

Workshop on Leveraging Behavioural Economics for Investor Education and Investor Protection

1. Overview

This Workshop on *Leveraging Behavioural Economics for Investor Education and Investor Protection* will take place at the IOSCO Asia Pacific Hub in Kuala Lumpur, Malaysia from 15-16 November 2018. The specialised Workshop for securities regulators will be led by Dr Joanne Yoong (refer to attached profile).

The aim of the 2-day Workshop is to provide participants with a better understanding of the principles behind behavioural economics and to be familiar with the latest developments and applications in global financial markets. The Workshop will also help participants apply latest behavioural insights to the design of interventions in the context of securities markets and to evaluate such interventions.

The Workshop will be a follow-up to the application of insights from behavioural sciences covered in the Workshop held by the IOSCO Hub in 2017. It will also look to complement IOSCO and OECD/INFE's joint report on behavioural insights published earlier this year and review how behavioural insights can be further integrated into the broader context of regulatory work. This will include the development of financial literacy initiatives to apprise investors on Initial Coin Offerings (ICOs) and crypto assets.

2. Participant Level and Registration

The Workshop is designed for mid to senior-level executives (with or without experience in behavioral economics) to help identify behavioural insights that will facilitate their investor education and financial literacy efforts. It will include lecture and interactive sessions such as decision mapping, case studies, intervention strategies and evaluation plans. Participants, to deepen their understanding on the subject matter will be asked in groups to brainstorm ideas relevant to investor behavior and education and design interventions.

There is no cost to attend the Workshop and participation is limited to 30 executives, to be selected from eligible applicants on a first come, first served basis.

The Workshop will include illustrative examples and video demonstrations related to financial capabilities, and investment behavior, and investor protection. A suggested reading will be circulated together with slides after the session.

3. Program

Day 1 - Principles		
09:00-10:15	Presentation	What is behavioural economics and why does it matter for financial sector regulation?
Break		
10:45-12:45	Presentation	Behavioural economics in principle <ul style="list-style-type: none"> • Problematic preferences • Biased beliefs • Capacity constraints
Lunch		
14:30 - 15:15	Hands-On Session	Decision mapping: Identifying the problem(s)
15:15 - 15:45	Discussion	Presentation and discussion of problem statement
Break		
16:15 - 17:00	Presentation	Behavioural economics in action <ul style="list-style-type: none"> • Nudges • The EAST framework
17:00 - 17:15		Open session: Q&A

Day 2 - Putting It To Work		
09:00-10:45	Presentation	Behavioural economics in reality <ul style="list-style-type: none"> • Implementation • Evaluation
Break		
11:15 - 12:00	Hands-On Session	Designing an intervention
12:00 - 12:30	Discussion	Presentation and discussion of intervention strategies
Lunch		
14:15 - 15:30	Presentation and Hands-On Session	Old and new challenges for investor protection: Approaching investor education on crypto assets and ICOs
Break		
16:00 - 16:30	Presentation	Behavioural economics in today's practice <ul style="list-style-type: none"> • Adoption around the world • Rules of Thumb for policymakers
16:30 - 16:45		Review and summary
16:45 - 17:00		Open session: Q&A

4. Application and Further Information

The registration form for this Workshop can be found on our website:

<https://www.iosco.org.my/programme-events/training-programs-by-the-hub>. Completed registration forms should be emailed to info@iosco.org.my no later than 2 November 2018.

The IOSCO Asia Pacific Hub welcomes any enquiries you may. For further information, please contact Azfalyna Aziz, IOSCO Asia Pacific Hub at azfalyna@iosco.org.my or +603 6204 8061.



Dr Joanne Yoong Su-Yin

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Joanne is an applied micro-economist conducting research on behavioral economics, health and financial decision making. She is a Senior Economist at the University of Southern California, where she directs the research program for the Center for Economic and Social Research (East) and participates in the University of Southern California's Behavioral Economics Studio, a newly-founded initiative to promote the translation of behavioral insights into better policy by providing advisory, consultancy and training support to public sector and nonprofit organizations.

Joanne is jointly appointed as Associate Professor of Health Systems and Behavioral Sciences at the Saw Swee Hock School of Public Health and the Director of the Center for Health Services and Policy Research at the National University Hospital System. She is also an honorary Senior Lecturer at the London School of Hygiene and Tropical Medicine. Her academic research has been published in leading journals and has been funded by the WHO, OECD, NIH, DFID, World Bank and USAID.

Joanne received her Ph.D. in Economics at Stanford University as an FSI Starr Foundation Fellow and her AB summa cum laude in Economics and Applied and Computational Mathematics from Princeton University.