

OECD/CVM Centre on Financial Education and Literacy in LAC

3<sup>rd</sup> Regional Seminar on financial education trends in the LAC region

**Special session: behavioural economics and financial literacy**



The Application of  
Behavioural Insights  
to Financial Literacy  
and Investor Education  
Programmes and  
Initiatives



- reviewed **141 selected papers and reports** with relevant behavioural insights and their applications to the areas of investor education and financial literacy
- IOSCO and OECD/INFE surveyed their members on the resources they commit to, and their experience in, working with behavioural applications. **59 IOSCO members + 34 OECD/INFE member institutions**

# Approaches

Based on the literature review and survey responses, C8 and the OECD/INFE developed a set of approaches considered to be effective for regulators, policy-makers and other organisations that are considering whether or how to apply insights from behavioural sciences to investor and financial education programmes and initiatives.

- **establish a concrete understanding of the problem;**
- **design the intervention taking the context into account;**
- **start small;**
- **evaluate rigorously;**
- **interact, learn, and keep track;**
- **create thought leadership;**
- **consider combining traditional approaches and those based on behavioural insights; and**
- **review programs and initiatives regularly.**

# Speakers

- **Mr. Camille Beaudoin**

Director of Financial Education  
Financial Markets Authority AMF  
Quebec, Canada



- **Mr. Pasquale Munafò**

Senior Officer  
Financial Markets Authority Italy (CONSOB)  
Vice Chair, IOSCO Committee 8

