



Ministry of Finance



Financial Education in Uncertain Times

Raising Financial Resilience and Well-being in South East Europe

29-30 September 2022, Zagreb, Croatia

AGENDA



Co-hosted by



CROATIAN NATIONAL BANK

Jurišićeva street 17, Zagreb, meeting room Libertina

Financial Education in Uncertain Times

Raising Financial Resilience and Well-Being in South East Europe

Annual Meeting

Technical Assistance Project for Financial Education in the Constituency Programme of the Netherlands' Ministry of Finance

AGENDA

29-30 September 2022

Background

Recognising the growing importance of financial literacy, OECD governments launched a comprehensive initiative on financial education in 2002. In 2008 they established an International Network on Financial Education (INFE), to share experiences, discuss strategic priorities and develop policy responses to topical issues. The OECD/INFE has high-level membership from over 270 public institutions – including central banks, financial regulators and supervisors, ministries of finance and ministries of education – in 130 countries. OECD/INFE methodology and high-level principles on financial education have been endorsed and/or supported by G20 leaders and other international and regional fora.

In 2020, the OECD Council Meeting at Ministerial level adopted a [Recommendation](#) aiming to support governments in fostering financial literacy. It is part of a holistic approach to financial consumer issues, where financial literacy, together with improved financial access, adequate consumer protection, and regulatory frameworks, are expected to support financial resilience and well-being.

About the Technical Assistance Project

Building on the OECD/INFE's internationally recognised expertise and longstanding commitment to advancing financial literacy around the world, this five-year project aims to provide guidance on the design and implementation of effective financial education initiatives in the participating countries, considering their specific needs. It encompasses the following work streams, in addition to mutual learning and knowledge sharing:

- **Research:** mapping current activities, establishing the current level of financial literacy within participating countries and identifying priorities and target groups;
- **Development:** supporting the design of a national strategy for financial education (where relevant) and the development of an evaluation process to measure its effectiveness;
- **Implementation:** supporting the implementation of national strategies and their evaluation.

The project includes the following countries: Bulgaria, Croatia, Georgia, Moldova, Montenegro, the Republic of North Macedonia and Romania.

This initiative is being undertaken with financial support from the Ministry of Finance of the Netherlands and benefits from the technical expertise of the Money Wise Platform.

Objectives

The annual meetings of the Project foster regional knowledge exchange and offer networking opportunities thanks to dedicated sessions on South East Europe (SEE) trends and experiences, break-out sessions to delve deeper in respective challenges and achievements and through interaction during question-and-answer sessions.

The 2022 annual meeting will take stock of the work which has taken place under this Technical Assistance Project since its inception in 2018. Participants will analyse the main conclusions stemming from the data, publications, capacity building and policy discussions that were carried out over the last five years.

COVID-19 related implications, the role of traditional and innovative financial education vehicles as well as the importance of stakeholder coordination will be touched upon where relevant in the meeting sessions.

A discussion of the project's achievements and next steps will enable participating countries to integrate the underlying insights in their future initiatives, cultivating in a spirit of national, regional and international co-operation in order to increase the relevance and impact of their work.

Meeting venue

The meeting will take place on the premises of Croatian National Bank. Participants are invited to note that it will not be held at the headquarters, but in the building located at the second address of the Croatian National Bank, namely, Jurišićeva street 17, 10 000 Zagreb, Croatia. The meeting room called "Libertina" is on the ground floor.

28 September 2022

19:00-21:00

Welcoming reception, Amadria Park Hotel

Day 1 29 September 2022

9:00-9:30

Registration

9:30-10:00

Welcoming remarks

Speakers

- **Flore-Anne Messy**, Head of Consumer Finance, Insurance and Pensions Division, Directorate for Financial and Enterprise Affairs, Executive Secretary of the OECD/INFE
- **Bojan Fras**, Vice Governor, Croatian National Bank
- **Ana Zorić**, Director, Directorate for Economy and Financial System, Ministry of Finance of Croatia
- **Robin Uyterlinde**, Deputy Director for International Affairs, Ministry of Finance, the Netherlands

10:00-10:40

THEME I

Fostering greater financial literacy of MSME owners and managers
1. Outcomes of the OECD 2022 Survey of MSME financial literacy in SEE

Objectives

Micro, small and medium-sized enterprises (MSMEs) are the backbone of SEE economies. In a context of limited resources stemming from regulatory and tax constraints, the COVID-19 impact and the current geopolitical situation, MSMEs have a key role to play in creating and sustaining jobs and contributing to national incomes.

This session will focus on the preliminary results of a survey of financial literacy of MSME owners and managers in project countries. Data collection, performed by [ACT Global Research & Consulting Company](#) using an [OECD questionnaire](#), enables international benchmarking, comparative analysis and well informed policy conclusions. This data may potentially support SEE policy makers and stakeholders in designing and evaluating programmes fostering the financial literacy of MSME owners and managers.

Moderator

Flore-Anne Messy, Head of Consumer Finance, Insurance and Pensions Division, Directorate for Financial and Enterprise Affairs, Executive Secretary of the OECD/INFE

Speakers

- **Flore-Anne Messy**, Head of Consumer Finance, Insurance and Pensions Division, Directorate for Financial and Enterprise Affairs, Executive Secretary of the OECD/INFE
- **Maia Markarashvili**, Head of Financial Education Division, National Bank of Georgia
- Q&A

10:40-11:00

Break

11:00 – 11:30	<p>Keynote address Priorities in addressing the financial education needs of MSME owners in Italy and in a global perspective Magda Bianco, Head of the Directorate General for Consumer Protection and Financial Education, Bank of Italy, Online</p>
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11:30-12:30	<p>2. Implications of the Covid-19 and the post-pandemic economic trends for financial education of MSME owners in the region</p>
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Objectives MSMEs have been severely hit by the COVID-19 crisis and current economic difficulties stemming from the geopolitical situation may exacerbate vulnerabilities and risk further reducing their resilience.

Recent OECD work (see the [2021 G20/OECD-INFE Report Navigating the Storm: MSMEs' Financial and Digital Competencies in COVID-19 times](#)) has highlighted that both higher level of digitalisation and higher levels of financial literacy of MSMEs owners were associated with lower likelihood of MSMEs reporting negative impact of the COVID-19 pandemic on their business and reporting a lack of cash during the pandemic.

