

# NEST launches phrasebook to demystify pensions

Pensions language is often unnecessarily complicated and so risks putting many people off saving into a pension. Initiatives like this, which are aimed at making information on pensions more accessible, are excellent news. Clear and easy to understand communication is essential to persuade people about the importance of saving for retirement.



Joanne Segars ..... **NAPF**

NEST seems to have focused on dumbing down to appeal to the lowest common denominator rather than using terms that will be familiar with ordinary working people. For example, why use the word 'pot' when people are used to 'accounts' for banking and saving? Yet change the word 'employee' but keep the word 'Gilt'. It doesn't make sense.



Katie Frost ..... **Shilling Communication**