

INVESTOR EDUCATION & TRUST:

Reconnecting European Citizens with Finance and Capital Markets



17 MARCH
2026

ONLINE WEBINAR

10:00 -
12:30

BF BETTER FINANCE
The European Federation of Investors and Financial Services Users
Fédération Européenne des Epargnants et Usagers des Services Financiers

Investor Education & Trust: Reconnecting European Citizens with Finance and Capital Markets

Online Roundtable / Webinar

Date: 17 March 2026

10:00 – 10:10	Welcome & Introduction <i>Investor Education as a Public Interest Objective</i> Trust, transparency and good value for money as prerequisites for retail participation in capital markets	Aleksandra Mączyńska , Managing Director, BETTER FINANCE (confirmed)
10:10 – 10:30	Keynote Speech <i>The European Commission's Financial Literacy Strategy: Building Capability, Trust and Participation</i> <ul style="list-style-type: none">The European Commission's vision and objectives for strengthening financial literacy across the EUKey pillars of the new EU Financial Literacy Strategy and their role in enhancing trust, consumer protection and market participationHow improved financial capability supports the Capital Markets Union and delivers better outcomes for citizens and investors	Alexandra Jour-Schroeder , Deputy Director-General Financial Stability, Financial Services and Capital Markets Union at the European Commission (confirmed)
10:30 – 11:45	High-Level Round-table Discussion <i>Main Barriers and Practical Solutions to Investor Education in Europe</i> Key discussion points:	Panellists: <ul style="list-style-type: none">Camille Beaudoin, Chair of the IOSCO Committee on Retail Investors and Director of Financial Education Expertise

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- Reasons for low financial literacy levels
 - Behavioural biases, mis-selling and their impact on trust in finance
 - The role of schools, public authorities, professionals and investor organisations
 - Digital finance, influencers and AI: education or confusion?
 - How to ensure investor education initiatives are independent and outcome-driven
- and Partnerships, Autorité des marchés financiers (AMF), Québec (**confirmed**)
 - **Josias Fagerlind**, Chairman of the Danish Young Shareholders (**confirmed**)
 - **Mariola Szymańska**, President, European Financial Planning Association Poland (**confirmed**)
 - **Chiara Monticone**, Senior Policy Analyst & Coordinator, OECD/INFE (**confirmed**)

Moderator: Anne Gagnard, CEO, Place des Investisseurs (**confirmed**)

Interactive Q&A with Participants:

- Questions from retail investors, practitioners and policymakers
- Live polling on education priorities and trust barriers

11:50 – 12:10 **Presentation**

Practical Examples of Investor Education Initiatives from BETTER FINANCE Member Organisations on the ground

Josias Fagerlind, Chairman of the Danish Young Shareholders (**confirmed**)

12:10 – 12:15 **Conclusions & Policy Takeaways**

Aleksandra Mączyńska, Managing Director, BETTER FINANCE (**confirmed**)