

# Financial education and gender equality



**Buenos Aires, October 2018**

# Mini-biography

- Board member of BETTER FINANCE, Brussels
- Director of UK SHAREHOLDERS' ASSOCIATION, London
- Background in banking in the City of London
- Language services provider

# Better Finance, Brussels

European Federation of Investors and Financial Services Users

- A public-interest, non-governmental organisation advocating and defending the interests of European citizens as financial services users at European level
- Promotes research, information and training on investments, savings and personal finances. The only European-level organisation solely dedicated to the representation of individual investors, savers and other financial services users.

# UK Shareholders' Association, London

- Oldest shareholder campaigning organisation in the UK. A not-for-profit company that represents and supports shareholders who invest in the UK stock market.
- Lobbies Government, the Financial Reporting Council, the Financial Conduct Authority and other bodies to continually improve recognition and treatment for private investors.
- Provides education through meetings with companies and classes aimed especially at new investors.

# The issues

- Financial services generally
  - Barriers to access
  - Institutional gender inequality, e.g. in City of London
  - Traditional social structures
  - Economic instability
- Share investing specifically
  - Age profile of typical investors
  - Conservative social attitudes
  - Systemic obstacles
  - Rich old guys (ROGs)?

# Tackling issues – guiding principles

- Access for ALL
- Importance of SOCIAL contact
- Build CONFIDENCE and EMPOWERMENT
- Emphasise gains for SOCIETY
- Improving GOVERNANCE to benefit ECONOMY as a whole

# Case study – financial education in Brighton

- FRIENDLY venue
- Ideal class size ~ 15
- Start with formal lesson (20-30m)
- Questions/discussion (30m)
- FUN elements such as competitions (10m)
- Encourage SOCIALISING during and after class
- ‘Speed dating’!



# Conclusions – Where next?

- Harness SOCIAL CHANGE
- Leverage TECHNOLOGY
- Video delivery, more FAMILY-FRIENDLY
- Set up education initiatives in LOCAL COMMUNITIES
- Link up with existing GENDER-EQUALITY MOVEMENTS



Thank you!

