

OECD/CVM Centre on Financial Education and Literacy in Latin America and the Caribbean

Third Regional Seminar on financial education trends in the LAC region

12-13 November 2018

São Paulo, Brazil



The meeting will be conducted in English, Spanish and Portuguese with simultaneous interpretation.

■ Contact

OECD CVM Centre

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■ Agenda

Monday 12 November

10h00-13h00	Second meeting of the OECD/INFE LAC Regional Network
	<ul style="list-style-type: none"> The meeting is open to member public financial authorities from the region. Participating institutions will receive the programme separately
<i>13h30-14h00 Registration</i>	
14h00-14h30	Opening Ceremony and release of the official declaration of OECD/INFE LAC Members
	<p>High-level representatives will open the Regional Seminar. This will be the occasion to release an official declaration by LAC Members of the OECD International Network on Financial Education welcoming the establishment of the OECD/CVM Centre and the creation of a dedicated LAC Regional Network, and recommending that LAC governments promote financial education and awareness at the highest level.</p> <ul style="list-style-type: none"> Ana Paula Vescovi, Executive Secretary, Ministry of Finance, Brazil Marcelo Barbosa, Chairman, CVM Flore-Anne Messy, Executive Secretary of the OECD International Network on Financial Education and Head of the Insurance, Private Pensions and Financial Markets Division of the OECD Carlos Ambrósio, President of Anbima Cícero Augusto Vieira Neto, Vice President of Operations – B3
14h30-15h30	Delivering on the contribution of the OECD/INFE to Argentina's G20 Presidency: supporting consumers and entrepreneurs in the digital environment
Objectives	This session will present the two Policy Guidance Notes developed by the OECD and delivered to G20 Leaders during the Argentinean Presidency. It will discuss how to implement these two instruments in the LAC region and how to best equip LAC citizens with the tools needed to benefit from the digitalisation of financial services.
Chair	Flore-Anne Messy , OECD

Panellists	<ul style="list-style-type: none"> • Ms. Ana Pantelic, Fundación Capital • Juan Carlos Chong, Head of the Education and Financial Inclusion Department, Peruvian Superintendence of Banking, Insurance and Private Pension Funds (SBS), Peru • OECD: presentation of the two policy instruments <p>G20/OECD INFE Policy Guidance Note on Digitalisation and Financial Literacy</p> <p>G20/OECD INFE Policy Guidance Note on Financial Consumer Protection in a Digital Age</p>
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15h30-16h00 Keynote Address

Objectives	Dr Murdoch co-authored research on how the poor find solutions to their everyday financial problems ("Portfolios of the Poor"), and recently (2017) this work was followed by a new book: "The Financial Diaries – How American Families Cope in a World of Uncertainty". The discussion will focus on how his findings are relevant for the LAC Region
Speaker	<ul style="list-style-type: none"> • Dr. Jonathan Morduch, Professor of Public Policy and Economics, NYU Wagner Graduate School of Public Service, Unites States

16:00 *Coffee break*

16h30-17h30 Informing policy through data: the use of financial literacy measurement results in LAC

Objectives	This session will discuss how the analysis of data from financial literacy and inclusion measurements have been useful in gathering additional insights, such as measure of financial well-being, and designing or reviewing financial education initiatives.
Chair	Alex Preda , Professor of Accounting, Accountability and Financial Management at the King's Business School, London, United Kingdom
Panellists	<ul style="list-style-type: none"> • Diana Mejia, Senior Specialist, Financial and Productive Development, CAF Development Bank of Latin America • Isabela Furtado, Researcher Instituição Inspere Graduação e Pós-Graduação, São Paulo, Brazil, and World Bank consultant. <p>G20/OECD INFE Report on Adult Financial Literacy in G20 Countries</p> <p>PISA 2015 Results: Students' Financial Literacy</p>

Tuesday 13 November

10h00-11h00 Supporting small and micro entrepreneurs: OECD/INFE instruments and LAC experiences	
Objectives	Micro, small and medium-sized enterprises (MSMEs) make up the majority of enterprises in LAC, contributing significantly to national incomes. Many MSMEs face a number of challenges, including regulatory hurdles and tax burdens, difficulties accessing finance and a lack of general guidance or support. Financial education can be an important tool for helping MSMEs and potential entrepreneurs to obtain access to finance and strengthen money management skills.
Chair	Julio Gil , Head of the Banking Customer Relations Division in the Market Conduct and Claims Department, Bank of Spain
Panellists	<ul style="list-style-type: none"> • Alexandre Comin, Brazilian Service of Support for Micro and Small Enterprises SEBRAE • Diana Mejia, Senior Specialist, Financial and Productive Development, CAF Development Bank of Latin America • Luciano Schweizer, Financial Markets Lead Specialist, Inter-American Development Bank <p>OECD/INFE Core Competencies Framework on Financial Literacy for MSMEs</p>

