

GENERAL INFORMATION	
INITIATIVE ID	CZ 1
COUNTRY	Czech Republic
	
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<p>Cooperation with educational institutions and non-profit organizations on financial /economic literacy projects.</p> <p>The Czech National Bank (CNB) works with educational institutions and non-profit organizations. It also organises a competition called ‘The Czech National Bank Award’ in cooperation with INEV – a non-profit organization founded in the Czech Republic in 2016. INEV organizes a competition called ‘Economic Olympics’, which is held under the auspices of the CNB. More than 15,000 students from 337 high schools participated in the Economic Olympics in the Czech Republic in 2019. The CNB is also working on a web page that will present all its financial and economic education activities in one place.</p>
SUBJECT MATTER	Financial literacy and personal finance management
MAIN ORGANISER	Central bank or competent authority (banking, securities and/or insurance)
CO-ORGANISER	n/a
FEATURES AND CONTENT	
FORMAT	Physical (seminars, workshops, competition, etc.), paper, website, social media, video
START DATE	1 January 2017
END DATE	Ongoing
OBJECTIVE	To improve financial literacy and provide teachers (and the public in general) with material that is easy to understand and therefore increases their interest in this issue
TARGET GROUP	Consumers (especially young families), teachers -> pupils and students
LANGUAGES	Czech
TYPE OF OUTPUT PRODUCED	Online information; educational material

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INITIATIVE ID	CZ 2
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INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<p>CNB People and Money Exhibition</p> <p>The Czech National Bank (CNB) has been running the People and Money exhibition since 2001. The exhibition concentrates mainly on the history of money, monetary policy and the establishment of the financial system. The closing part of the exhibition is devoted to the contemporary financial system and financial literacy (how to behave as a consumer of financial products/a client of financial institutions).</p>
SUBJECT MATTER	Financial literacy and personal finance management
MAIN ORGANISER	Central bank or competent authority (banking, securities and/or insurance)
CO-ORGANISER	n/a
FEATURES AND CONTENT	
FORMAT	Physical (seminars, conferences...). The exhibition is mainly a standard museum on money, finance and the economy. It provides guided tours to visitors, mainly school groups.
START DATE	1 January 2002
END DATE	Ongoing
OBJECTIVE	The main goal of the exhibition is to educate visitors about the importance of money, monetary policy and the financial system from a historical perspective.
TARGET GROUP	School students
LANGUAGES	Czech
TYPE OF OUTPUT PRODUCED	Leaflet

GENERAL INFORMATION	
INITIATIVE ID	CZ 3
COUNTRY	Czech Republic 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<u>Czech money mobile app.</u> The first official app of the Czech National Bank (CNB) enables users to view Czech banknotes and coins and their protective elements in detail on iOS and Android devices. An extended version of the app, including the exchange rates declared by the CNB and a calculator, is available to users of Windows 8 tablets and iOS devices
SUBJECT MATTER	Banknote security features
MAIN ORGANISER	Central bank or competent authority (banking, securities and/or insurance)
CO-ORGANISER	n/a
FEATURES AND CONTENT	
FORMAT	Website and online tools
START DATE	1 January 2012
END DATE	Ongoing
OBJECTIVE	To improve the general public's awareness of protective features on our banknotes and to provide tourists with a useful tool to avoid counterfeits.
TARGET GROUP	Consumers in general
LANGUAGES	Czech, English
TYPE OF OUTPUT PRODUCED	Online information; app

GENERAL INFORMATION	
INITIATIVE ID	CZ 4
COUNTRY	Czech Republic 
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<u>Money on the run</u> This website provides users with vital information on how to manage their personal finances and household budgets
SUBJECT MATTER	Financial literacy and personal finance management
MAIN ORGANISER	Central bank or competent authority (banking, securities and/or insurance)
CO-ORGANISER	n/a
FEATURES AND CONTENT	
FORMAT	Website and online tools
START DATE	13 October 2016
END DATE	Ongoing
OBJECTIVE	To help existing and future consumers develop the knowledge, skills and confidence to understand risks and opportunities, to make informed choices and to know where to go for assistance.
TARGET GROUP	Consumers in general
LANGUAGES	Czech
TYPE OF OUTPUT PRODUCED	Online information

GENERAL INFORMATION	
INITIATIVE ID	CZ 5
COUNTRY	Czech Republic
	
INFORMATION ON THE INITIATIVE	
NAME AND DESCRIPTION	<p>CNB visitor centre</p> <p>The Czech National Bank is currently working on a new project - the CNB visitor centre. In a former bank hall, a new interactive exhibition will be created, presenting the current roles of the central bank, along with two workshop rooms, an open space for seminars and a space for temporary exhibitions. The centre will also include the current exhibition People and Money, which is situated in a former strongroom.</p>
SUBJECT MATTER	Financial literacy and personal finance management
MAIN ORGANISER	Central bank or competent authority
CO-ORGANISER	n/a
FEATURES AND CONTENT	
FORMAT	Physical (seminars, conferences...). The centre will also have its own microsite, where all the related information will be presented. It will also be present on social media and communicate with visitors through other standard channels.
START DATE	Autumn 2021
END DATE	Ongoing
OBJECTIVE	The main goals of the initiative are to increase awareness of the current roles of the central bank, increase the level of financial and economic literacy among students and provide a place where visitors can come and learn about the effects that the central bank has on their everyday lives.
TARGET GROUP	School students
LANGUAGES	The information will be primarily in Czech, but will be translated into English.
TYPE OF OUTPUT PRODUCED	The main part of the centre will be an interactive exhibition. However, workshops and seminars will be available and information will also be presented online, using visual materials, in the media, etc.