




GENERAL INFORMATION	
INITIATIVE ID	LT 1
COUNTRY	Lithuania
	
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<u>Personal finance guide</u> (available only in Lithuanian)
SUBJECT MATTER	Type of product and service Website Personal finance guide (integrated in www.lb.lt) provides consumers with information about various financial products and services: credit products (consumer loans, mortgage loans), pension funds (II and III pillar pension funds), investment products (basic information about investment, crowdfunding, investing in shares and bonds, investment funds, scams). Insurance products (car insurance, travel insurance, life insurance etc.), payments. The information on various financial products is reinforced with online lectures and additional publicity on social media (https://www.facebook.com/Lietuvosbankas). Recently highlighted attention is paid to various fraud prevention initiatives (articles, video, conferences, etc.)
MAIN ORGANISER	Lietuvos bankas
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Main channel is a website, dedicated to various financial products, accompanied by online lectures, events and publicity on social media
START DATE	March 2018
END DATE	Ongoing
OBJECTIVE	This initiative aims to provide consumers with objective and impartial information about financial products offering an opportunity for consumers to get answers to their questions (via e-mail).
TARGET GROUP	Consumers in general
NUMBER OF PEOPLE BENEFITING FROM THE INITIATIVE	Information is spread to more than 100 000 consumers via social media channels each year.
PROMOTION CHANNELS	Mainly social networks
LANGUAGES	Lithuanian
TYPE OF OUTPUT PRODUCED	Online information, online lectures and events
DIGITAL TOOLS & TECHNOLOGY USED	N/A

GENERAL INFORMATION	
INITIATIVE ID	LT2
COUNTRY	Lithuania
	
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	Personal inflation calculator
SUBJECT MATTER	<p>The personal inflation calculator is a tool that can be used by Lithuanian residents to calculate their personal inflation rates. One has to enter the data on their average monthly consumption expenditure by allocating it to certain groups of goods and services. Having done that, the calculator automatically determines the personal inflation rate.</p> <p>https://www.lb.lt/en/ospstats/viewfaqFromConfig</p>
MAIN ORGANISER	Lietuvos bankas
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Calculator is published in a website of the Bank of Lithuania
START DATE	March 2020
END DATE	Ongoing
OBJECTIVE	This initiative contributes to better personal financial management. The calculator provides one of the most accurate personal inflation estimates.
TARGET GROUP	Consumers in general
NUMBER OF PEOPLE BENEFITING FROM THE INITIATIVE	351 unique users (2021)
PROMOTIONAL CHANNELS	Mainly website
LANGUAGES	Lithuanian, English
TYPE OF OUTPUT PRODUCED	Online information

GENERAL INFORMATION	
INITIATIVE ID	LT3
COUNTRY	Lithuania
	
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<u>Pinigu muziejus (Money museum)</u>
SUBJECT MATTER	<p>The exhibition of The Money Museum of the Bank of Lithuania introduces visitors to the history of money and banking, Lithuanian currencies as well as banking development in the country from the first credit institutions to the present day. The museum is not only equipped with modern tools and integrates various visual, sound and light effects, but also provides screenings of various educational and documentary films, encouraging visitors to take an active part in the cognitive process. The Money Museum presents different guided tours to pre-schoolers (Where did money come from?), for school childrens (Get to know your money!) and adults (A journey through the world of money). In 2013, the scientific journal MintWorld Compendium named The Money Museum of the Bank of Lithuania of the top-five central bank museums in the world.</p> <p>More information https://www.pinigumuziejus.lt/en/news</p>
MAIN ORGANISER	Lietuvos bankas
CO-ORGANISER	N/A
FEATURES AND CONTENT	
FORMAT	Guided tours in a museum space of 300 m ² , virtual tours, website
START DATE	December 2010
END DATE	Ongoing
OBJECTIVE	This initiative contributes to better personal financial management
TARGET GROUP	Consumers in general
NUMBER OF PEOPLE BENEFITING FROM THE INITIATIVE	More than 14 150 visitors (2021), 166 virtual tours/lessons (2021), 347 guided tours (2021)
PROMOTIONAL CHANNELS	Mainly website
LANGUAGES	Lithuanian, English
TYPE OF OUTPUT PRODUCED	Online information