



GENERAL INFORMATION	
INITIATIVE ID	FI 1
COUNTRY	Finland 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	Financial literacy website including information among other things on banking and payment service providers and products.
SUBJECT MATTER	The website covers all the banking products. In 2019, the Finnish Financial Supervisory Authority (FIN-FSA) systematically added information on topical themes related to digital finance to the website. These covered for example questions related to PSD2 and crypto assets.
MAIN ORGANISER	Central bank or competent authority (banking, securities and/or insurance).
CO-ORGANISER	Most of the information has been produced solely by FIN-FSA, but in summer 2019, FIN-FSA published a joint Q&A document on topical PSD2 themes with Finance Finland Association and the FinTech Finland Association.
FEATURES AND CONTENT	
FORMAT	Website and online tools
START DATE	15 November 2010
END DATE	Ongoing
OBJECTIVE	FIN-FSA wanted to provide impartial information on financial service providers and their products. FIN-FSA also wanted customers to pay attention to aspects of which they should be aware. FIN-FSA also wanted to increase consumers' understanding of topical questions related to digital finance.
TARGET GROUP	All groups are targeted
LANGUAGES	Finnish, Swedish, English
TYPE OF OUTPUT PRODUCED	Online information

GENERAL INFORMATION	
INITIATIVE ID	FI 2
COUNTRY	Finland 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	Consumer helpline
SUBJECT MATTER	Banking and financial products and services
MAIN ORGANISER	Central bank or competent authority (banking, securities and/or insurance)
CO-ORGANISER	n/a
FEATURES AND CONTENT	
FORMAT	Phone/email
START DATE	1 January 2011
END DATE	Ongoing
OBJECTIVE	To provide advice and offer information to the users of banking, insurance and investment services e.g. on the business practices expected of those operating in the financial market
TARGET GROUP	Consumers in general
LANGUAGES	Finnish, Swedish, English
TYPE OF OUTPUT PRODUCED	No public output produced

GENERAL INFORMATION	
INITIATIVE ID	FI 3
COUNTRY	Finland
	
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<u>Series of lectures for the consumers at the Bank of Finland Museum</u>
SUBJECT MATTER	Various themes of relating to current topics concerning financial sector/products and the activities (and history) of FIN-FSA and the Bank of Finland
MAIN ORGANISER	Central bank or competent authority
CO-ORGANISER	n/a
FEATURES AND CONTENT	
FORMAT	Physical (seminars, conferences...)
START DATE	2004
END DATE	Ongoing
OBJECTIVE	To improve the knowledge of current products/services/risks in the financial sector among consumers; to give information on the activities of FIN-FSA and the Bank of Finland
TARGET GROUP	Consumers in general
LANGUAGES	Finnish, Swedish, English
TYPE OF OUTPUT PRODUCED	Online information