



GENERAL INFORMATION	
INITIATIVE ID	BE 1
COUNTRY	Belgium
	
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<p>www.wikifin.be</p> <p>Wikifin.be is a web portal that helps financial consumers to take financial decisions. It makes reliable and useful information available free of charge, independently of private financial players. The website includes a lot of information in textual form. In order to inform consumers even better, a considerable number of simulators and videos have been added.</p>
SUBJECT MATTER	General information on Financial education, Budget, Consumption, Payment services, Saving, Investment, Insurance, Loans, Pensions.
MAIN ORGANISER	FSMA
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Website
START DATE	31 January 2013
END DATE	Ongoing
OBJECTIVE	Wikifin.be is a web portal that helps financial consumers to take financial decisions. It makes reliable and useful information available free of charge, independently of private financial players
TARGET GROUP	All financial consumers
NUMBER OF PEOPLE BENEFITING FROM THE INITIATIVE	Since 2013, more than 13 million visits
PROMOTION CHANNELS	Newsletter, website, social networks
LANGUAGES	Dutch and French
TYPE OF OUTPUT PRODUCED	Online information: articles, checklists, quiz, simulators, calculators, warnings, videos, games

GENERAL INFORMATION	
INITIATIVE ID	BE 2
COUNTRY	Belgium 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<u>Simulator of savings accounts</u> The savings account simulator allows each financial consumer to compare on-line the offer of savings accounts in Belgium, in a personalized way.
SUBJECT MATTER	Savings accounts (deposits)
MAIN ORGANISER	FSMA
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Website
START DATE	01 February 2013
END DATE	Ongoing
OBJECTIVE	The savings account simulator allows each financial consumer to compare on-line the offer of savings accounts in Belgium, in a personalized way. After having encoded several data, in particular the starting capital to be deposited, any intermediate amounts, the investment horizon, the consumer receives a list of results showing the amount of interest collected for each savings account. The objective is to help financial consumers to make the best choice for their savings account
TARGET GROUP	All financial consumers
NUMBER OF PEOPLE BENEFITING FROM THE INITIATIVE	Since 2013, the simulator has been used more than 500.000 times
PROMOTION CHANNELS	www.wikifin.be , social networks, newsletter
LANGUAGES	Dutch and French
TYPE OF OUTPUT PRODUCED	Simulator

GENERAL INFORMATION	
INITIATIVE ID	BE 3
COUNTRY	Belgium 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<u>Demobank</u> Demobank is an online tool allowing students to discover the functioning of an online bank account in a safe space of exercise. The simulator allows students to make transfers, standing orders and see what happens on their account statements.
SUBJECT MATTER	Payment accounts
MAIN ORGANISER	FSMA
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Website, online tool, educational material for schools
START DATE	01 January 2016
END DATE	Ongoing
OBJECTIVE	The objective is to teach students how to use an online bank account.
TARGET GROUP	Secondary school students
NUMBER OF PEOPLE BENEFITING FROM THE INITIATIVE	Since 2016, the tool has been used more than 150,000 times
PROMOTION CHANNELS	www.wikifin.be , social networks, newsletter
LANGUAGES	Dutch and French
TYPE OF OUTPUT PRODUCED	Online tool, educational material for schools

GENERAL INFORMATION	
INITIATIVE ID	BE 4
COUNTRY	Belgium
	
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<p><u>Money Week</u></p> <p>The Money Week is an initiative of Wikifin.be (FSMA). It is a national thematic week. Various activities are organized during the Money Week, both for schools (education) and for the general public.</p>
SUBJECT MATTER	All financial education topics
MAIN ORGANISER	FSMA
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Events, conferences, games, educational material for schools
START DATE	01 January 2016
END DATE	Ongoing
OBJECTIVE	The objective of the Money Week is to allow as much debate as possible about money issues, and to promote financial education.
TARGET GROUP	All financial consumers
NUMBER OF PEOPLE BENEFITING FROM THE INITIATIVE	Potentially all financial consumers
PROMOTION CHANNELS	www.wikifin.be , social networks, newsletter
LANGUAGES	Dutch and French
TYPE OF OUTPUT PRODUCED	Events, conferences, games, educational material for schools

GENERAL INFORMATION	
INITIATIVE ID	BE 5
COUNTRY	Belgium 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	Wikifin Lab The Wikifin Lab is an interactive financial education centre in which visitors (high school students) increase their understanding of basic financial mechanisms by experiencing various everyday financial situations.
SUBJECT MATTER	Banking, investment and insurance products/services; consumer behaviour (influences, choices, consequences).
MAIN ORGANISER	FSMA
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	An interactive financial education centre
START DATE	30 September 2020
END DATE	Ongoing
OBJECTIVE	The Wikifin Lab invites visitors (high school students) to sharpen their capacity for critical thinking by presenting them with personal and societal choices. It improves their knowledge and enhances their understanding of basic financial mechanisms, thereby enabling them to make better-informed choices in daily life. Thanks to this fun and educational immersive experience, visitors to the Wikifin Lab will be motivated to take charge of their personal finances.
TARGET GROUP	Students of secondary schools (12-18 year)
NUMBER OF PEOPLE BENEFITING FROM THE INITIATIVE	More than 10.000 students can visit the Wikifin Lab each year. Depending on the coronavirus measures in force, that capacity may be temporarily reduced.
PROMOTION CHANNELS	Newsletter, website, social networks, partners
LANGUAGES	Dutch and French; English version under construction
TYPE OF OUTPUT PRODUCED	An interactive financial education centre

GENERAL INFORMATION	
INITIATIVE ID	BE 6
COUNTRY	Belgium 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<u>Test and videos relating to (online) fraud</u> The FSMA developed an online test in order to determine, based on nine questions, whether an offer may be an attempt at fraud. The test is supported by animation videos and testimonials that explain what fraud is and how to recognize it.
SUBJECT MATTER	Investment products/services; consumer behaviour (influences, choices, consequences).
MAIN ORGANISER	FSMA
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Online tool and videos.
START DATE	11 June 2021
END DATE	Ongoing
OBJECTIVE	Raising the awareness of a broad public about fraudulent practices.
TARGET GROUP	The general public.
NUMBER OF PEOPLE BENEFITING FROM THE INITIATIVE	N/A – Awaiting the results of a online campaign promoting this content.
PROMOTION CHANNELS	Social networks, newsletter
LANGUAGES	Dutch and French
TYPE OF OUTPUT PRODUCED	Online tool and videos
DIGITAL TOOLS & TECHNOLOGY USED	N/A

GENERAL INFORMATION	
INITIATIVE ID	BE 7
COUNTRY	Belgium 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<u>Wikifin School</u> Wikifin School offers a wide variety of free teaching material and training for teachers to support them in their financial education classes.
SUBJECT MATTER	This initiative covers all types of financial, insurance and pension instruments and products. There are specific teaching materials on cybersecurity, fraud and scams.
MAIN ORGANISER	FSMA
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Teaching materials, physical (training), digital tools (website and online tools), videos.
START DATE	06 june 2014
END DATE	Ongoing
OBJECTIVE	Supporting teachers in their financial education classes.
TARGET GROUP	Primary and secondary school teachers
NUMBER OF PEOPLE BENEFITING FROM THE INITIATIVE	> 10.000 teachers
PROMOTION CHANNELS	Newsletter, social networks and partners
LANGUAGES	Dutch and French
TYPE OF OUTPUT PRODUCED	Teaching material
DIGITAL TOOLS & TECHNOLOGY USED	N/A