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**COLOMBIA-OECD-WORLD BANK  
CONFERENCE ON FINANCIAL EDUCATION  
“Progress of global policies and practices  
and Latin American experiences”**

**31 October-1 November 2012  
Hilton Hotel  
Cartagena, Colombia**

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**DRAFT PROGRAMME**

<b>DAY 1 – Wednesday 31 October 2012</b> <b>Developing National Strategies, Measurement Tools and Program Evaluation Methods</b>	
<b>8:30 - 9:00</b>	<b>Registration of participants</b>
<b>9:00 - 9:40</b>	<b>Opening remarks:</b> <ul style="list-style-type: none"> <li>➤ <b>Mr. Mauricio Cárdenas</b>, Minister of Finance, Colombia</li> <li>➤ <b>Mr. Yves Leterme</b>, OECD Deputy Secretary-General</li> <li>➤ <b>Ms. Marialisa Motta</b>, Director, Finance and Private Sector Development, Latin America &amp; Caribbean Region, World Bank</li> </ul>
<b>9:40 - 10:00</b>	<b>Presentation of the preliminary findings of the Financial Literacy and Education Russian Trust Fund report</b> <ul style="list-style-type: none"> <li>➤ <b>Prof. Robert Holzmann</b>, Senior Advisor (consultant) to the Russia Trust Fund, World Bank</li> </ul>
<b>10:00 - 10:30</b>	<b>Coffee break</b>
<b>10:30 - 11:00</b>	<b>Overview of Financial Education in Latin America</b> <ul style="list-style-type: none"> <li>➤ <b>Ms. Diana Mejía</b>, Senior Advisor for Public Policies, Latin American Development Bank (CAF)</li> </ul>
<b>11:00 - 12:30</b>	<b>Developing national strategies for financial education: OECD/INFE Principles and roundtable of Latin American experiences</b>
<b>Roundtable</b>	<p>Moderator: <b>Mr. Victor Traverso</b>, Director for Colombia, Latin American Development Bank (CAF)</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>➤ <b>Mr. André Laboul</b>, Chair of the OECD International Network on Financial Education and Head of the OECD Financial Affairs Division <i>OECD/INFE High-level Principles on National Strategies for Financial Education</i></li> </ul> <p><i>Examples from the Region:</i></p> <ul style="list-style-type: none"> <li>➤ <b>Ms. Ana Fernanda Maiguashca</b>, Deputy Minister of Finance, Colombia</li> <li>➤ <b>Ms. Ana Luisa Saavedra</b>, Deputy Director General, Savings and Financial Regulation, Ministry of Finance and Public Credit, Mexico</li> <li>➤ <b>Mr. Luis Eduardo Meléndez</b>, Central Bank of El Salvador</li> <li>➤ <b>Mr. Joao Evangelista de Sousa Filho</b>, Head of the Financial Education Division, Central Bank of Brazil</li> </ul> <p>Issues:</p> <ul style="list-style-type: none"> <li>➤ Identifying needs and objectives</li> <li>➤ The role of public authorities and other stakeholders</li> <li>➤ Choosing efficient channels and delivery mechanisms</li> <li>➤ Evaluating individual programmes</li> <li>➤ International good practices</li> </ul> <p>National Strategies on Financial Education are increasingly being introduced globally. This session will present the OECD/INFE High-level Principles on National Strategies for Financial Education endorsed by G20 leaders in 2012. Case studies on the development and implementation of national strategies in Colombia, Mexico, El Salvador, and Brazil will provide examples from the region.</p>
<b>12:30 - 13:30</b>	<b>Lunch</b>

## Measuring financial literacy and capability

The first two afternoon sessions will be devoted to measuring financial literacy and capability. Speakers will present an overview of instruments and methods and two recently developed instruments, the World Bank Financial Capability Measurement exercise in low and middle income countries, the OECD/INFE questionnaire for conducting an internationally comparable survey of financial literacy. Case studies on the use of these instruments in Latin America will also be presented.

