






GENERAL INFORMATION	
INITIATIVE ID	NL 1
COUNTRY	The Netherlands 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<p>Publications for consumers</p> <p>Publications on the Dutch Authority for the Financial Markets (AFM) activity in a user-friendly format: for instance the 2017 Agenda of the AFM has been published in a consumer-friendly version, in addition to the general (more elaborate) version.</p>
SUBJECT MATTER	<p>Financial products/services</p> <p>Any topic within the scope of the AFM's supervision</p>
MAIN ORGANISER	<p>Central bank or competent authority (banking, securities, and/or insurance).</p> <p>https://www.afm.nl/en</p>
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Website and online tools, social media
START DATE	10 March 2017
END DATE	Ongoing
OBJECTIVE	Encourage consumers to be up to date on AFM activities
TARGET GROUP	Consumers in general
LANGUAGES	Dutch
TYPE OF OUTPUT PRODUCED	Online information


GENERAL INFORMATION	
INITIATIVE ID	NL 2
COUNTRY	The Netherlands 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	Website for consumers
SUBJECT MATTER	Financial products/services News items, general information on products, advice and applicable regulations, warnings, warnings lists and AFM registers
MAIN ORGANISER	Central bank or competent authority https://www.afm.nl/en
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Website and online tools, social media
START DATE	10 March 2002
END DATE	Ongoing
OBJECTIVE	Help existing and future consumers develop the knowledge, skills and confidence to appropriately understand risks and opportunities, to make informed choices and know where to go for assistance
TARGET GROUP	Consumers in general
LANGUAGES	Dutch
TYPE OF OUTPUT PRODUCED	Online information

GENERAL INFORMATION	
INITIATIVE ID	NL 3
COUNTRY	The Netherlands
	
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	Financial Markets Information Line
SUBJECT MATTER	Financial products/services
MAIN ORGANISER	Central bank or competent authority https://www.afm.nl/en
CO-ORGANISER	National Ombudsman - the Financial Services Complaints Tribunal (Kifid) is the dispute agency of the Netherlands
FEATURES AND CONTENT	
FORMAT	Website and online tools, phone
START DATE	01 March 2002
END DATE	Ongoing
OBJECTIVE	The Financial Markets Information Line gives consumers the ability to raise their concerns.
TARGET GROUP	Consumers in general
LANGUAGES	Information on the Financial Markets Information Line is available in Dutch and English.
TYPE OF OUTPUT PRODUCED	Online information

GENERAL INFORMATION	
INITIATIVE ID	NL 4
COUNTRY	The Netherlands 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	Money Wise Platform
SUBJECT MATTER	Personal finance management
MAIN ORGANISER	Government department
CO-ORGANISER	Several partners of the initiative, for instance the Dutch central bank (DNB), industry associations, ministries, consumer associations and the AFM (https://www.afm.nl/en)
FEATURES AND CONTENT	
FORMAT	Website and online tools
START DATE	01 January 2008
END DATE	Ongoing
OBJECTIVE	Enhance responsible financial behaviour
TARGET GROUP	Consumers in general
LANGUAGES	Dutch; quite a large coverage available in English as well
TYPE OF OUTPUT PRODUCED	Online information; educational material, videos, guest lectures

GENERAL INFORMATION	
INITIATIVE ID	NL 5
COUNTRY	The Netherlands 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	Monthly consumer newsletter
SUBJECT MATTER	Personal finance management Information addressed to consumers on any topic within the scope of the AFM's supervision.
MAIN ORGANISER	Government department
CO-ORGANISER	Several partners of the initiative, for instance the Dutch central bank (DNB), industry associations, ministries, consumer associations and the AFM (https://www.afm.nl/en)
FEATURES AND CONTENT	
FORMAT	Website and online tools; e-mail
START DATE	01 January 2016
END DATE	Ongoing
OBJECTIVE	Informing consumers
TARGET GROUP	Consumers in general
LANGUAGES	Dutch
TYPE OF OUTPUT PRODUCED	Online information

GENERAL INFORMATION	
INITIATIVE ID	NL 6
COUNTRY	The Netherlands 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	Communication/warning on FinTech related matters The AFM has published on its website information, that includes 'warnings', on the risks of virtual currencies, cryptos-assets, initial coins offerings and blockchain technology.
SUBJECT MATTER	FinTech: virtual currencies, crypto-assets and blockchain technology
MAIN ORGANISER	AFM
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Website and online tools, social media
START DATE	01 November 2017
END DATE	Ongoing
OBJECTIVE	Inform consumers on content and risks of virtual currencies, crypto-assets, initial coins offering and blockchain technology
TARGET GROUP	Consumers in general
LANGUAGES	Dutch
TYPE OF OUTPUT PRODUCED	Online information

GENERAL INFORMATION	
INITIATIVE ID	NL 7
COUNTRY	Netherlands 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	Dutch Deposit Guarantee
SUBJECT MATTER	Financial literacy, trust and financial stability
MAIN ORGANISER	Dutch Central Bank
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Online campaign (website and online tools).
START DATE	15 April 2021
END DATE	Ongoing
OBJECTIVE	Dutch deposit guarantee is essential to prevent a bank run and to remain financially stable. Publicity to educate the public that their savings are safe up to €100.000 per person per bank therefore is key
TARGET GROUP	Dutch public in general and especially targeting on young people and women.
NUMBER OF PEOPLE BENEFITING FROM THE INITIATIVE	Dutch public with a bank account, potentially 17 million people could benefit from the initiative.
PROMOTION CHANNELS	<p>For the campaign we use online video (a.o. YouTube), digital audio & video (a.o. Spotify), display (native ads, smarticles on two main Dutch news sites) and social ads (Instagram, Printertest).</p> <p>To promote the campaign we use our website DNB.nl, press release, social media. A toolkit has been created for other professional parties. And we work in close cooperation with the Dutch commercial banks and the Dutch banking association by also using their networks.</p>
LANGUAGES	Dutch for the campaign, website has been translated to English
TYPE OF OUTPUT PRODUCED	All messages on the channels used for the campaign, direct to the general website