

Global Future Council on Financial Education



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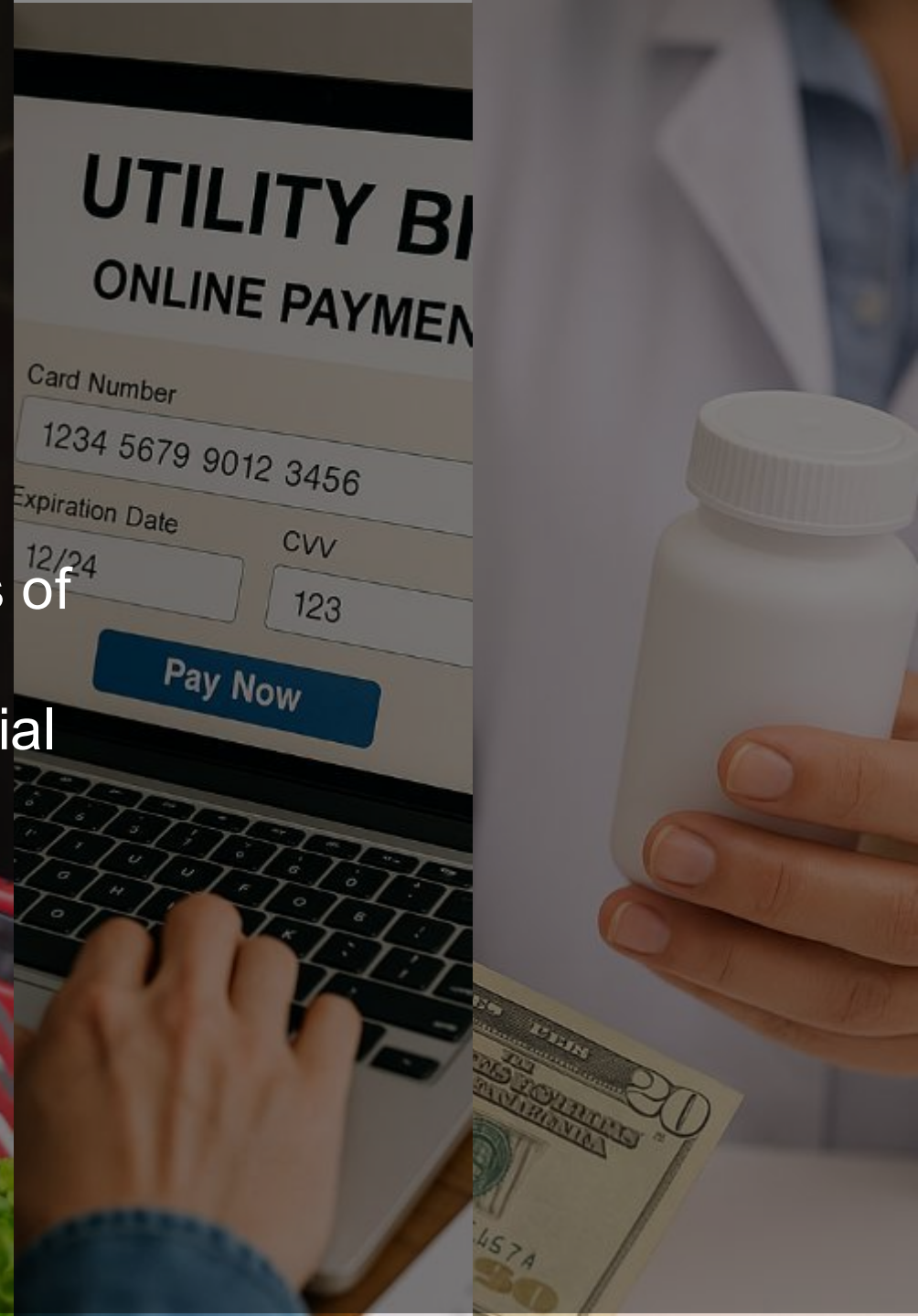
Council Insights

Amplification



People make thousands of decisions a day, many with financial consequences.