This section will present examples on the role financial literacy, financial inclusion and digitalisation may have in mitigating negative shocks on MSMEs.

Moderator **Bianca Isaincu**, Policy Analyst, Consumer Finance, Insurance and Pensions Division, Directorate for Financial and Enterprise Affairs, OECD

- Speakers**
- **Brindusa Anghel**, Economist, Department of Structural Analysis and Microeconomic Studies, Bank of Spain
 - **Vanja Dominović**, Head of the Department for Financial Institutions and Macroeconomic Analyses, Croatian Chamber of Economy
 - **Hajdi Čenan**, CEO, CRO Startup, Croatia
 - Q&A

12:30-14:00	Lunch
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14:00-14:50	<p>THEME II Financial education for key target audiences 1. Financial education of youth</p>
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Objectives Young people in SEE are less included in the formal financial system, have lower levels of financial literacy compared to older adults, and exhibit less financially savvy behaviours than other socio-demographic groups. Current challenges highlight the urgency of ensuring that young people in the region are equipped with financial skills that allow them to cope with periods of economic uncertainty and increase their financial resilience.

In this session, participants will recall the key lessons from the [2021 OECD/INFE Youth Financial Education in South East Europe](#) providing an overview of related challenges, financial education policies and programmes. They will also delve into the areas for further improvement and discuss good practices aiming to increase the financial literacy of children and young people.

Moderator **Josip Pintarić**, Chief Associate, Consumer Protection Monitoring Office, Croatian National Bank

- Speakers**
- **Helen Warren**, Children & Young People Senior Policy Manager, Money and Pension Service, United Kingdom – Online
 - **Jeremy Huang**, Director of the Financial Planning Programme Department, Ministry of Manpower, Singapore – Online
 - **Mariam Chikobava**, Deputy Head of Preschool and General Education Department, Ministry of Education and Science of Georgia
 - Q&A

14:50-15:40

2. Financial education of ageing population

Objectives

The COVID-19 pandemic, Russia's invasion of Ukraine and their socio-economic consequences contribute to the increased vulnerability of elderly people, together with their generally low financial and digital literacy, and possibly declining cognitive abilities.

Moreover, low fertility, growing life expectancy, and net emigration have serious consequences for SEE economies and societies, warranting an increased policy attention to all aspects of ageing, including financial precariousness, inclusion and literacy. This session will focus on opportunities and challenges that international policy makers and other financial literacy stakeholders have encountered and addressed in the financial education of senior citizens together with some conclusions relevant for SEE counterparts.

Moderator **Ivan Mučnjak**, Head of Consumer Protection Monitoring and Education, Systemic Risks and Consumer Protection Division, Croatian Financial Services Supervisory Agency

- Speakers**
- **Aneta Krstevska**, Chief Economist, National Bank of the Republic of North Macedonia
 - **Julia Cillikova**, Executive Director, Supervision and Financial Consumer Protection Division, National Bank of Slovakia
 - **Szymon Stellmaszyk**, Advisor to the Board, WIB Foundation, Polish Bank Association
 - Q&A

15:40 -16:00

Break

16:00-16:35

THEME III

Ensuring the sustainability of financial education:

1. Funding financial education strategies and initiatives

Objectives

The financing of financial education initiatives and strategies is a recurrent issue the in dialogue taking place in the framework of the current OECD/INFE Technical assistance project. This session will present main lessons from OECD/INFE work on funding mechanisms of financial education.

OECD/INFE experts will discuss their country experience, focusing on challenges in identifying and sourcing funding for developing strategies and for implementing financial education programmes and issues arising in the context of private sector involvement in the financing of such work.

Moderator

Ana Pisačić, Advisor, Consumer Protection Monitoring Office, Croatian National Bank

Speakers

- **Elena Miteva**, Senior Economist, Consumer Finance, Insurance and Pensions Division, Directorate for Financial and Enterprise Affairs, OECD
- **Aija Brikse**, Senior Financial Literacy Expert, Coordinator of National Strategy, Bank of Latvia
- **Lyndwill Clarke**, Head of Consumer Education, Financial Sector Conduct Authority, South Africa – Online
- Q&A

16:35-17:25

2. Financial Education in the workplace

Objectives

The importance of financial education in the workplace continues to grow as policy makers and stakeholders step up their attempts to increase the efficiency and effectiveness of their financial education initiatives. Moreover, in the current context, working adults are constantly confronted with issues affecting their immediate and long-term financial resilience and well-being.

Drawing on the recent [OECD/INFE Policy Handbook](#) on the topic, the Secretariat will share insights for designing workplace financial education, such as understanding the audience, identifying appropriate delivery mechanisms, creating or finding appropriate content, incentivising participation, evaluating outcomes and learning from the experiences of others. OECD/INFE experts will discuss their experiences and provide practical advice on what policy makers, employers and financial education providers could do to improve the financial literacy of employees.

Moderator **Verica Jovanovski**, Senior Advisor, Education and Teacher Training Agency, Croatia

- Speakers**
- **Bianca Isaincu**, Policy Analyst, Consumer Finance, Insurance and Pensions Division, Directorate for Financial and Enterprise Affairs, OECD
 - **Yanni Vlachos**, Senior Programs and Partnerships Officer, Financial Consumer Agency of Canada – Online
 - **Mary Dyer**, Financial Education Programs Manager, Finance Authority of Maine, United States – Online
 - **Juan Carlos Chong**, Head of financial education and inclusion department, Superintendencia de Banca, Seguros y AFP, Peru – Online
 - Q&A

18:30-22:00

Sightseeing and dinner

■ Day 2 30 September 2022

9:00-9:30

Registration

9:30-11:00

THEME IV

Fostering financial literacy through innovative methods

1. Harnessing culture and behavioural insights in designing financial education initiatives

Objectives

Drawing on the interplay between behavioural insights, socio-economic characteristics, cultural prerequisites and financial literacy dynamics could potentially provide valuable insights in order to increase the impact of financial education in the region.

The focus on culture, socio-economic and behavioural insights is particularly timely insofar as most project countries are currently in the process of drafting or at the beginning of the implementation of their National Strategies for Financial Literacy. This session will present a draft paper on the topic prepared by the Secretariat in the framework of this technical assistance project and will discuss relevant research and international experiences.

