relevant, and what can be required of the seller.
TARGET GROUP	Consumers in general, retail investors
NUMBER OF PEOPLE BENEFITING FROM THE INITIATIVE	N/A
PROMOTION CHANNELS	Website, social media, media (radio)
LANGUAGES	Polish
TYPE OF OUTPUT PRODUCED	On line information, educational material, radio news spots
DIGITAL TOOLS & TECHNOLOGY USED	N/A


GENERAL INFORMATION	
INITIATIVE ID	PL 5
COUNTRY	Poland 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<u><a href="#">Awareness-raising campaign “Investment notes – be aware of the risks!”</a></u> The awareness-raising campaign with a message addressed to market participants to remind them that decisions to use an offer of investment notes should be well thought out and that any person interested in such offer should be aware of potential risks.
SUBJECT MATTER	Investment notes
MAIN ORGANISER	The Polish Financial Supervision Authority (UKNF)
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Awareness-raising campaign
START DATE	June 2020
END DATE	Ongoing
OBJECTIVE	Raising awareness of potential risks involved in an offer of investment notes and a call for caution
TARGET GROUP	Consumers in general, retail investors
NUMBER OF PEOPLE BENEFITING FROM THE INITIATIVE	N/A
PROMOTION CHANNELS	Website, social media
LANGUAGES	Polish
TYPE OF OUTPUT PRODUCED	On line information, educational material, a call for caution
DIGITAL TOOLS & TECHNOLOGY USED	N/A

GENERAL INFORMATION	
INITIATIVE ID	PL 6
COUNTRY	Poland 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<u><a href="#">Awareness-raising campaign “Crowdfunding”</a></u> The campaign focused on the idea of crowdfunding providing with educational materials on the risks arising from such investment, the rules of crowdfunding, and proper advertising of projects. The contents were divided by subject into platforms, investors and issuers.
SUBJECT MATTER	Crowdfunding
MAIN ORGANISER	The Polish Financial Supervision Authority (UKNF)
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Awareness-raising campaign
START DATE	April 2020
END DATE	Ongoing
OBJECTIVE	Explaining the functioning of crowdfunding as an alternative way of raising capital
TARGET GROUP	Investors, issuers
NUMBER OF PEOPLE BENEFITING FROM THE INITIATIVE	N/A
PROMOTION CHANNELS	Website, social media
LANGUAGES	Polish
TYPE OF OUTPUT PRODUCED	On line information, educational material
DIGITAL TOOLS & TECHNOLOGY USED	N/A

GENERAL INFORMATION	
INITIATIVE ID	PL 7
COUNTRY	Poland 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<b><u>Awareness-raising campaign "Oczarowani" (Enchanted)</u></b> The name of the campaign "Enchanted" defines a wide range of non-professional investors and consumers looking for attractive investment opportunities, while lacking the necessary knowledge or experience to properly assess the available offers. Lack of awareness of many risks makes such people easily 'enchanted' with the ability to make quick and high profits.
SUBJECT MATTER	The risks associated with investing in the purchase of condo hotels/aparthotels
MAIN ORGANISER	The Polish Financial Supervision Authority (UKNF)
CO-ORGANISER	The Office of Competition and Consumer Protection, The Ministry of Investment and Development
FEATURES AND CONTENT	
FORMAT	Awareness-raising campaign based on the dedicated website
START DATE	November 2019
END DATE	Ongoing
OBJECTIVE	Providing with the most essential guidelines that will help non-professional participants of the financial market gain more knowledge about factors that should be taken when planning an investment.
TARGET GROUP	Consumers in general, retail investors
NUMBER OF PEOPLE BENEFITING FROM THE INITIATIVE	N/A
PROMOTION CHANNELS	Website, social media, media (TV, radio)
LANGUAGES	Polish
TYPE OF OUTPUT PRODUCED	On line information, television and radio news spots, educational material i.a. a set of tips and questions to be answered before the finalisation of purchase in the area of condo hotels/aparthotels (available in the form of a single file that may be useful during a conversation with the person offering such investment)

GENERAL INFORMATION	
INITIATIVE ID	PL 8
COUNTRY	Poland 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<b><u>Global Money Week (GMW)</u></b> GMW is an annual global 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.
SUBJECT MATTER	Financial literacy and personal finance management, the functioning of the financial market, banking activity and operations, financial products and services, guidelines for a better understanding of credit agreements for young adults, investing through investment funds, cyber threats and cybersecurity from the perspective of financial service users
MAIN ORGANISER	The Polish Financial Supervision Authority (UKNF) as a national coordinator of the campaign
CO-ORGANISER	The campaign is organised by the OECD/INFE Co-organisers at the national level: The Ministry of Finance, The Office of Competition and Consumer Protection, The Bank Guarantee Fund, The Polish Chamber of Insurance, The Society for Promotion of Financial Education
FEATURES AND CONTENT	
FORMAT	i.a. Training activities (seminars, workshops) carried out online as webinars, financial educational quizzes, saving surveys, GMW school blogs
START DATE	March 2014
END DATE	Ongoing (an annual initiative)
OBJECTIVE	Raising awareness about money matters amongst children and youth and allow them to develop knowledge and skills needed to become financially independent and employable in the future
TARGET GROUP	Pupils/school students, teachers/trainers/parents
NUMBER OF PEOPLE BENEFITING FROM THE INITIATIVE	18,5 >19 thousand participants (in 2021)
PROMOTION CHANNELS	Website, mailing, social media
LANGUAGES	Polish
TYPE OF OUTPUT PRODUCED	Educational material
DIGITAL TOOLS & TECHNOLOGY USED	Webinars and online events platform



GENERAL INFORMATION	
INITIATIVE ID	PL 9
COUNTRY	Poland 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<b><u>World Investor Week (WIW)</u></b> WIW is a global campaign to raise awareness about the importance of investor education and protection and to highlight the investor education and protection initiatives of securities regulators.
SUBJECT MATTER	i.a. Financial literacy and personal finance management, the functioning of the financial market, financial products and services, activities of investment firms and investment funds, safe and knowledgeable use of financial innovations, cyber threats and cybersecurity from the perspective of financial service users
MAIN ORGANISER	The Polish Financial Supervision Authority (UKNF) as a national coordinator of the campaign
CO-ORGANISER	The campaign is organised by IOSCO Co-organiser at the national level: The GPW Foundation (the Warsaw Stock Exchange Foundation)
FEATURES AND CONTENT	
FORMAT	i.a. Training activities (seminars, workshops) carried out online as webinars, The Financial Education Day
START DATE	October 2017
END DATE	Ongoing (an annual initiative)
OBJECTIVE	Raising awareness about the importance of investors education and protection
TARGET GROUP	Pupils/school students, teachers/trainers/parents, consumers in general, retail investors
NUMBER OF PEOPLE BENEFITING FROM THE INITIATIVE	3.8 > 4 thousand participants in the webinars (in 2021)
PROMOTION CHANNELS	Website, mailing, social media
LANGUAGES	Polish
TYPE OF OUTPUT PRODUCED	Educational material
DIGITAL TOOLS & TECHNOLOGY USED	Webinars and online events platform