






GENERAL INFORMATION	
INITIATIVE ID	<b>IE 1</b>
COUNTRY	<b>Ireland</b>
	
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<b>Information tent at the National Ploughing Championships</b>
SUBJECT MATTER	Financial products and services
MAIN ORGANISER	Central Bank of Ireland <a href="https://www.centralbank.ie">https://www.centralbank.ie</a>
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Physical (seminar, conferences, etc.)
START DATE	17 September 2019
END DATE	19 September 2019
OBJECTIVE	To help existing and future consumers develop the knowledge, skills and confidence to appropriately understand risks and opportunities, to make informed choices and to know where to go for assistance
TARGET GROUP	Consumers in general, small and medium-sized enterprises (primarily from the farming community)
LANGUAGES	English
TYPE OF OUTPUT PRODUCED	Publications (e.g. leaflets, guides)


GENERAL INFORMATION	
INITIATIVE ID	IE2
COUNTRY	Ireland
	
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<p><a href="#">Online consumer hub</a></p> <p>Dedicated consumer hub section on the Central Bank of Ireland's website which provides information in a consumer-friendly way on how the Central Bank works to protect consumers in their dealings with financial services firms</p>
SUBJECT MATTER	Financial products and services
MAIN ORGANISER	Central Bank of Ireland
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Website and online tools
START DATE	01 February 2018
END DATE	Ongoing
OBJECTIVE	To deliver a more consumer-centric approach on the Central Bank of Ireland's website
TARGET GROUP	Consumers in general
LANGUAGES	Irish, English
TYPE OF OUTPUT PRODUCED	Online information
DIGITAL TOOLS & TECHNOLOGY USED	Adobe creative suite – (Illustrator, Photoshop, InDesign, Premier Pro, After Effects) PowerPoint


GENERAL INFORMATION	
INITIATIVE ID	IE3
COUNTRY	Ireland
	
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<a href="#">Animated Explainer Series</a>
SUBJECT MATTER	The videos show the leading character, Alex, interacting with members of the public curious to know more about the Central Bank of Ireland and what it does. The topics covered include: what the Central Bank does and why, what does regulation means, how the Central Bank is funded and what the Central Bank's role in Europe is.
MAIN ORGANISER	Central Bank of Ireland
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Shared on the Central Bank's website (Consumer Hub) and disseminated via the Central Bank's social media profiles (LinkedIn; Twitter; YouTube). Shown in schools throughout Ireland for educational purposes
START DATE	October 2019
END DATE	Ongoing
OBJECTIVE	The aim of the animated videos was to further develop the public's understanding of the role of the Central Bank. Each video focuses on addressing and answering a question that a member of the public may ask about the Central Bank.
TARGET GROUP	General public
LANGUAGES	Irish, English
TYPE OF OUTPUT PRODUCED	Media - online video
DIGITAL TOOLS & TECHNOLOGY USED	Adobe creative suite – (Illustrator, Photoshop, InDesign, Premier Pro, After Effects) PowerPoint

GENERAL INFORMATION	
INITIATIVE ID	IE4
COUNTRY	Ireland
	
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<u><a href="#">Explainers</a></u> Concise and consumer-friendly explanations on the Central Bank of Ireland's website in relation to some of the questions that the bank is asked most often
SUBJECT MATTER	Financial products and services
MAIN ORGANISER	Central Bank of Ireland
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Website and online tools
START DATE	01 February 2017
END DATE	Ongoing
OBJECTIVE	The Explainers are part of the Central Bank of Ireland's website which includes a dedicated online consumer hub and a more consumer-centric and consumer-friendly approach to explaining lay concepts and issues to consumers, including how a consumer can complain about a financial services firm, why consumers must prove their identity when obtaining a financial services product, FinTech, and the Central Credit Register
TARGET GROUP	Consumers in general
LANGUAGES	Irish, English
TYPE OF OUTPUT PRODUCED	Online information
DIGITAL TOOLS & TECHNOLOGY USED	Adobe creative suite – (Illustrator, Photoshop, InDesign, Premier Pro, After Effects) PowerPoint