Moderator

Elena Miteva, Senior Economist, Consumer Finance, Insurance and Pensions Division, Directorate for Financial and Enterprise Affairs, OECD

Speakers

- **Kristof de Witte**, Full Professor, Faculty of Economics and Business, University of Leuven, Belgium
- **Leonore Riitsalu**, Research Fellow of Behavioural Policy, Johan Skytte Institute of Political Studies, University of Tartu, Estonia – Online
- **Rick Nijkamp**, Behavioural scientist, Ministry of Finance, the Netherlands
- **Carmela Aprea**, Full Professor, Business School, University of Mannheim, Germany – Online
- Q&A

11:00-11:20

Break

11:20-12:30	2. Digital delivery of financial education
Objectives	<p>The level of digital financial inclusion in SEE has increased over recent years, but is on average still lower than in OECD countries. People in SEE are less likely to use digital financial services such as online banking than in the OECD on average. Conversely, digital delivery of financial education is increasingly proving its value in increasing financial literacy offering a host of opportunities for policy makers and stakeholders and benefits for the population at large.</p> <p>To achieve greater impact and meaningful increase of digital and financial literacy levels of populations, digital financial education could play a key role. This could be done by supporting data gathering, monitoring implementation, identifying and better addressing financial education needs, including of vulnerable groups, enhancing stakeholder co-operation, and increasing the opportunities of rising financial literacy and resilience in a cost-effective fashion, <i>inter alia</i>. In this session, participants and speakers will discuss relevant experiences with an emphasis on their impact and reach.</p> <p>Moderator Dajana Barbić, Associate Professor, Faculty of Economics and Business, Zagreb</p> <p>Speakers</p> <ul style="list-style-type: none"> • Maria Lúcia Leitão, Head of Banking Conduct Supervision Department, Central Bank of Portugal • Therése Wieselqvist Ekman, Senior Advisor, Consumer Affairs, Finansinspektionen (Financial Supervisory Authority), Sweden • Christian Meijer, Head of the Money Wise Platform, Ministry of Finance, the Netherlands • Tinatin Gujabidze, Chief Specialist at Financial Education Division, National Bank of Georgia • Q&A
12:30-14:00	Lunch
14:00-14:20	<p>In focus</p> <p>Financial education in extraordinary situations</p> <p>Olena Trygub, Principal Expert, Strategy and Development Department, National Bank of Ukraine / Financial Defence of Ukraine</p>
14:20-15:30	<p>THEME V</p> <p>Project achievements and next steps</p> <p>1. Tour de table on current priorities in SEE</p>
Objectives	<p>In this session, participants will update each other on recent successes, current challenges and future priorities in the field of financial education in their respective countries. This is an opportunity to ask questions and touch upon issues which have not been discussed in previous sessions and receive practical advice of regional and international peers.</p>

Moderator **Zvezdana Kidrić**, Head of Service, Sector for Financial Markets and Financial Literacy, Ministry of Finance, Croatia

Speakers

- Tour de table
 - Snejanka Koleva**, Director, Financial Markets Regulation Directorate, Ministry of Finance, Bulgaria
 - Maia Markarashvili**, Head of Financial Education Division, National Bank of Georgia
 - Tinatin Gujbidze**, Chief Specialist at Financial Education Division, National Bank of Georgia
 - Ina Scerbaniuc**, Financial Education and Communications department, National Bank of Moldova
 - Marija Radenović**, Adviser to the Executive Director, Central Bank of Montenegro
 - Aneta Krstevska**, Chief Economist, National Bank, North Macedonia
- Q&A

15:30-16:15

Project achievements and next steps
2. Regional co-operation

Objectives

Drawing on the project's achievements and country needs, participants will discuss the scope for future regional co-operation on financial education in SEE. This session will take stock of achievements of the OECD/INFE Technical Assistance Project on Financial Education in South East Europe, marking its fifth year since its launch in 2018 with the financial and expert support of the Netherlands' Ministry of Finance and its Money Wise Platform.

Country remarks on the need for further external support in designing, implementing and evaluating national financial literacy strategies and initiatives will be particularly welcome in order to inform discussions on regional co-operation in the future.

Moderator

Flore-Anne Messy, Head of Consumer Finance, Insurance and Pensions Division, Directorate for Financial and Enterprise Affairs, Executive Secretary of the OECD/INFE

Speakers

- **Elena Miteva**, Senior Economist, Consumer Finance, Insurance and Pensions Division, Directorate for Financial and Enterprise Affairs, OECD
- **Maria Pavić**, Senior Expert Advisor, Sector for Financial Markets and Financial Literacy, Financial Literacy Service, Ministry of Finance, Croatia
- Other SEE Speakers

16:15-16:45

Concluding remarks

Speakers

- **Flore-Anne Messy**, Head of Consumer Finance, Insurance and Pensions Division, Directorate for Financial and Enterprise Affairs, Executive Secretary of the OECD/INFE
- **Snježana Levar**, Director, Consumer Protection Monitoring Office, Croatian National Bank
- **Angelique van Haasteren**, Technical Assistance Coordinator, Ministry of Finance of the Netherlands

Hosts¹



Flore-Anne Messy is the Head of Consumer Finance, Insurance and Pensions Division of the OECD Directorate for Financial and Enterprise Affairs, Secretary General of the International Organisation of Pension Supervisors (IOPS) and Executive Secretary of the OECD International Network on Financial Education (INFE).

She joined the OECD in June 2000 to develop the activities of the Insurance and Private Pensions Committee. After several years working on the development of pensions, insurance and financial market policy issues, she launched and steered the OECD work on financial literacy and consumer protection (including the OECD/INFE, PISA financial literacy exercises, the G20/OECD Task Force on Financial Consumer Protection and the secretariat of FinCoNet). From 2016, she headed successively the OECD Insurance Private Pensions and Financial Market Division and the Consumer Finance, Insurance and Pensions Division. Prior to the OECD she worked as a consultant and auditor for banks and insurance companies at Deloitte Touche Tomatsu. She graduated from the Institute of Political Studies of Paris and received her thesis in international economics from University Pantheon-Sorbonne of Paris.



