

GENERAL INFORMATION	
INITIATIVE ID	DK 1
COUNTRY	Denmark 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<a href="#">Raadtilpenge Facebook page</a>
SUBJECT MATTER	Financial literacy and personal finance management
MAIN ORGANISER	Central bank or Competent authority (banking, securities and/or insurance) <a href="https://www.finanstilsynet.dk/en">https://www.finanstilsynet.dk/en</a>
CO-ORGANISER	n/a
FEATURES AND CONTENT	
FORMAT	Social media includes videos, memes and gifs
START DATE	June 2017
END DATE	Ongoing
OBJECTIVE	Facebook is being used as a platform for targeting our consumer information to the right consumers.
TARGET GROUP	Consumers in general
LANGUAGES	Danish
TYPE OF OUTPUT PRODUCED	Online Information

GENERAL INFORMATION	
INITIATIVE ID	DK 2 
COUNTRY	Denmark
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<a href="#">Paaroeven Facebook page</a>
SUBJECT MATTER	Financial literacy and personal finance management
MAIN ORGANISER	Central bank or competent authority (banking, securities and/or insurance) <a href="https://www.finanstilsynet.dk/en">https://www.finanstilsynet.dk/en</a>
CO-ORGANISER	n/a
FEATURES AND CONTENT	
FORMAT	Social media includes videos, memes and gifs
START DATE	Started in 2011 but with a redesign in 2017
END DATE	Ongoing
OBJECTIVE	The Facebook page targets young people between 18 and 25 years. It provides good advice, tips and information regarding spending, savings, loans, insurance and budgets.
TARGET GROUP	Young people between 18-25
LANGUAGES	Danish
TYPE OF OUTPUT PRODUCED	Online Information

GENERAL INFORMATION	
INITIATIVE ID	DK 3 
COUNTRY	Denmark
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<b>'All by myself' podcast by Fries before guys</b> <a href="https://friesb4guyspodcast.libsyn.com/">https://friesb4guyspodcast.libsyn.com/</a>
SUBJECT MATTER	Financial literacy and personal finance management
MAIN ORGANISER	Central bank or competent authority (banking, securities and/or insurance) <a href="https://www.finanstilsynet.dk/en">https://www.finanstilsynet.dk/en</a>
CO-ORGANISER	n/a
FEATURES AND CONTENT	
FORMAT	Social media includes videos and podcast
START DATE	6 September 2019
END DATE	24 September 2019
OBJECTIVE	To promote the app Pocket Money Budget (Lommebudget) and encourage a collaboration with the podcast 'Fries before guys'. The idea was to talk about money, spending and budgets, and how you can use the app to be on track with your own finances.
TARGET GROUP	Young people between 18 and 25 years
LANGUAGES	Danish
TYPE OF OUTPUT PRODUCED	Podcast, Instagram, Facebook