EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR FINANCIAL STABILITY, FINANCIAL SERVICES AND CAPITAL MARKETS UNION

Horizontal policies
Savings and investments union coordination

APPLICATION FORM TEMPLATE (CANNOT BE USED FOR SUBMISSION)

CALL FOR APPLICATION ON THE EXCHANGE OF BEST PRACTICES ON FINANCIAL LITERACY

Investment, savings and risk literacy

INTRODUCTION

Purpose and background

One of the main objectives of the savings and investments union (SIU) strategy is to provide better opportunities to Europeans for building their wealth by investing part of their savings in capital markets. This in turn can help strengthen EU capital markets and make it easier for companies to raise funding from capital markets. Through this "citizen-first" focus, the SIU strategy aims to support Europeans long-term financial resilience. In this context, the European Commission adopted the EU's first ever financial literacy strategy in September 2025, which aims to help citizens make sound financial decisions, ultimately improving their well-being, financial security and independence.

A key action of the strategy is the coordination and exchange of best practices in key thematic areas to identify success factors, encourage mutual learning and broaden the roll-out of effective initiatives in Member States.

In this first phase, the Commission is inviting all individuals and organisations that are involved with financial literacy to share their projects in the area of Investing, Savings and Risk Literacy. The Commission invites submissions from all interested stakeholders, including, but not limited to, public authorities, private sector entities, academic and educational institutions, civil society organisations, research bodies and private individuals using the online application form by October 2026. Submissions will be reviewed using the criteria set out in Section 2, with the goal of identifying the underlying dynamics that characterise successful initiatives. These findings will be shared in a synthesis report, which will be used to inform policy discussions at EU level.

Further exercises on additional financial literacy themes may be launched in 2027.

Thematic scope

For the purposes of this exercise, "investment, savings and risk literacy" covers initiatives, including, but not limited to, programmes, tools, campaigns, training activities, educational materials, digital resources, policy frameworks and other measures that address one or more of the following dimensions:

- **investment literacy:** knowledge and skills enabling individuals to understand and/or have the skills and confidence to use investment-related financial products and services and engage with capital markets
- **savings literacy:** understanding of savings vehicles, impact of inflation on savings, compound interest, retirement planning, and long-term financial goal-setting
- **risk literacy:** capacity to understand, identify, assess and manage financial risks, including diversification, insurance, volatility and loss aversion. Capability to self-identify financial risk tolerance

Initiatives that primarily address budgeting, credit, debt management, scams and fraud fall outside the scope of this exercise.

Eligibility and minimum standards

To be considered for inclusion in the synthesis report, a submission **must** satisfy all the following requirements:

- **implementation:** The initiative has or is being implemented (at least in pilot form) in at least one EU/EEA Member State
- **scope**: The initiative falls within the thematic scope defined above
- **complete online application form:** All mandatory sections (marked with an asterisk*) of the online application form must be completed in full; incomplete submissions will not be assessed. To ensure a valid submission:
  - each mandatory section must contain unique, substantive text; generic placeholders such as "N/A" or repeating a single block of text across multiple sections will invalidate the submission
  - all requested information must be included within the online application form's text boxes. References to external documents or attachments is not sufficient. Supplementary attachments are welcome but considered only as supporting information

QUESTIONS

1. APPLICANT AND INITIATIVE METADATA

Submitting financial literacy provider

***Your first name:**

***Your surname:**

***Your email:**

***Type of organisation:**

***Organisation full legal name:**

Transparency register number:

***Member State / country in which the organisation is based:**

***Contact person:**

- I am the contact person for this application (my details are mentioned above)
- I am not the contact person for this application
    - ∟ *First name of the contact person:
    - ∟ *Surname of the contact person:
    - ∟ *Email of the contact person:

Initiative overview

a) Initiative overview

***Name of initiative:**

Website / URL (if publicly available):

b) Launch

*** Has the initiative already been launched?**

- Yes
- No
    - ∟ *Year of launch:

c) Current status

***Current status of the initiative:**

- in preparation
- pilot
- ongoing
- scaled up
- completed / concluded
- other (please specify)

d) Current status

***Member State(s) where the initiative has been / is being / will be implemented:**

***Geographic coverage of the initiative:**

- ☐ cross-border
- ☐ national
- ☐ regional
- ☐ municipal
- ☐ other (please specify)

e) Target audience

***Primary beneficiary group(s):**

- children under 18
- young people aged 18-25
- adults in working age
- older adults (over 65)
- women
- groups at risk
- other (please specify)

f) Thematic dimension(s)

