







GENERAL INFORMATION	
INITIATIVE ID	DK 1
COUNTRY	Denmark
	
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	Raadtilpenge Facebook page
SUBJECT MATTER	Financial literacy and personal finance management
MAIN ORGANISER	Danish Financial Supervisory Authority
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	Paaroeven Facebook page
SUBJECT MATTER	Financial literacy and personal finance management
MAIN ORGANISER	Danish Financial Supervisory Authority
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	<u>'All by myself' podcast by Fries before guys</u>
SUBJECT MATTER	Financial literacy and personal finance management
MAIN ORGANISER	Danish Financial Supervisory Authority
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Social media includes videos and podcast
START DATE	06 September 2019
END DATE	24 September 2019
OBJECTIVE	To promote the budget app 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


GENERAL INFORMATION	
INITIATIVE ID	DK 4
COUNTRY	Denmark
	
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<u>Podcast "Stupid Money"</u>
SUBJECT MATTER	Financial literacy and personal finance management
MAIN ORGANISER	Danish Financial Supervisory Authority
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Social media 4 podcast episodes was launched and we also made teaser videos on Facebook and Instagram to advertise for the podcast
START DATE	01 November 2020
END DATE	Ongoing
OBJECTIVE	We wanted to make a podcast where young people could talk about there experience with spending "stupid" money. When you spend money you don't actually have or that you wish you had spend differently. We teamed up with a known radiohost and made 4 episodes with 4 young people who shared their own experiences. The idea was to talk about money and spendig in a personal, interesting and humorous way to show that we al spend "stupid" money but that we also learn from it
TARGET GROUP	Young people between 18-25
PROMOTION CHANNELS	N/A
LANGUAGES	Danish
TYPE OF OUTPUT PRODUCED	Podcast episodes, Instagram and Facebook post advertising the podcast episodes
DIGITAL TOOLS & TECHNOLOGY USED	N/A

GENERAL INFORMATION	
INITIATIVE ID	DK 5
COUNTRY	Denmark
	
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<u>7 steps to a healthy personal finance</u>
SUBJECT MATTER	Financial literacy and personal finance management
MAIN ORGANISER	Danish Financial Supervisory Authority
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Website, online tools and videos
START DATE	January 2019
END DATE	Ongoing
OBJECTIVE	We wanted to create a collection of rule of thumb advice for those consumers that weren't interested in how to use financial products, but instead could want easy advice on how to create and maintain a healthy personal finance. And we wanted to use the insights of behavioural economics to create the rules of thumb
TARGET GROUP	Consumers in general
PROMOTION CHANNELS	Website, Facebook, Instagram
LANGUAGES	Danish
TYPE OF OUTPUT PRODUCED	Online information
DIGITAL TOOLS & TECHNOLOGY USED	N/A

GENERAL INFORMATION	
INITIATIVE ID	DK 6
COUNTRY	Denmark 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<u>Budget app Lommebudget</u>
SUBJECT MATTER	Financial literacy and personal finance management
MAIN ORGANISER	Danish Financial Supervisory Authority
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	App
START DATE	01 January 2014
END DATE	Ongoing
OBJECTIVE	We are planning a new release of the app with new design and new functionality in January 2022.
TARGET GROUP	We wanted to make a simple budget app based on behavioural economics insights. The key is that when you spend money you have to type it into the app, and then it will give you an overview over how you spend your money. When you have to type in all your spendings you become more conscious about your spendings. The app helps you to keep track on your spendings
PROMOTION CHANNELS	Consumers in general
LANGUAGES	Website, Facebook, Instagram
TYPE OF OUTPUT PRODUCED	Danish
DIGITAL TOOLS & TECHNOLOGY USED	App available in App Store and Google Play
	N/A

GENERAL INFORMATION	
INITIATIVE ID	DK 7
COUNTRY	Denmark
	
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	General warnings regarding crypto currency The Danish FSA do not advice consumers to invest in crypto assets. On their consumer website www.raadtilpenge.dk is given good advice if you are thinking about investing in crypto currency .
SUBJECT MATTER	Investment products/services
MAIN ORGANISER	Danish Financial Supervisory Authority
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Website
START DATE	October 2021
END DATE	Ongoing
OBJECTIVE	Warning and helping consumers
TARGET GROUP	Consumers in general
PROMOTION CHANNELS	Website, Facebook, Instagram
LANGUAGES	Danish
TYPE OF OUTPUT PRODUCED	Online information
DIGITAL TOOLS & TECHNOLOGY USED	Used Facebook and Instagram to communicate the advice

GENERAL INFORMATION	
INITIATIVE ID	DK 8
COUNTRY	Denmark
	
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	Advice on how to avoid digital scam On The Danish FSA consumer website www.raadtilpenge.dk is provided good advice to the consumers on how to avoid digital scam and phishing.
SUBJECT MATTER	Digital scam/phishing/fake investments
MAIN ORGANISER	Danish Financial Supervisory Authority
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Website
START DATE	March 2020
END DATE	Ongoing
OBJECTIVE	Warning and helping consumers
TARGET GROUP	Consumers in general
PROMOTION CHANNELS	Website, Facebook, Instagram
LANGUAGES	Danish
TYPE OF OUTPUT PRODUCED	Online information
DIGITAL TOOLS & TECHNOLOGY USED	Used Facebook and Instagram to communicate the advice

GENERAL INFORMATION	
INITIATIVE ID	DK 9
COUNTRY	Denmark
	
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<p>Safe digital everyday</p> <p>The Agency for Digitisation and The Danish Business Authority have developed the website www.sikkerdigital.dk which is aimed at citizens, companies and authorities. There are information and advice to citizens about safe digital behaviour, digital fraud, cybersecurity and scams.</p> <p>https://sikkerdigital.dk/borger</p>
SUBJECT MATTER	Digital behaviour/digital fraud/cybersecurity/scam
MAIN ORGANISER	The Agency for Digitisation and The Danish Business Authority
CO-ORGANISER	The Danish Data Protection Agency, The Danish Crime Prevention Council, Danish Police, The Danish Consumer Council, Centre for Cybersecurity, Danish Security and Intelligence Service, Local Government Denmark, The Danish Competition and Consumer Authority, Danish Regions
FEATURES AND CONTENT	
FORMAT	Website
START DATE	November 2018
END DATE	Ongoing
OBJECTIVE	Warning and helping consumers
TARGET GROUP	Consumers in general
PROMOTION CHANNELS	Website
LANGUAGES	Danish
TYPE OF OUTPUT PRODUCED	Online information
DIGITAL TOOLS & TECHNOLOGY USED	N/A