## General Information

<table>
<thead>
<tr>
<th>Initiative ID</th>
<th>LT</th>
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<tbody>
<tr>
<td>Country</td>
<td>Lithuania</td>
</tr>
</tbody>
</table>

## Information on the Initiative

### Name and Description

**Financial products and services ABC for adults**

It is the basic information about different financial products or financial behaviours that consumers have to deal with in their life.

Banking products/services. There are 5 different chapters on financial products - loans, investing, savings, insurance, payments - with relevant information that all consumers should know.

### Subject Matter

- Banking products/services

### Main Organiser

Central bank or competent authority

### Co-Organiser

n/a

## Features and Content

### Format

Website and online tools, it is a special section on a website of the central bank (lb.lt/Lt/ekonominis-ir-finansinis-svietimas) (lithuanian only) with background information about different financial products and services, with advices etc. The content is promoted through social media (Facebook, Linkedin, Youtube) and from 2020 the promotion through GoogleAds is planned. To promote the content seminars are organised as well as online seminars.

### Start Date

2018

### End Date

Ongoing

### Objective

The main goal of this initiative is to provide consumer with objective and relevant information about financial products and services. The content has to be easy to find and to use, so there is a possibility for consumers to ask his/her questions.

### Target Group

Consumers in general

### Languages

Lithuanian

### Type of Output Produced

Online information, videos, public warnings