



FINANCIAL
SERVICES
AND
MARKETS
AUTHORITY



“Better understanding makes for better decisions...”

Ottawa, 1 November 2019

Launch of a new consumer brand

Since 2011, new legal competence for the FSMA:
“contribute to improving financial education of consumers”



Definition of needs with a consumer perspective
Wide consultation of stakeholders



WIKIFIN: 3 pillars



GENERAL PUBLIC



**EDUCATIONAL
SYSTEM**



STAKEHOLDERS

wikifin

WIKIFIN: 3 pillars



GENERAL PUBLIC



**EDUCATIONAL
SYSTEM**



LAB

RESEARCH

STAKEHOLDERS

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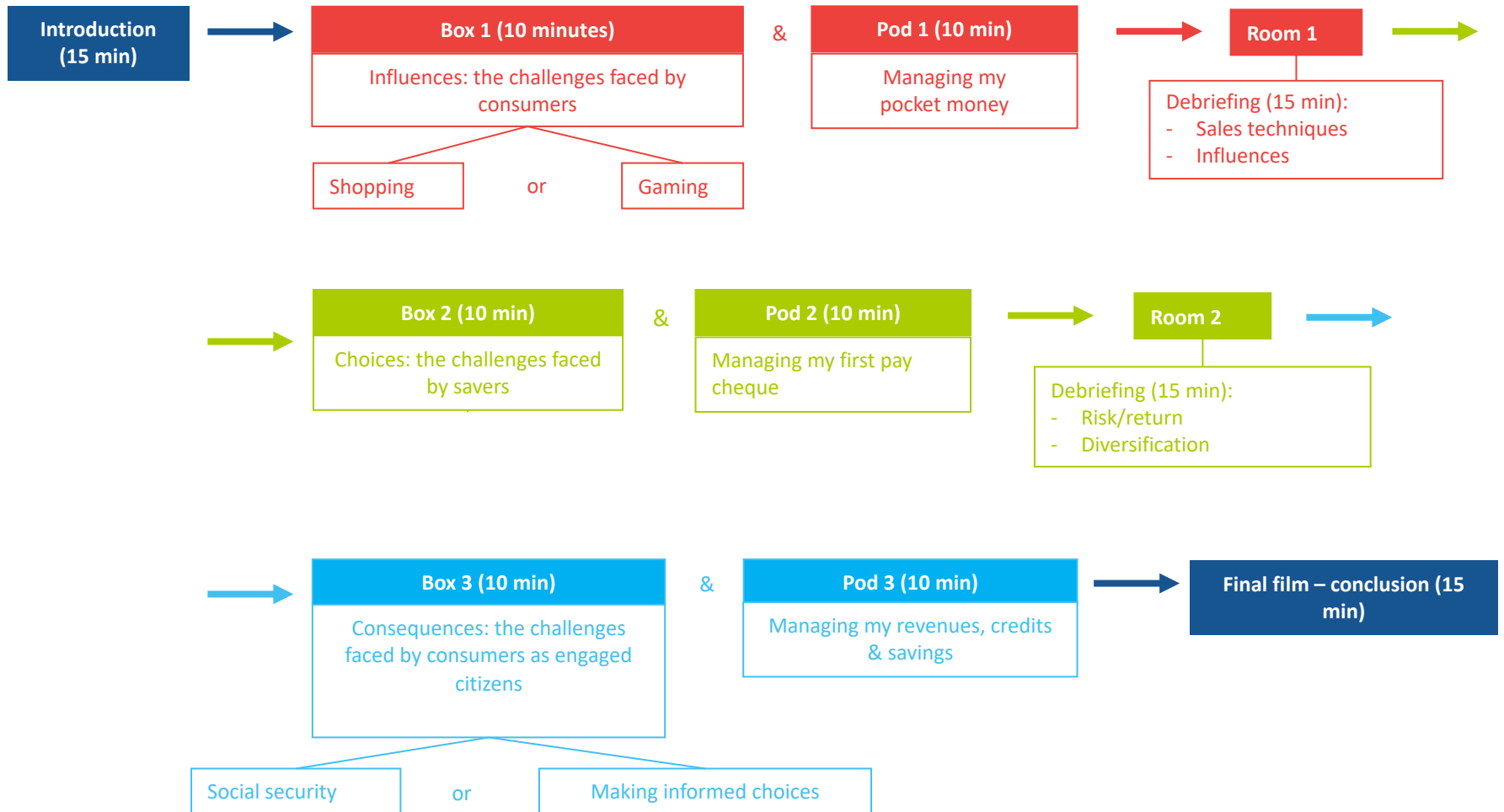
Thank you!



wikifin

Diagram of the trajectory

Experience the Lab via 3 different themes



WHAT WILL VISITORS REMEMBER?

- *My choices are subject to various influences (the workings of my brain, marketing techniques, etc.), while I take care not to exceed my budget.*
- *I make more or less risky decisions about savings in order to see them grow... taking care that they not be detrimental to my budget.*
- *Beyond my individual budget, my choices have consequences for society and the planet.*



But above all:

Finance is fun, I feel I want to know more!

We are all different & everyone has his own financial path.