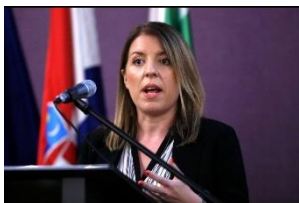
Bojan Fras was appointed Vice governor of the Croatian National Bank by the Croatian Parliament on 5 July 2013 and was reappointed for the second term of office as Vice governor on 12 July 2019.

Mr Fras coordinates and oversees legal function and the monitoring of consumer protection at the Croatian National Bank. He is also involved in regulatory work, including with regard to the implementation of EU legislation in the fields of banking and finance.

Before joining the Croatian National Bank Mr Fras spent his entire professional career as a practicing lawyer and was a co-founding partner of Žurić i Partneri, one of the leading commercial law firms in Croatia, where he remained active as partner until appointment to the current position.

During that period, he regularly advised local and international companies and financial institutions in their Croatian dealings, primarily in relation to banking, financing, investment and M&A legal work.

Mr Fras graduated from the Faculty of Law in Zagreb with a degree in Law in 1988.



Ana Zorić is the Director of Directorate for Economic Affairs and Financial System, Ministry of Finance of Croatia.

Ana has been working in the Ministry of Finance since 2008. From 2016, she was first advisor and then chief advisor to the deputy prime minister and minister of finance. For the last two years, her focus has been on the activities regarding euro adoption in Croatia. She was appointed as a chief coordinator in the Coordination Committee for the Legislative Adjustments. Besides the preparation of the umbrella Act on the introduction of the euro

as the official currency in the Republic of Croatia, Ana is also in charge overseeing and providing expert assistance in the implementation of other legislative activities that take place with the aim of fully adapting the current legislative framework before the introduction of the euro.

From February 11, 2021, Ana was appointed as a director of the Directorate for Economic Affairs and Financial System. In her portfolio are, among other things, tasks related to banking system and financial markets, capitals market, but also the insurance system, compulsory insurance and reinsurance as well as financial literacy. Recognizing the importance of the continuous work in the field of financial literacy, starting from the end of 2021, within her directorate, in Sector for Financial Markets and Financial Literacy a special financial literacy Service was established. This Service is dedicated to lead all activities in the field of financial literacy and is closely cooperating with all stakeholders involved in activities in the field of financial literacy and financial education both in the Republic of Croatia and internationally.



Robin Uytterlinde is Deputy director for International Financial Affairs with the Ministry of Finance of the Netherlands and director in de Board of Directors of the European Investment Bank.

Robin has previously worked in financial and economic positions with the Ministry of Foreign Affairs, Infrastructure and Water management and the Netherlands Court of Audit.

¹ In order of appearance on agenda

Moderators²



Bianca Isaincu is a Policy Analyst in the Consumer Finance, Insurance and Pensions Division, working on financial education, technical assistance projects and financial inclusion. She has contributed to developing reports on digital financial inclusion of youth and youth financial education and supported countries develop their national strategies on financial education. She has worked with countries in South-East Europe and Asia for over 10 years, supporting various project on financial education.

Previously, she has been a Senior Manager at the Alliance for Financial Inclusion (AFI) Bianca has been working in the field of financial education and financial inclusion since 2012, as Head of the Network Advisory Services at Child and Youth Finance International.

Bianca holds a BA in Economics and a Master degree in international and development economics from University of Pavia, Italy.



Josip Pintarić is Chief Associate at the Consumer Protection Monitoring Office of the Croatian National Bank.

Josip has graduated from The Faculty of Economics and Business in Zagreb on 2010. After three years of experience in private banking sector as a banker at Croatian Postal Bank he joined the Croatian National Bank's team in April 2014. Consumer protection and financial education within remit of central bank is his major field of interest.



Ivan Mucnjak has more than 20 years of working experience in various financial-related fields such as international cooperation, AML, public relations and project management in the area of finances, supervision and financial innovation. His current activities in Croatian Financial Services Supervisory Agency include consumer protection, on-site and off-site supervision and financial literacy. He is a member of various domestic and international working groups and committees



Ana Pisačić started working for Croatian national bank as Advisor in the Consumer Protection Monitoring Office in 2012 where she, as part of regular activities, work on promoting financial literacy and financial education. She participate in financial educational activities related to youth, public and cooperation with other relevant institutions. She has also been working on preparing informative publications related to consumer protection.

Ana holds a Master's degree Journalism from University of Zagreb and in 2004, gained award of the Croatian Journalists' Association for the reporting.



Verica Jovanovski is Senior Advisor at the Education and Teacher Training Agency. She received her's Bachelor's degree in Physics and Polytechnic in Faculty of Education in 1999. and 2012., PhD in Organization and Management in Faculty of Economics at the Josip Juraj Strossmayer University of Osijek. She taught Physics and ICT in several educational institutions about 15 years.

Since 2015. she is a Senior Adviser at Education and Teacher Training Agency. During her career, she received several fellowships for international professional development from the Council of Europe, Chinese Academy of Science, CERN and numerous national scholarships in the field of teaching and education management. She is providing professional and advisory assistance in education, organising and implementing in-service training of primary and secondary school teachers, participating in the development and professional support to the implementation of national programmes and other activities in education, especially for the field of school subject Physics and cross-curricular topic Entrepreneurship.

² In order of appearance on agenda



Elena Miteva has worked in the OECD since 1992 as an economist focusing on privatisation, corporate governance, investment and insolvency systems reform, inter alia. She is experienced in conducting analysis and managing complex projects including OECD and partner economies in a bilateral (e.g. China, India, Russia, Bulgaria, Romania) and regional (Asia, Eurasia, Middle East and North Africa, South East Europe) setting.

More recently, Elena has served as advisor to the Secretary-General, deputy coordinator of the OECD-wide initiative on New Approaches to Economic Challenges, senior advisor on South East Europe and head of Management and Communication for the OECD Global Relations Directorate. Elena is currently leading OECD co-operation with partner economies in the field of financial education.

Elena holds a PhD and a Master's Degree (D.E.A.) in Applied Economics from the Institut d'Etudes Politiques de Paris, France (Sciences-Po, thesis director Prime Minister Raymond Barre) and a Master's Degree in International Economic Relations from the University of National and World Economy in Sofia, Bulgaria.