Issues:

- Setting the framework: concepts and objectives
- Challenges of creating internationally comparable measurement: OECD/INFE and World Bank tools
- Defining and measuring financial capability in low and middle income countries
- Preliminary international evidence from OECD/INFE and World Bank measurement instruments

<b>13:30 - 14:30</b>	<b>Measuring financial literacy and capability: International tools and evidence</b>
<b>Session 1</b>	<p>Moderator: <b>Mr. Richard Hinz</b>, Program Manager, Financial Literacy and Education Trust Fund, World Bank</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>➤ <b>Ms. Adele Atkinson</b>, Policy Analyst, OECD</li> <li>➤ <b>Ms. Valeria Perotti</b> and <b>Mr. Siegfried Zottel</b>, Economists, World Bank</li> <li>➤ <b>Ms. Elaine Kempson, Consultant</b> and <b>Ms. Kinnon Scott</b>, Senior Economist, World Bank</li> </ul>
<b>14:30 - 15:45</b>	<b>Measuring financial literacy and capability: Latin American experiences</b>
<b>Session 2</b>	<p>Moderator: <b>Mr. Juan Carlos López Mora</b>, Communication and Public Awareness, FOGAFIN, Colombia</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>➤ <b>Ms. Roxanna Buendia</b>, Principal Analyst, Financial Education and Inclusion, Superintendencia de Banca, Seguros y AFP, Peru</li> <li>➤ <b>Mr. Dairo Estrada</b>, Central Bank of Colombia</li> <li>➤ <b>Mr. Luis Trevino Garza</b>, Director for Access to Finance, Comisión Nacional Bancaria y de Valores, CNBV, Mexico,</li> <li>➤ <b>Ms. Rekha Reddy</b>, Economist, World Bank</li> <li>➤ <b>Ms. Ana Caro</b>, Head, Financial Education, Central Bank of Uruguay</li> </ul>
<b>15:45 - 16:15</b>	<b>Coffee break</b>
<b>16:15 - 18:30</b>	<b>Issues and methods in program impact evaluation</b>
<b>Session 3</b>	<p>Moderator: <b>Ms. Camille Busette</b>, Assistant Director, Office for Financial Education, Consumer Financial Protection Bureau, US</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>➤ <b>Ms. Flore-Anne Messy</b>, Secretary of the OECD International Network on Financial Education and Senior Policy Expert, OECD <i>OECD/INFE High-level Principles for Programme Evaluation</i></li> <li>➤ <b>Ms. Kata Mihaly</b>, Economist, Rand Corporation, US <i>Presentation of World Bank Methodological Toolkit</i></li> </ul> <p>Illustrative case studies:</p> <ul style="list-style-type: none"> <li>➤ <b>Mr. Aiden Coville</b>, Economist, World Bank <i>Interactive computer game and investing in Brazil</i></li> <li>➤ <b>Mr. Rafael Mazer</b>, Financial Sector Analyst, CGAP <i>Disclosure and credit products in Mexico</i></li> <li>➤ <b>Mr Leopold Sarr</b>, Senior Economist, World Bank <i>Doorstep Banking in India</i></li> <li>➤ <b>Mr. Olaf Simonse</b>, Project Manager – Moneywise, Ministry of Finance,</li> </ul>

	<p>Netherlands <i>Effectiveness of Financial Education Programmes in the Netherlands</i></p> <p>Impact evaluation is important to improve accountability, efficiency and knowledge of which financial education practices work best. This session will discuss principles, instruments and issues on the evaluation of financial education programs developed by the OECD and the World Bank.</p>
<b>20:00</b>	<b>Cocktail hosted by CAF at <i>Baluarte de San Ignacio</i></b>