GENERAL INFORMATION	
INITIATIVE ID	IE5
COUNTRY	Ireland 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<a href="#"><u>Explainer information for consumers on what 'IBAN discrimination' is and what consumers can do about it</u></a>
SUBJECT MATTER	Banking products – Single Euro Payments (SEPA) International bank account number (IBAN) for Euro payments or direct debits
MAIN ORGANISER	Central Bank of Ireland
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Website
START DATE	November 2019
END DATE	Ongoing - this initiative is an example of the 'Explainer Series', which is an ongoing campaign that deals with different topics that the Central Bank of Ireland is asked about most often.
OBJECTIVE	To advise consumers that companies and employers in Ireland are obliged to accept IBANs from other SEPA countries and what to do if they believe that they are subject to IBAN discrimination
TARGET GROUP	Consumers in general
LANGUAGES	Irish, English
TYPE OF OUTPUT PRODUCED	Online information


GENERAL INFORMATION	
INITIATIVE ID	IE6
COUNTRY	Ireland 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<a href="#">Explainer - what are crypto-currencies like bitcoin?</a>
SUBJECT MATTER	E-money
MAIN ORGANISER	Central Bank of Ireland
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Website and online tools
START DATE	H1 2019
END DATE	Ongoing - This initiative is an example of the 'Explainer Series', which is an ongoing campaign that deals with different topics that the Central Bank of Ireland is asked about most often'
OBJECTIVE	To explain to consumers what crypto-currencies such as bitcoin are and how they differ from standard money
TARGET GROUP	Consumers in general
LANGUAGES	Irish, English
TYPE OF OUTPUT PRODUCED	Online information


GENERAL INFORMATION	
INITIATIVE ID	IE7
COUNTRY	Ireland 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<p><b>Unauthorised Firms – <a href="#">How</a> the Central Bank Regulates Unauthorised Firms, and <a href="#">Why</a> it is Important to Deal with Authorised Firms</b></p> <p>Information pages providing the consumer with an explanation of how the Central Bank of Ireland regulates unauthorised firms, and why it is important to deal with an authorised financial service provider. The page also provides information on how a consumer can check the authorisation status of a firm, and provides access to the register of authorised firms.</p>
SUBJECT MATTER	Financial products and services
MAIN ORGANISER	Central Bank of Ireland
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Shared on the Central Bank's website (Consumer Hub)
START DATE	Recurring
END DATE	Recurring
OBJECTIVE	To provide the consumer with information relating to authorisation of financial service providers and provide the tools to check the authorisation status of financial service providers
TARGET GROUP	Consumers in general
LANGUAGES	English
TYPE OF OUTPUT PRODUCED	Online information and tools


GENERAL INFORMATION	
INITIATIVE ID	IE8
COUNTRY	Ireland 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<a href="#">Brexit FAQ - Consumers</a> Concise information page answering the most frequently asked questions from a consumer point of view in relation to Brexit
SUBJECT MATTER	Financial products and services
MAIN ORGANISER	Central Bank of Ireland
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Shared on the Central Bank's website (Consumer Hub)
START DATE	Recurring
END DATE	Recurring
OBJECTIVE	To provide the consumer with the most-requested information needed in the lead-up to, and during the Brexit transition period.
TARGET GROUP	Consumers in general
LANGUAGES	English
TYPE OF OUTPUT PRODUCED	Online information
DIGITAL TOOLS & TECHNOLOGY USED	Adobe creative suite – (Illustrator, Photoshop, InDesign, Premier Pro, After Effects) PowerPoint