11:00 Coffee break

11h30-13h00 Promoting public integrity and fighting corruption: which synergies with financial education policies?	
Objectives	Public integrity begins at the level of individual actions. The 2017 revision of the OECD/INFE Toolkit to measure financial literacy and inclusion now includes also questions that gauge individuals' attitudes to integrity. In many LAC economies, national strategies for financial education also address the wider impact of individuals' actions on the economy and society as a whole. This session will discuss how to integrate public integrity education into financial education programmes.
Chair	Jose Alexandre Vasco , Director, Office of Investor Protection and Assistance, CVM
Panellists	<ul style="list-style-type: none"> • Esther Oldak, Director of the federal programme <i>Programa Nacional de Convivencia Escolar</i>, Ministry of Education, Mexico • Luciana Asper, Federal Prosecutor and coordinator of the Brazilian National Strategy to Fight Corruption and Money Laundering (ENCCLA) • Anna Gabriela Malta, School Principal, Brazilian early childhood pilot project for public integrity and financial education, Brazil

13:00 Lunch

14h00-14h45 Special session: behavioural economics and financial literacy

Objectives	This session will feature a discussion among international policy makers on how behavioural economics can help in designing and implementing financial education initiatives. It will also present the most recent study conducted by the OECD/INFE and the International Organisation of Securities Commissions (IOSCO) on behavioural economics and financial literacy.
Chair	Rogério Oliveira , Head of the Center for Behavioral Studies & Research CVM, Brazil
Keynote	<ul style="list-style-type: none"> • Camille Beaudoin, Director of Financial Education, Financial Markets Authority AMF, Quebec, Canada • Pasquale Munafò, Senior Officer, Financial Markets Authority Italy (CONSOB); Vice Chair, IOSCO Committee 8 <p>IOSCO OECD/INFE The Application of Behavioural Insights to Financial Literacy and Investor Education Programmes and Initiatives</p>

14h45-16h00 National strategies for financial education

Objectives	This session will display advances made in the implementation of national strategies for financial education and inclusion in the region, with examples from OECD/INFE Members from the LAC region. Speakers will discuss how they have successfully met common challenges in the implementation of these public policies.
Chair	Andrea Grifoni , Policy Analyst, OECD
Panellists	<ul style="list-style-type: none"> • Celestino Rodríguez Aranda, Secretary, National Commission for the Protection and Defense of the Users of Financial Services CONDUSEF, Mexico • Beatriz Elena Londoño Patiño, SFC, Deputy Superintendent for Consumer Financial Protection and Transparency, Superfinanciera de Colombia • Mey Ling Pon, National Commission for Banks and Insurance, Honduras • Marcos Brandão de Andrade, Head of Financial Education Division, Central Bank of Brazil

16:00 *Coffee break*

16h30-
17h30

Educating future generations: a discussion on financial literacy advances in school programmes in LAC

Objectives

Educating future generations remains among the top priorities of financial education policies. The LAC region has developed very successful initiatives, back by research and with buy-in from the educational sector. This session will provide the opportunity to present where LAC countries stand and the progress made over the year, with a specific focus on results.

Chair

Anareli Acosta Villegas, Director of Financial Education and Cultural Promotion, Bank of Mexico

Panellists

- **Sophia Macias**, Founder of *Pequeño Cerdo Capitalista*, Mexico
- **Ana Inoue**, Educational Psychologist at ACAIA Institute, Brazil
- **Hans Handolt**, President of the *Comité Latinoamericano de Educación e Inclusión Financiera* - CLEIF of the Latin American Banks Association (*Federación Latinoamericana de Bancos* – FELABAN)
- **Juan Carlos Chong**, Head of the Education and Financial Inclusion Department, Peruvian Superintendence of Banking, Insurance and Private Pension Funds (SBS), Peru

17h30

Concluding remarks