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<p align="center"><b>DAY 2 – Thursday 1 November 2012</b> <b>Targeted Financial Education Programmes and Innovative Designs</b></p>	
<b>9:00 - 10:00</b>	<p><b>Special focus - financial literacy: is there a gender issue?</b></p> <p>Moderator: <b>Ms. Diana Crossan</b>, Commissioner, Commission for Financial Literacy and Retirement Income, New Zealand</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>➤ <b>Ms. Sue Lewis</b>, OECD consultant <i>Evidence, global trends, case studies in Latin America (OECD/INFE findings)</i></li> <li>➤ <b>Ms. María Del Pilar Esguerra Umaña</b>, Director of Economic and Financial Education, Central Bank of Colombia <i>Illustrative case study</i></li> </ul>
<b>10:00 - 10:30</b>	<b>Coffee break</b>
<b>10:30 - 12:30</b>	<b>Financial education in the classroom</b>
<b>Session 4</b>	<p>Moderator: <b>Ms. Flore-Anne Messy</b>, OECD</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>➤ <b>Ms. Sylvia Morais</b>, Superintendent, Brazilian Association for Financial Literacy</li> <li>➤ <b>Ms. Miriam Bruhn</b>, Economist, World Bank <i>Impact evaluation of the Brazilian programme</i></li> <li>➤ <b>Representative from Ministry of Education, Colombia (TBD)</b></li> <li>➤ <b>Mr. Jared Penner</b>, Head of the Education Division, Childfinance</li> <li>➤ <b>Prof. William Jack</b>, Georgetown University, US <i>Classrooms Comic Books and Social Media in Kenya</i></li> </ul>

	<p>Issues:</p> <ul style="list-style-type: none"> <li>➤ Integrating financial education in the curriculum</li> <li>➤ Role of teachers: training the trainers</li> <li>➤ Role of the private sector</li> <li>➤ Innovative delivery tools</li> <li>➤ Challenges in evaluating financial education in schools</li> <li>➤ Measuring financial literacy of youth: PISA Financial Literacy</li> <li>➤ Case studies in Latin America</li> </ul> <p>Introducing financial education in schools is an equitable and efficient way to equip the next generation with basic financial literacy skills. However, many challenges have to be overcome for this introduction to be successful, including the reluctance of the education system and other stakeholders, crowded curricula, lack of resources and evaluation. To address these challenges, the morning session will be devoted to discussing international good practices and practical solutions. Moderator and speakers will present the OECD Guidelines on Financial Education in Schools, the PISA Financial Literacy Assessment Framework, as well as case studies on the development, implementation and evaluation of financial education initiatives in the classroom in Latin America.</p>
<b>12:30 - 13:30</b>	<b>Lunch</b>
<b>13:30 - 15:15</b>	<b>Accessing hard to reach groups</b>
<b>Session 5</b>	<p>Moderator: <b>Ms María Inés Agudelo Valencia</b>, Executive Director, FOGAFIN, Colombia</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>➤ <b>Ms. Adele Atkinson</b>, Policy Analyst, OECD</li> <li>➤ <b>Ms. Margaret Miller</b>, Senior Economist, World Bank</li> <li>➤ <b>Mr. Dylan Ramshaw</b>, Senior Project Co-ordinator, Innovations for Poverty Action, Bolivia</li> <li>➤ <b>Mr. Alex Kaufman</b>, Economist, Federal Reserve Bank, US</li> <li>➤ <b>Mr Jorge Castaño Gutierrez</b>, Head of Research and Development, Financial Superintendency of Colombia</li> </ul> <p>Issues:</p> <ul style="list-style-type: none"> <li>➤ International good practices on demand side approaches to financial inclusion</li> <li>➤ The role of the private sector</li> <li>➤ Finding appropriate delivery channels</li> <li>➤ The challenges of changing financial behaviour</li> </ul> <p>Improving the financial literacy and financial inclusion of underserved and vulnerable groups is a key challenge of many Latin American countries and emerging economies that strive to ensure that a larger share of the population can appropriately use the financial opportunities available to them. This session will present OECD/INFE and World Bank research, as well as case studies focusing on the Dominican Republic, Mexico and other Latin American countries.</p>
<b>15:15 - 15:45</b>	<p><b>Closing Remarks</b></p> <ul style="list-style-type: none"> <li>➤ <b>Mr. Yves Leterme</b>, OECD Deputy Secretary-General</li> <li>➤ <b>Mr. José Darío Uribe Escobar</b>, Governor of the Central Bank of Colombia</li> </ul>