

Honorary Chair of the Platform

Her Majesty Queen Máxima is the honorary chair of the Money Wise platform. In this capacity, Queen Máxima draws attention to the importance of financial education and dealing sensibly with money. The Queen acts as a special adviser for the platform and addresses stakeholders about the ways in which financial self-reliance can be expanded. Queen Máxima is involved in the platform's activities and through her honorary chairmanship she underscores the importance of responsible financial behaviour.

Join forces to make consumers money wise

In the Money Wise platform, partners from the business community, government, academia and civil society have joined forces to make consumers money wise. The aim is to increase people's financial literacy, so that they are better placed to make financial decisions. And this help is needed, because many people in the Netherlands - both young and old - struggle to understand and manage their own finances.

Difficulties in dealing with money

Research shows that people are not sufficiently aware of their monthly income and how much of it they spend. Young people in particular - two thirds in all - have difficulty dealing with money. A third take financial risks, incurring debts or gambling. Queen Máxima encourages children to be taught to handle money from a very young age. This is a responsibility that parents, schools and youngsters themselves must share.

Honorary chair's activities

As honorary chair of the Money Wise Platform, Queen Máxima has participated in various activities organised by the partnership. In 2010 she initiated 'National Money Week', held in primary schools throughout the Netherlands and launched by her each year since, while in January 2011 she appeared in a television programme on money management. In 2012 Queen Máxima opened the first citizens' advice bureau on money matters in Amersfoort, and visited a pensions fair for entrepreneurs during a 3-day event encouraging people to plan for their pensions. [Learn more...](#)

Global Partnership for Financial Inclusion

Queen Máxima, who is the UN Secretary General's Special Advocate for Inclusive Finance for Development, has been lobbying for years in the Netherlands and abroad to increase access to financial services, improve consumer protection and develop financial literacy. As a member of the Dutch Commission for Entrepreneurship and Finance Queen Máxima promotes extending the reach of financing opportunities, both through coaching and by providing loans to entrepreneurs starting or running businesses in the Netherlands. Queen Máxima is Honorary Patron of the G20's Global Partnership for Financial Inclusion.