Dajana Barbić is Assistant Professor and graduated in 2008 at the Faculty of Economics and Business in Zagreb. During her studies, she was a participant in "Economics and Business International Program". She received three Dean's awards, Rector's Award and scholarship of City of Zagreb for outstanding academic success. In July 2011 she completed the postgraduate study "Financial Institutions Management" at the Faculty of Economics and Business in Zagreb. In November 2014, she defended her doctoral thesis "Linking the concept of financial literacy with the successfulness in managing personal finances" at the Faculty of Economics and

Business in Zagreb (mentor: Prof. Marijana Ivanov).

Since 2008 she worked as a junior researcher on the project of the Ministry of science, education, and sports "Market-based models of financing public-interest activities". Since March 2016 she has been employed as an assistant professor at the Department of Finance, at the Faculty of Economics and Business in Zagreb. She participates in the following courses: "Public Finance", "Personal Finance", "Monetary Policy" and "Croatian Tax System".



Zvezdana Kidrić is head of the Financial literacy service at the Ministry of Finance.

She graduated in 2006 from the Faculty of Hotel and Tourism Management from Opatija, in the field tourism management.

In 2007 she joined the Ministry of Finance and for most of her working life she was engaged in public relations. Last five years she has been intensively involved in financial literacy. She participated in the project team of the European Commission in the development of the Taxedu portal intended for children and young people to improve financial literacy in the area of taxes. Together with her team, she developed a Program of education for children and young people in the area of taxes, which is implemented by the Tax administration.

She has been in her current position since April 2022 and she is responsible for organizing the implementation of the National strategy for financial literacy.

Speakers³



Maia Markarashvili is Head of Financial Education Division in the National Bank of Georgia (NBG). She joined the NBG in 2016 in the Customer Protection division and was promoted to Head of Financial Education Division in 2019. During these years, she was involved in the development of the National Strategy of Financial Education of Georgia (2016), the updated Rule for the Protecting of the Financial Market Consumers' Rights (2017), the first Georgian Financial Education Web Portal – www.finedu.gov.ge (2020).

Prior to the NBG Maia had over 10 years of experience in the private sector. Among other positions, she held the position of Head of Product Development Division at one of the leading commercial bank of Georgia.

Maia holds a Master's Degree in Business Administration (MBA) from the Free University in Tbilisi, Georgia.

³ In order of appearance on agenda



Magda Bianco was born in Bergamo on 2 October 1960 and graduated with honours in Economics from the University of Bergamo in 1984. She then received an M.Sc. and a PhD in Economics from the London School of Economics.

She joined the Bank of Italy in 1989, where she worked in the Research Department until 1999, first in the Sector and Region Analysis Unit and then in the Financial Flows Unit, of which she became head in 1997. In 1999 she moved to the Law and Economics Unit and in 2007 was appointed head of the Law and Economics Division, which was merged into the Research Department.

She has published articles on corporate governance, corporate finance, bankruptcy, economics of civil justice, and more generally on regulatory matters and gender issues. She has taught Industrial Organization and Corporate Governance courses at several Italian universities. She served as economic advisor to the Italian Minister of Justice in 2012-2013 and has been economic and financial consultant to the Ministry since 2013.

She is a Research Associate of the European Corporate Governance Institute and a member of the Executive Board of the Italian Society of Law and Economics and of the OECD Committee on Corporate Governance. She sits on the Bank of Italy's Equal Opportunity Committee.

On 27 January 2014 she was appointed head of the Consumer Protection and Anti-Money Laundering Directorate.

On 1 March 2020, she was appointed Managing Director and in that role, she has been Head of the new Directorate General for Consumer Protection and Financial Education since 22 June 2020.



Brindusa Anghel works as a Research Economist at the Department of Structural Analysis and Microeconomics Studies of the Bank of Spain. Prior to that she worked as an Economist at the Foundation of Applied Economics Studies (FEDEA) in Madrid, Spain. She was also a professor at Universidad Carlos III de Madrid and Universidad Autónoma de Madrid. She holds a PhD in Economics from Universidad Autónoma de Barcelona.

Her research interests focus on empirical topics related to labor market and economics of education and she published several research papers in international journals like *Economics of Education Review*, *Economic Inquiry*, *Education Economics*.



Vanja Dominović is Head of the Department for Financial Institutions and Macroeconomic Analyses, Croatian Chamber of Economy.

Main field of her activity is the financial sector, especially capital market, investment funds and other areas related to the financial institutions including financial literacy, AML and legal regulation.

She is a member of various working groups and committees, including the Operational Working Group for Financial Literacy within the Ministry of Finance.



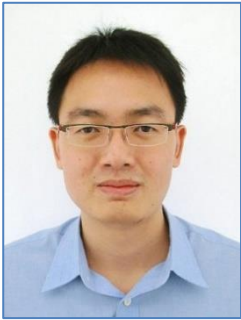
Hajdi Ćenan is co-founder & CEO of a deep tech startup *airt*, which enables companies to analyze and predict their end customers' behavior, even if they don't have in-house expertise. A regular speaker and panelist at business conferences on AI and startup topics, she was named among the top 100 most influential businesswomen in Croatia, nominated for the *Veuve Clicquot Business Woman Award*, and listed among the top 100 most important STEM entrepreneurs in Croatia.

Hajdi is also one of the co-founders of *PWMN Croatia*, the association that promotes equality and gender-balanced leadership, serves as the VP of the Croatian AI association, and has co-founded *Croatian Startup Ecosystem Association (Cro Startup)* where she serves as the President. Hajdi is also the representative of the Croatian startup ecosystem and sits on the Board of *European Startup Networks*.



Helen Warren is the Senior Policy and Propositions Manager for the financial education of children and young people at the Money and Pensions Service (MaPS), an Arms Length Body of the UK Government. She oversees the national strategy for improving financial education working closely with all levels of Government, the financial services sector and the third sector.

Prior to joining MaPS, she held various policy and analytical jobs in Central Government including at the Cabinet Office, Department for Digital, Culture Media and Sport, HM Treasury and the Department for Work and Pensions.



