Money Wise

Governance Money Wise Platform

A brief explanation of the roles and tasks of the honorary chair, steering group, programme council and programme office follows below.

Honorary chair

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.

Steering board

The Steering Board of the platform consists of:

- director Financial Markets of the Ministry of Finance (chair)
- general director of the Insurers' Association
- director of the Dutch Banking Association
- director of the Federation of Dutch Pension Funds
- director of the National Institute for Family Finance Information (Nibud)
- director of the Authority for Financial Markets (AFM)
- director of the Central Bank (DNB)

The Program Office of the platform is located within the Financial Markets Directorate of the Ministry of Finance and consists of a multidisciplinary team of passionate and knowledgeable professionals in the area of policy, communication, education and project management.

Programme office

The programme office prepares plans and coordinates the platform's activities. Within the frameworks of an annual plan and budget, the programme office is mandated to initiate

and implement activities. The programme office keeps the steering group informed of the progress of these activities.

Expert groups

Expert groups can be established on an ad-hoc basis for specific themes or core projects. These groups make plans for the themes and core projects and translate them for their own organisations. The decisive factor in composing the expert groups is the way in which the expertise (including in communication) of the core partners can be optimally used.