


GENERAL INFORMATION	
INITIATIVE ID	HU 1
COUNTRY	Hungary 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	Financial Navigator Advisory Offices
SUBJECT MATTER	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, written (e-mail), website (http://penzugyifogyaszto.hu), social media (Facebook)
START DATE	1 October 2013
END DATE	
OBJECTIVE	The main long-term aim is to develop financial literacy competencies and financial knowledge at the national level.
TARGET GROUP	Consumers in general
LANGUAGES	Hungarian
TYPE OF OUTPUT PRODUCED	No public output produced

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 of the following products: mortgages, personal loans, payment services, deposits and savings, payment accounts, debit and credit cards
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), cooperation with supermarket chains and post offices
START DATE	1 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, indebted people, university students, elderly people
LANGUAGES	Hungarian
TYPE OF OUTPUT PRODUCED	Online and offline information, social media post, informative short films, leaflets and booklets, a public warning, comparison websites