Jeremy Huang joined the Ministry of Manpower in Singapore as Director, Financial Planning Programme Department in 2021. He drives whole-of-government efforts under MoneySense, Singapore's national financial education programme, to develop strategies and implement initiatives to enhance Singaporeans' financial literacy and wellbeing.

Jeremy graduated from Duke University in 2007, majoring in Physics and Philosophy. He started his career in the Public Service Division working on scenario planning and foresight projects. In 2011, he joined the Ministry of National Development, where he reviewed and implemented land planning and infrastructure policies. He was posted to the then Media Development Authority in 2015, where he was responsible for developing content policies and regulations. In 2018, Jeremy joined the Ministry of

Defence and oversaw Singapore's defence relations with Northeast Asia, Southeast Asia and Oceania.



Mariam Chikobova is Deputy Head of Preschool and General Education Department at the Ministry of Education and Science of Georgia. She is also lecturer of Caucasian University (Caucasian Education School).

Since 2004, Mariam has been in the field of education. She has many years of experience both in administrative positions and in educational content.

Since 2016, she has been involved in the development of the school subject standards defined by the National Curriculum of Georgia, which implies the determination of educational goals at the national level and the introduction of modern constructivism methods in the teaching-learning process.

Since 2018, simultaneously with the development of the National Curriculum, Mariam has been coordinating the process of preparation and evaluation of educational resources at the national level.



Aneta Krstevska is a Chief Economist at the National Bank of the Republic of North Macedonia since 2010. Previously, she was Director of the Research Department of the National Bank. She obtained doctoral degree from the Faculty of Economics, Skopje. Currently, she is involved in the monetary policy design, macroeconomic and financial sector research, EU integration process, financial education and inclusion, consumer protection.

Her research spans over several fields including macroeconomics, monetary economics, banking and financial markets, financial education and inclusion. She is Chair of the Coordinating body for financial education and financial inclusion of the financial regulators in North Macedonia, in charge for coordinating efforts regarding National Strategy for Financial education and financial inclusion.



Julia Cillikova graduated from the Comenius University in Bratislava, Faculty of Mathematics and Physics. After the graduation she started working as actuary for the Ministry of Finance, and since 1999 as a Head of Department of the Insurance Supervision. From November 2000 she worked in the Financial Market Authority as the Director of the Insurance Department and after adoption of the new Act on Supervision of the Financial Market in May 2002, the Government of the Slovak Republic appointed Mrs. Julia Cillikova a General Director of the Financial Market Authority. After merge of the Financial Market Authority and the National Bank of Slovakia in January 2006, she was Executive Director for supervision and oversight of insurance and capital market, from 2010 Director of regulatory and macro-prudential risk assessment department. In 2017 - 2019 she was the Executive Director of the Regulation and Consumer Protection Unit.

Since 2020 she serves as Executive Director of Unit responsible for departments of Consumer Protection, Financial Innovations and Insurance and Pension Regulation and Supervision where she is also responsible for the project of financial education "5 Peňazi".

She represents the National Bank of Slovakia (as a Member of the BoS) in EIOPA and also, the Insurance and Private Pension Committee and the Financial Market Committee of the OECD. From 2021, she has been the Chairman of the Working Party on Private Pensions & WPPP Bureau in OECD and since 2022 she has also become a representative member of the Slovak Republic in OECD International Network on Financial Education (INFE).

She also actively participates on the working committees in the International Association of Insurance Supervisors (IAIS) and the International Organisation of Pension Supervisors (IOPS). She is a Chairman of the IAIS working forum – Retirement Income and Pension Forum.



Szymon Stellmaszyk is Advisor to the Management Board of the Polish Bank Association for international affairs.

Szymon is a lawyer and graduates in international economic and political relations at the Adam Mickiewicz University in Poznań, and he joined the Polish Bank Association in 2006.

Over the years, he has been member of Committees of the European Banking Federation for international affairs, financial crimes, communication and Financial Education Project Group.



Aija Brikse leads and coordinates the implementation of National Strategy for Financial Literacy in Latvia 2021-2027. To improve financial literacy in Latvia, Aija has attracted a wide range of representatives from the governmental, non-governmental and private sectors.

Aija believes that Latvia can improve level of financial literacy with strategic approach and common work.



Lyndwill Clarke, Head: Consumer Education a position he's held since 2011. He has a Senior Teachers Diploma, Bachelor of Science, Bachelor of Education and Master of Education degrees (University of the Western Cape). He served as a Teacher of Mathematics and Curriculum Adviser at the Western Cape Education Department, and Chief Education Specialist at the Department of Basic Education, before joining the then Financial Services Board as a Senior Project Manager in 2006.

Lyndwill is a member of the Advisory Board, the Technical Committee, and the various Working Groups of the OECD's International Network on Financial Education (INFE), and a member of IOSCO's Committee 8 on Retail Investor Education. He is also the former Chairperson of the Consumer Financial Education Technical Committee of the Committee for Insurance, Securities and Non-banking Authorities (CISNA). CISNA facilitates the development and implementation of a harmonised, risk based regulatory framework for member states in Southern African Development Community (SADC).



Yanni Vlachos is a Senior Programs and Partnerships Officer at the Financial Consumer Agency of Canada (FCAC). Since joining the Agency in 2017, his focus has been to lead and develop FCAC's financial wellness in the workplace program. Part of this work includes the development and implementation of FCAC's Financial Wellness in the Workplace web resource on Canada.ca. The web resource promotes the importance of financial wellness to both employers and employees by providing them with tools, resources, and best practices. It helps Canadian employers of all sizes to develop, build, and implement effective workplace financial wellness

programs.

FCAC's web resource was developed with support from the National Financial Literacy Working Group for the Workplace which included representatives from the public sector, industry, consumer, and professional associations. In addition to being the liaison with this group, Mr. Vlachos engaged Canadians to strengthen their financial resilience through behavioral challenges and many other financial literacy projects. He also contributed to regional, national, and international financial literacy initiatives, as well as industry events, webinars, and conferences.

With over 12 years of experience with financial education in the workplace, Mr. Vlachos is very passionate about financial literacy, well-being and behavioural insights and has conducted extensive research in these fields.