***Thematic dimension(s) of the initiative:**

- ☐ investment literacy
- ☐ savings literacy
- ☐ risk literacy
- ☐ other (please specify)

g) Brief description of the problem

***What is the purpose of the initiative and what problem is it trying to address?**

h) Brief description of the initiative

***Describe the overall functioning of the initiative:**

i) Delivery channel(s) and tools used

***Channel(s) used to reach the target audience:**

- ☐ online (please specify)
- ☐ in-person (please specify)
- ☐ other (please specify)

***Educational content and tools used to reach the target audience:**

- ☐ videos
- ☐ quizzes
- ☐ infographics
- ☐ interactive tools
- ☐ calculators
- ☐ other (please specify)

2. EVALUATION CRITERIA

Submissions will be reviewed against the three core criteria below, each of which carries equal weight in the initial screening.

Criterion 1: Scope and reach

The breadth of coverage and depth of engagement across the target population.

a) Beneficiaries

***How many beneficiaries did you intend to reach and how many did you actually reach?**

Target number of beneficiaries to be reached	
Estimated number of beneficiaries actually reached	

***Please comment and explain the figures above on beneficiaries:**

b) Inclusiveness

How does the initiative reach underserved or vulnerable groups? Please describe any specific measures:

c) Scalability / portability

How could this initiative be easily implemented in other Member States or scaled up? What would be required?

Criterion 2: Scope and reach

The resource intensity of the initiative relative to its outputs.

a) Total budget

***What is the annual and/or lifetime total budget of the initiative? If this information is commercially sensitive, please provide ranges or estimates:**

	Amount (or estimate)	**Currency**
Annual budget		
Lifetime budget		

***Please comment and explain the figures above on total budget:**

b) Funding sources

***What are the funding sources of the initiative?**

- ☐ public funding
- ☐ private sector
- ☐ EU co-financing
- ☐ in-kind contributions
- ☐ other (please specify)

***Please comment and explain the funding sources of the initiative?**

c) Number of employees/volunteers

Indicate the number of employees (in full time equivalent per year) or volunteers dedicated to carry out the initiative:

	Number (in full time equivalent per year)
Employees	
Volunteers	

Please comment and explain the figures above on employees and volunteers:

d) Cost per beneficiary

Please provide the cost of the initiative per beneficiary, where calculable:

	Amount (or estimate)	Currency
Cost per beneficiary		

Please comment and explain the figures above on the cost per beneficiary and provide the calculation methodology:

e) Cost-efficiency measures

Have you have been taking any specific steps to optimise the cost-effectiveness of the initiative (e.g. digital delivery, partnerships)?

- Yes
- No

If yes, please describe these specific steps to optimise the cost-effectiveness of the initiative:

Criterion 3: Effectiveness

The extent to which the initiative has achieved its stated objectives and demonstrably improved financial literacy.

a) Stated objectives

***What outcomes was the initiative designed to achieve?**

b) Evidence of impact on financial literacy

***Have you carried out any actions to try and measure the impact of your initiative?**

- Yes
- No

***If yes, please explain how you tried to measure the impact of your initiative including by providing quantitative data (for example test scores, behavioural outcomes, uptake rates) and/or qualitative evidence (for example testimonials, case studies, independent evaluations) of the initiative's impact on financial literacy:**

If yes, please attach below any supporting documentation you think could complement your response on the evidence of impact of the initiative on financial literacy:

c) Measurement methodology

Please describe how the outcomes of the initiatives are measured, referencing any formal evaluation, academic study, or internal assessment:

d) Measurement methodology

Please describe any gaps in outreach or evidence, as well as any implementation challenges encountered:

e) Innovativeness

Please describe any innovative approaches used in the project that increase the effectiveness of the initiatives or enable more accurate evaluation: