



Global Money Week

Global Launch of GMW2025

17 March 2025

12:00 – 13:30 CET

[Zoom](#)

Agenda

12:00 – 12:30

Opening remarks

- **Yoshiki Takeuchi**, Deputy Secretary-General, OECD
 - **Maria Luís Albuquerque**, Commissioner for Financial Services and the Savings and Investments Union, European Commission
 - **Camille Beaudoin**, Director, Financial Education Expertise and Partnerships, Autorité des marchés financiers, Québec, Canada, and Chair of IOSCO Committee on Retail Investors
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12:30 – 13:30

Understanding the role of finfluencers, social media, and behavioural biases in shaping the financial behaviour of young people

This session will highlight how developments in digital finance and in the way consumers interact with financial services—from the emergence of “finfluencers” to the increasing use of social media and Artificial Intelligence—are making it challenging for young people to identify trustworthy financial information. Coupled with the effects of behavioural biases and peer pressure, these trends can have profound effects on the ability of young people to make sound financial decisions. This session will underscore the role of financial education in helping young people critically evaluate information, resist temptation and make smart financial choices.

Moderator: **Carmine Di Noia**, Director for Financial and Enterprise Affairs, OECD

Speakers:

- **Lyndwill Clarke**, Head of Department, Consumer Education, Financial Sector Conduct Authority, South Africa
 - **Fatima-Zahra Aziz**, Executive Director, Moroccan Foundation for Financial Education, Morocco
 - **Florence Corne**, Deputy Director, Retail Investor Relations and Protection, Autorité des marchés financiers, France
 - **Phil Lambert**, Adjunct Professor, University of Sydney, Australia and Director, Phil Lambert Consulting Pty Ltd.
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