Mr. Vlachos holds an MBA from Royal Roads University in Victoria, British Columbia where his research project focused on how to engage pension plan members through pension plan design, communications, and education. He was recently selected by the Quebec government's Commissioner of Health and Well-being as a member of a committee with a 3-year mandate that aims to improve the future of the province's healthcare system and the well-being of its citizens.



Mary Dyer has worked in higher education for nearly 30 years, assisting students and families with planning, paying, and saving for higher education. Currently, she serves as a Financial Education Program Manager at the Finance Authority of Maine, providing college access, financial education and debt management services and training to Maine students and families, as well as the professionals who support them.

Before joining FAME, Mary worked as Assistant Director of Financial Aid at the University of Maine for seven years. Prior to that, she was Assistant Director of Financial Aid at College of the Atlantic in Bar Harbor, Maine. She began her career at the University of Maine at Augusta.

In addition to her professional experience, Mary served as training chair for the Maine Association of Financial Aid Administrators for four years. She has also presented at several state, regional, and national conferences and has served as a trainer for the National Association of Financial Aid Administrators (NASFAA).

In 2007, Mary was the recipient of the Candance Johnson Vinette Award for Distinguished Service to her profession.

Mary also serves as President of the Maine Jump\$tart Coalition for Personal Financial Literacy, a nonprofit volunteer-based organization that is dedicated to improving the financial capability of Maine children and young adults. Under her leadership, the Coalition was named 2014 State Coalition of the Year by the National Jump\$tart Coalition. Maine is the first state in New England to receive this important recognition.

Mary received her Bachelor of Arts in English from the University of Maine at Augusta. She currently resides in Glenburn, Maine.



Juan Carlos Chong is the Head of the Education and Financial Inclusion Department at the Peruvian Superintendency of Banking, Insurance and Private Pension Funds (SBS). In his role, he leads all the financial education initiatives and programs at the SBS and coordinates with external actors, different initiatives to enhance financial inclusion in the country. Currently, he participates in the Multisectoral Financial Inclusion Committee in charge of the implementation of the Peruvian National Policy for Financial Inclusion.

Mr. Chong has an extensive experience in banking regulation and supervision, risk management, microfinance and financial inclusion. Prior to the SBS, he held several positions in different organizations such as Frankfurt School of Finance and Management, the International Finance Corporation, the Inter-American Development Bank, the Inter-American Investment Corporation. Mr. Chong holds a Master Degree in Public Administration and a Master of Arts in International Relations from The Maxwell School of Citizenship and Public Affairs at Syracuse University in New York, USA, a Master in Finance at the Universidad del Pacifico in Peru and a Licentiate Degree in Economics at the Universidad de Lima in Peru. He also participated in the "Fletcher Leadership Program for Financial Inclusion" at Tufts University and in the "Strategic Leadership in Inclusive Finance Program" at Harvard University.



Kristof de Witte is a full professor in Education Economics and Political Economy at the Faculty of Economics and Business at KU Leuven, Belgium, and he holds the chair in 'Effectiveness and Efficiency of Educational Innovations' at United Nations University (UNU-MERIT) at Maastricht University, the Netherlands. The research interests of Kristof De Witte comprise education economics, financial literacy, performance evaluation, and political economy. Thanks to funding from multiple national and international organizations, he has a strong track record in leading and coordinating large research projects. Stimulated by interdisciplinary research funding, his work touches upon multiple disciplines which is reflected in publications in the leading journals from various academic fields.

Kristof De Witte shows a deep commitment to public dissemination of his research. To increase societal impact, he is actively disseminating his research output to Dutch field journals, policy journals and media. De Witte's work has been frequently featured in national and international media. Multiple of his papers have had a documented impact on policy making through invited seminars at and citations by the European Commission, the OECD, and the Flemish Parliament. He serves as an expert in the 'European Commission Expert Group on quality investment in education and training'. He is an associate editor for 'International Transactions in Operational Research', and former guest editor in three academic journals. More information at www.feb.kuleuven.be/kristof.dewitte.



Leonore Riitsalu is passionate about financial literacy, financial well-being and behavioural insights. As a researcher, she is studying these topics in several international research teams and lecturing on behavioural insights in policymaking in the University of Tartu. As a consultant, she is advising policymakers and financial sector institutions in increasing financial well-being, and has worked as a consultant for the OECD in the Technical Assistance Project on Financial Education for the Commonwealth of Independent States. Her research has been published in high level academic journals such as Nature

Human Behaviour and the Journal of International Marketing.



Rick Nijkamp is behavioural scientist at Money Wise at the Ministry of Finance in the Netherlands. He uses the study of human behavior to promote financial healthy behaviour, this means starting with a realistic understanding of how and why people behave the way they do.

Prior to serving in his current position, Rick worked at different research agencies where he specialized in conducting ethnographic fieldwork on the streets among hard-to-reach target groups, including: homeless people, (criminal) young people, multi-problem families and people with a migration background in working-class neighbourhoods. There, in their own context, you can retrieve insights about the perception of your target group that are crucial to take into account if you would like to change their behavior.



Carmela Aprea is a full professor of Business and Economics Education at the University of Mannheim, Germany. She is also one of the two scientific directors of the Mannheim Institute for Financial Education (MIFE), which is dedicated to interdisciplinary research on financial literacy education and related topics. Her research interests include the assessment of financial literacy as well as the instructional design and evaluation of financial education interventions, with a specific focus on serious games and gamification. Moreover, she is interested in exploring the impact of financial shocks and poverty on consumer well-being, and

in developing programs to promote consumer resilience.

Prof. Aprea is member of the OECD INFE Research Committee, the OECD Global Money Week Working Group, and the OECD Financial Literacy PISA Expert Group. She is also editor of the International Handbook of Financial Education (Springer, 2016) and member of the G53 Financial Literacy and Personal Finance Research Network.



Maria Lúcia Leitão, Head of Banking Conduct Supervision Department, Central Bank of Portugal (Banco de Portugal).

With a background in Economy and European Studies, Maria Lúcia Leitão is since its inception (in 2011) the Head of Banking Conduct Supervision Department at the Banco de Portugal following her appointment as Deputy Head of Banking Supervision Department in 2007.

Mrs. Maria Lúcia Leitão is also the Chair of the Steering Committee of the Portuguese National Strategy for Financial Education lead by the three financial supervisory authorities.

