



INTERNATIONAL FORUM FOR INVESTOR EDUCATION

INTERNATIONAL FORUM FOR INVESTOR EDUCATION:

BEST PRACTICES IN FINANCIAL CAPABILITY/INVESTOR EDUCATION

Istanbul--November 2013 Panel

What Is IFIE?

- **International Forum for Investor Education (IFIE)**
A global cross-sector organization that brings together public and private sector providers of financial capability and investor education programmes within and across jurisdictions to share best practices; address challenges; implement efficient and impactful financial and investor education programmes.
- **IFIE membership** includes governmental entities; regulators; self regulatory organizations; non profit service providers and global networks; community-based organisations; associations—including of financial organizations; exchanges; foundations.



What Is IFIE?

- **IFIE builds** networks, platforms and programming for the exchange of information and ideas, strategies and plans relevant to providers from different jurisdictions in emerging to advanced market economies
 - Benchmarking Survey/s; Website Clearinghouse of Educational resources; Case Studies; Webinars; Working Groups; Communication/Outreach
 - Global-regional chapter structure--Americas, Asia, MENA and Special Initiatives
 - Global Partnerships—such as IFIE-IOSCO Annual Global Investor Education Conference; CFA Institute-IFIE Global/Media Partnership
 - See www.ifie.org

Implementing the FC/IE Agenda—IFIE

IFIE Focus

- Financial education; financial capability; investor education
- Building best practices/what will work on the ground to establish or change behaviour; create results
- Practical problem-solving and implementation
- Developing and leveraging resources – financing; partnerships; technology; media; professional development/training

Implementing the FC/IE Agenda—IFIE and IFIE Members/Partners

Example 1: IFIE-IOSCO 2013 Global Investor Education Conference, Toronto Canada

- Programmes are delivered in dynamic economic and market conditions—and not a one time effort
- Ask what will Change Behaviour
- Look at life stages
 - Child/Youth Financial Education—Scope/Scale
 - Young adults/Just starting Out
 - Working Years including investing/planning for retirement
 - Retirement

Implementing the FC/IE Agenda—IFIE and IFIE Members/Partners

Example 1: IFIE-IOSCO 2013 Global Investor Education Conference, Toronto Canada

- Use of Traditional and Social Media Content and Delivery Platforms and in Outreach —
- Customized evaluation toolbox enhances ROI of every programme
- Use of Research, information gathering such as surveys; big data sources
- Work to put research to practice
- Organization across sectors
- Not all is known—Assume a future agenda

Setting and Implementing the FC/IE Agenda— IFIE and IFIE Members

Example 2: IFIE Global Regional Chapters

Organizing across sectors—for “customized”, local/jurisdictional and/or cross jurisdictional needs and challenges

Resource development—financing, partnerships, engaging additional/new participation, sustaining programmes, building infrastructure

Not just behaviour change—”norming” behaviour for changing markets/economies/conditions/new and/or growing groups of market participants

This Meeting and Next Steps--Possible Takeaways

- **FC/IE Leadership and Priority Setting Required**
- **Different stages and types of implementation have different challenges and different needs**
 - Organizing
 - Implementing start up activities
 - Sequencing/staging next phases of implementation-not all can be done all at once and Most initiatives need at least some mid-course correction
 - Challenges of sustainability and re-energizing in medium and longer term
 - Types and scale/scope of resource needs and partnerships change
- **Dynamic context**



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Thank you to IFIE Leaders, Members, Partners and Collaborative Organizations Presenting this Meeting

For More Information, visit www.ifie.org
Or contact secretariat@ifie.org