GENERAL INFORMATION	
INITIATIVE ID	IE9
COUNTRY	Ireland 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<p><a href="#"><u>Covid-19 – Consumer FAQ</u></a></p> <p>Concise information page answering the most frequently asked questions from a consumer point of view in relation to the Covid-19 pandemic. The page also provides access to Covid-19 explainer videos which have been developed to aid in the consumers understanding of topics including Covid-19 mortgage supports.</p>
SUBJECT MATTER	Financial products and services
MAIN ORGANISER	Central Bank of Ireland
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Shared on the Central Bank’s website (Consumer Hub)
START DATE	Recurring
END DATE	Recurring
OBJECTIVE	To provide the consumer with concise information and video sources in relation to the provision of financial services and products during the Covid-19 pandemic.
TARGET GROUP	Consumers in general
LANGUAGES	English
TYPE OF OUTPUT PRODUCED	Online information and videos
DIGITAL TOOLS & TECHNOLOGY USED	Adobe creative suite – (Illustrator, Photoshop, InDesign, Premier Pro, After Effects) PowerPoint

GENERAL INFORMATION	
INITIATIVE ID	IE 10
COUNTRY	Ireland 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<u><a href="#">Deposit Guarantee Scheme</a></u> Online page providing the consumer with information in relation to the Deposit Guarantee Scheme and how their deposits are protected
SUBJECT MATTER	Financial products and services
MAIN ORGANISER	Central Bank of Ireland
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Shared on the Central Bank's website (Consumer Hub)
START DATE	Recurring
END DATE	Recurring
OBJECTIVE	To provide the consumer with concise information on the Deposit Guarantee Scheme.
TARGET GROUP	Consumers in general
LANGUAGES	English
TYPE OF OUTPUT PRODUCED	Online information

GENERAL INFORMATION	
INITIATIVE ID	IE11
COUNTRY	Ireland 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<a href="#">Consumer Notices</a> Access to all consumer notices and warnings provided on one page in a consumer friendly manner
SUBJECT MATTER	Financial products and services
MAIN ORGANISER	Central Bank of Ireland
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Shared on the Central Bank's website (Consumer Hub).
START DATE	Recurring
END DATE	Recurring
OBJECTIVE	The provide the consumer with access to all consumer notices and warnings from one concise and consumer friendly page.
TARGET GROUP	Consumers in general
LANGUAGES	English
TYPE OF OUTPUT PRODUCED	Online information

GENERAL INFORMATION	
INITIATIVE ID	IE 12
COUNTRY	Ireland 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<a href="#">Central Credit Register Explainer</a> A concise and consumer-friendly explanation (including a supporting infographic) of what the Central Credit Register, how it works, and how a consumer can request a copy of their credit report
SUBJECT MATTER	Financial products and services
MAIN ORGANISER	Central Bank of Ireland
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Shared on the Central Bank's website (Consumer Hub).
START DATE	Recurring
END DATE	Recurring
OBJECTIVE	The aim is to aid the consumer in their understanding of what the Central Credit Register is, how it works, and how they consumer can request a copy of their credit report
TARGET GROUP	Consumers in general
LANGUAGES	English
TYPE OF OUTPUT PRODUCED	Online information and infographic
DIGITAL TOOLS & TECHNOLOGY USED	Adobe creative suite – (Illustrator, Photoshop, InDesign, Premier Pro, After Effects) PowerPoint

GENERAL INFORMATION	
INITIATIVE ID	IE13
COUNTRY	Ireland 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<p><a href="#">Consumer Guides</a></p> <p>The Central Bank has published three consumer guides to aid the consumer in their dealings with financial service providers.</p> <p>There guides include:</p> <p>A Consumer <a href="#">Guide</a> to the Consumer Protection Code</p> <p>Code of Conduct on Mortgage Arrears – A Consumer <a href="#">Guide</a></p> <p><a href="#">Guide</a> to Completing a Standard Financial Statement</p>
SUBJECT MATTER	Financial products and services
MAIN ORGANISER	Central Bank of Ireland
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Shared on the Central Bank's website (Consumer Hub).
START DATE	Recurring
END DATE	Recurring
OBJECTIVE	The aim of the consumer guides is to equip consumers with the information needed in their dealings with financial service providers.
TARGET GROUP	Consumers in general
LANGUAGES	English, Irish
TYPE OF OUTPUT PRODUCED	Online guide
DIGITAL TOOLS & TECHNOLOGY USED	Adobe creative suite – (Illustrator, Photoshop, InDesign, Premier Pro, After Effects) PowerPoint