

# **Report on Public Awareness and Consumer Protection— Core Elements and Effective Practices**

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**1. The aims of a public awareness campaign are to promote the accomplishment of public policy objectives and the effectiveness of a deposit insurance system, as well as to fulfill the consumer protection and deposit insurer's social responsibility.**

**2. Public awareness program should be differentiated and target audience should be identified in accordance with the various situations in the peaceful time, financial crisis and cross-border insolvency.**

**3. Effective coordination and cooperation with other domestic financial safety net participants are important in handling bank failures so as to facilitate reaching consensus and efficient resolution. In terms of public awareness, such coordination is also helpful to obtain “third person endorsement” and thus could maintain public confidence and mitigate deterioration in a financial crisis.**

**4. Coordination of communication messages with deposit insurers and financial safety net participants in the countries related to a cross-border bank failure is also important, in order that the messages are consistent and coherent.**

**5. A contingency planning containing public awareness and crisis communication should be designed to reflect the emergent cases, such as panic runs, bank failures, or cross-border insolvency, so that deposit insurers could take actions when conveying important information to the public.**

**6. When deposit insurers sign bilateral or multilateral MOUs, a communication plan and/or public awareness campaign should be incorporated.**

**IADI is developing the  
General Guidance for**

**Public Awareness of Deposit  
Insurance System**

- **Draft discussion paper to be presented in IADI 6<sup>th</sup> Annual Conference in Kuala Lumpur, Malaysia, in end October this year.**

**Thank you!**