

# Education & Awareness Work Group Charter

## Mission & Scope

Expand the educational and awareness program to foster increased understanding of faster payments and confidence among providers and users, ultimately driving adoption toward the industry goal of ubiquity.

## Objectives & Goals

The work group will determine the best method to expand the cross-solution education and awareness program that aligns with the FPC's higher level strategies and priorities of reach, experience, and trust.

The work group will include researching existing and developing additional educational materials according to audience (consumer and business end-users, financial institutions, other service providers, etc.) to identify gaps and opportunities for faster payments information; determining opportunities for collaboration/partnerships with existing organizations and other FPC work groups; establishing a continuous assessment to ensure education and awareness materials are produced in an efficient manner; reaching the intended audiences through the FPC Knowledge Center with a focus on glossary of terms, FAQs, and use cases; and helping increase market understanding and drive adoption of faster payments.

The objectives will include the following:

- Outreach: Recommend the best types, channels, and methods of communication to educate, train, and reach internal and external audiences, including consumers and businesses.
- Production: Produce high quality deliverables such as videos, presentation materials, infographics, and other forms of effective communication that address the outreach objectives.
- Maintenance: Expand and maintain content in the EAWG Knowledge Center with a focus on the glossary terms, FAQs, and use cases.

## Deliverables & Timeframes

- Evaluate current educational materials to identify gaps in addressing specific audience needs. Ensure the Glossary of Terms, FAQs, and Use Cases in the Knowledge Center remain up to date and relevant and regularly review and update all key industry resources to maintain the overall quality and usefulness of the educational content.
- Create new educational content, develop a variety of content types, such as infographics, videos, webinars, virtual education forums, and interactive tools. (2025)
- Identify potential collaboration opportunities with existing stakeholders and FPC work groups to ensure alignment and avoid duplication of efforts. (2025)
- Develop and implement feedback mechanisms (e.g., surveys, feedback forms, stakeholder interviews) to gather qualitative and quantitative data on the usefulness and impact of EAWG educational resources and use this data to continuously improve future content and delivery methods.

## Membership Criteria

A background or strong interest in developing and producing educational materials and industry outreach resources for the payments industry is desired. Participating members should cover a broad representation from industry segments including financial institutions, end-users, payment network operators, fintechs, and consumer groups.

The FPC is the industry's only membership organization solely focused on advancing, securing, and supporting adoption of ubiquitous faster payments.

