AIM
To promote the financial awareness and improve the financial capability of citizens and market participants.

WHY
Recent global economic and financial developments have brought to the fore of the policy agenda the need for citizens to follow and understand financial trends and threats, national accounts and economic developments.

USE
How to take advantage of the PROFIT platform:
- Get personalised recommendations
- Get rewards for interacting & contributing
- Access financial collective knowledge & stay informed
- Access financial forecasting models
- Assess financial knowledge & skills
- Get educated via personal finance toolkits

TARGET USERS
The user base includes, but is not limited to:
- Average Users: General public, children, unemployed, students, females, active citizens, taxpayers
- Moderate Users: Insurance, mortgage/home owners, (potential) investors, first-time buyers
- Experienced Users: Professionals in financial services, government executives, political party members, employess, trainers

CONTACT
Project Coordinator: Miroslav Konecny - EEA SRO, konecny@eea.sk
Dissemination Leader: Dr. Anna Satsiou - CERTH, satsiou@iti.gr

www.project-profit.eu
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