




GENERAL INFORMATION	
INITIATIVE ID	HU 1 
COUNTRY	Hungary
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	Financial Navigator Advisory Offices The Offices operate in 18 cities countrywide, plus the MNB's CSD in Budapest
SUBJECT MATTER	Among others, mortgages, personal loans, payment services, deposits and savings, payment accounts, debit and credit cards
MAIN ORGANISER	Central Bank
CO-ORGANISER	NGO
FEATURES AND CONTENT	
FORMAT	Phone, personal, postal letter, written (e-mail), website (https://www.mnb.hu/fogyasztovedelem/tanacsado-irodak), social media (Facebook)
START DATE	01 October 2013
END DATE	Ongoing
OBJECTIVE	The main long-term aim is to develop financial literacy competencies and financial knowledge at the national level
TARGET GROUP	Consumers in general (adult population)
NUMBER OF PEOPLE BENEFITING FROM THE INITIATIVE	More than 20 000 cases/year
PROMOTION CHANNELS	Social media (Facebook, Youtube), media (TV, radio), Google AdWords, online press (newspapers, websites), print media (regional and local newspapers)
LANGUAGES	Hungarian
TYPE OF OUTPUT PRODUCED	No public output produced
DIGITAL TOOLS & TECHNOLOGY USED	Online information website, short films, online comparison websites responsive design, mobil applicaton for consumers

GENERAL INFORMATION	
INITIATIVE ID	HU 2
COUNTRY	Hungary 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	Development of the 'Financial Navigator' information materials 'Financial Navigator' leaflets, short films, financial protection website, product comparison app
SUBJECT MATTER	Including all following products: mortgages, personal loans, payment services, deposits and savings, payment accounts, debit and credit cards, all kinds of insurances, pension funds and other funds, investments and green finance as well. Furthermore, some pieces of advice regarding their using, their dangers, scams and fraud
MAIN ORGANISER	Central Bank
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Physical (brochures, booklets), website (https://www.mnb.hu/penzugyinnovator), social media (Facebook, Youtube), media (TV, radio), paper advertisement (stores), product comparison websites (http://www.mnb.hu/penzugyinnovator/alkalmazasok)
START DATE	01 October 2013
END DATE	Ongoing
OBJECTIVE	The main long-term aim is to develop financial literacy competencies and financial knowledge at the national level
TARGET GROUP	Consumer in general, indebted people, university students, elderly people, retail investors, insurance clients, pensioners
NUMBER OF PEOPLE BENEFITING FROM THE INITIATIVE	More than 500 000 views/year
PROMOTION CHANNELS	Social media (Facebook, Youtube), media (TV, radio), Financial Navigator Advisory Offices, websites of financial institutions and some public institutions contain the hyperlink of this initiative
LANGUAGES	Hungarian
TYPE OF OUTPUT PRODUCED	Online and offline information, social media post, informative short films, leaflets and booklets, public warning, comparison websites
DIGITAL TOOLS & TECHNOLOGY USED	Online information website, short films, online comparison websites responsive design, mobil applicaton for consumers

GENERAL INFORMATION	
INITIATIVE ID	HU 3
COUNTRY	Hungary 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	Online warning for retail investors Searching investment words, result list of searching page contains relevant MNB webpages at the beginning of the list
SUBJECT MATTER	Ensuring direct links to the relevant MNB sites, such as warnings for investors, information about the companies (included known companies without licence)
MAIN ORGANISER	The Central Bank of Hungary
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Online advertisement on one of the most popular searching webpages
START DATE	15 September 2020
END DATE	Ongoing
OBJECTIVE	Helping retail investors with making an appropriate and secure financial decision before choosing an online investment form. The long-term aim is to develop financial knowledge
TARGET GROUP	Consumers in general, retail investors
NUMBER OF PEOPLE BENEFITING FROM THE INITIATIVE	About 80 000 consumer
PROMOTION CHANNELS	One of the most popular searching webpages
LANGUAGES	Hungarian
TYPE OF OUTPUT PRODUCED	Direct links to the relevant MNB sites at the beginning of the result list on one of the most popular searching webpages
DIGITAL TOOLS & TECHNOLOGY USED	Use of the advertisement opportunities of the most widespread searching webpage in Hungary