Mrs. Maria Lúcia Leitão actively participates in several international fora dedicated to financial consumer protection and financial education. At the international level, Maria Lúcia Leitão is Chair of the International Financial Consumer Protection Organisation (FinCoNet) and she is a member of the Advisory Board and Vice-Chair of the OECD/INFE (International Network on Financial Education). At the European level, she participates as a member in the Standing Committee on Consumer Protection and Financial Innovation of the EBA (European Banking Authority). She also participates in the G20/OECD Task Force on Financial Consumer Protection. She also participated in the Joint Committee of the European Supervisory Authorities (ESAs).

Mrs. Maria Lúcia Leitão often participates as speaker at international gatherings invited by organizations such as the OECD, European Commission, European Supervisory Authorities, G20/GPFI, UNCTAD, World Bank, Alliance for Financial Inclusion, and Consumers International.



Therese Wieselqvist Ekman, Senior Advisor Consumer affairs, Finansinspektionen.

With 16 years of experience in the field of financial education, Therese is senior advisor at The Swedish FSA and work strategically in the field of financial education.

Therese has many years of experience from international working groups and as a board member of The Swedish Consumers' Banking and Finance Bureau and The Swedish Consumers Insurance Bureau, she has a broad understanding of consumer problems in the financial market.

In order to gain a deeper understanding of the needs of target groups, she also meet and educates consumers in different life stages and uses insights from supervision at the authority.



Christian Mejer is head of Money Wise at the Ministry of Finance in the Netherlands. In that capacity he leads a team of 15 professionals that work on financial health.

Money Wise is a public-private collaboration: half of the budget stems from the representative bodies of banks, insurers and pension funds. Prior to serving in his current position, Christian served as deputy Head of the Payments and Integrity Unit of het Financial Markets Policy Directorate.



Tinatin Gujbidze is a chief specialist at the financial education division, at the National Bank of Georgia (NBG). She participates in the development and implementation of the financial education programmes for the different target groups, e.g. children, teachers and MSME's. She is a trainer and blogger at the NBG's financial education portal - Finedu.

Previously, Tinatin has been working in the commercial banking sector, as a micro and small business lending officer and a private clients adviser.

Tinatin holds a Master's Degree in Business Administration from the Tbilisi State University.



Olena Trygub is a Principal Expert at Strategic Analysis and Planning Division, Strategy and Development Department at the National Bank of Ukraine (NBU). She participates in the creation, implementation and monitoring of high-level documents on the financial sector development and deepening financial inclusion in Ukraine. Among other duties, she manages the project "Increasing financial literacy level of population in Ukraine", coordinates the implementation of the National Financial Literacy Strategy of Ukraine, supports stakeholder cooperation under Financial Literacy Steering Committee, and participates in organizing the financial literacy survey of Ukraine population according to OECD methodology. In 2019-2021 she also coordinated the

financial awareness campaign Global Money Week in Ukraine, was responsible for developing cooperation between the NBU and schools, universities, for preparing educational materials on personal finance management and central bank knowledge, organizing financial literacy competitions.

Olena Trygub has a PhD from Taras Shevchenko National University of Kyiv, Ukraine. Prior to joining the NBU in January 2019, she was an Associate Professor, Head of the Masters' Educational Program on Banking at the Faculty of Economics, Taras Shevchenko National University of Kyiv.



Snejanka Koleva has over two decades of experience in the field of financial services and consumer protection. Since 2001 she has been working at the Ministry of Finance in Bulgaria as an expert with competences in the field of the banking sector and consumer protection in financial services field. During the years she took part in various international and national initiatives and projects on these topics, including legislative ones at national and European level. From 2016 to 2021 Snejanka was mandated as a financial services attaché in Brussels presenting Bulgaria in the Working party on Financial Services and other working formats dealing with financial services topics.

Ms Koleva received her Master degree in Laws from Sofia University "St. Kliment Ohridski", faculty of Law, and her PhD in Economic research of EU in the field of financial services from the same university, European Studies Department.



Ina Scerbaniciu is Deputy Head of the Communication and Financial Education Division at the National Bank of Moldova. Under her role, she is also coordinator of the Working Group created by the National Bank of Moldova for drawing up the National Strategy for Financial Education and she is responsible for the implementation of the financial education projects within the National Bank of Moldova.



Marija Radenović has worked in the Central Bank of Montenegro since 2017. She is currently adviser to the Executive Director and she's responsible for coordinating activities focused on financial education. As part of this position, her work is also focused on public and media relations.

Prior to joining the Central bank, Marija served as General Director in the Ministry of Finance responsible for project management, financing, contracting, execution of payments and supervision of EU funded programs and project.

Marija holds a Bachelor of Economics. She was awarded a scholarship from German Government for attending one-year training on Regional Economic Development.



Maria Pavić is a senior expert advisor at the Sector for Financial Markets and Financial Literacy of the Ministry of Finance.

Maria graduated tax law in 2003 at the Faculty of Law in Zagreb. After graduation tax law in 2004 she started her career at the Tax Administration as administrative officer at the Sector of games of a chance and after nine years become an inspector at the Sector of enforcement.

Along with work she studied Finance and Business law and Management of Human Resources and Knowledge at Effectus entrepreneurial studies and in 2017 earning the title of expert specialist in business management. She is currently finishing master's degree in law and real estate management in Ljubljana, Slovenia.

Since January 2020 she has been employed as a senior expert advisor at the Ministry

of Finance.



Snježana Levar is head of Consumer Protection Monitoring Office at Croatian National Bank. She has joined Croatian National Bank's Monetary Policy Department team in 1991.

During the following period, she was part of the Central Bank's Supervision Area team (Prudential Regulation; Licencing and Market Competition) and since 2011 she is Director of the Consumer Protection Monitoring Office.

Snježana has extensive experience in the field of consumer protection, supervision and financial education.

She has graduated from The Faculty of Economics and Business in Zagreb.



Angelique van Haasteren works for the International Affairs Department of the Dutch ministry of Finance and is responsible for the coordination of the Constituency Program.

This is a program for technical cooperation with the countries that share the Dutch constituencies at the IMF, World Bank and EBRD (European Bank for Reconstruction and Development). Before joining the ministry of Finance, Angelique worked for the Dutch ministry of Economic Affairs.



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