1.



Financial education is foundational to individual wellbeing



Retail Investing

Global market activity, once dominated by institutional players now includes a rapidly growing share of individual investors, with **61% (\$107T) global assets under management projected to be in retail channels by 2030.**¹

With 72% of Gen Z investing by the time they join the workforce, the Global Retail Investing Initiative explores how industry and policymakers can help foster successful individual participation in capital markets, empowering **individuals to reach their near- and long-term financial goals.**²



Longevity Economy

By 2050, the global population over **60 is projected to increase to an estimated 2.1 billion** of individuals over age.³ Demographic ageing, along with decades of declining birth rates, is profoundly impacting the economic and social foundation of many countries.

The Longevity Economy Initiative is redesigning retirement systems, **advancing financial innovations, and fostering longevity literacy to ensure better financial and health outcomes for individuals and societies.**

1. Indefi. (2022). The Future is Now: Five Waves Reconfiguring Asset Management. <https://www.indefi.com/wp-content/uploads/2022/03/Indefi-Strategy-The-Future-is-Now.pdf>.
 2. World Economic Forum (2025). *2024 Global Retail Investor Outlook*. https://reports.weforum.org/docs/WEF_2024_Global_Retail_Investor_Outlook_2025.pdf
 3. World Health Organization (2025). *Ageing and Health*. <https://www.who.int/news-room/fact-sheets/detail/ageing-and-health>

Co-Chairs



Annamaria is a Senior Fellow at the Stanford Institute for Economic Policy Research (SIEPR) and the Academic Director of the Initiative for Financial Decision-Making.

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Saira is President of Nuveen Equities and Fixed Income (NEFI), Chief Investment Officer (CIO). She leads a business with more than \$1 trillion in assets under management.

Saira Malik

Head, Nuveen Equities and Fixed Income; Chief Investment Officer, Nuveen

Global Future Council on Financial Education Members



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Head of Financial Wellbeing,
Danske Bank

Council Goal:

The Council aims to evolve financial education from a **nice-to-have to a need-to-have**, establishing it as a priority for business leaders and policymakers.

When individuals have the skills and knowledge to navigate the financial services ecosystem successfully, they are **more resilient and strategic** participants in the economy.

Consequently, financial education not only benefits the individual, but also the **private sector and stability of the economy at large**.



The Council's work is shaped by three guiding principles:



1) Financial Education Across Life's Stages

Importance of financial education in schools, workforce, and retirement.



2) Adaptable and Accessible Content For All

Inclusive and nuanced financial education that adapts to individuals' unique financial goals and meet people where they are.



3) A Tool For Economic Stability

Financial education can serve as a critical backbone to macro stability; resilient individuals power resilient economies.

Guiding Principle 1: Financial Education Across Life's Stages

26%

Decrease in the probability of having a loan or other bills in arrears⁴

Financial education lessons in school has a significant spillover from children to parents within lower income households.

56%

of employees say they're stressed about their finances⁵

Offering financial education and support in the workplace can increase productivity and retention.

\$400

Trillion global retirement savings gap by 2050⁶

With governments around the world moving from traditional pension plans to defined contribution, individuals living longer need financial education to support their retirement.

4. Frisancho, Veronica. (2023). Spillover Effects of Financial Education: The Impact of School-based Program on Parents. Inter-American Development Bank, vol. 1452, <https://publications.iadb.org/publications/english/document/Spillover-Effects-of-Financial-Education-The-Impact-of-School-Based-Programs-on-Parents.pdf>

5. PWC (2026). PWC's 2026 Employee Financial Wellness Survey. <https://www.pwc.com/us/en/services/consulting/business-transformation/library/employee-financial-wellness-survey.html>.

6. World Economic Forum (2017). We'll Live to 100 – How Can We Afford It? <https://www.weforum.org/publications/we-ll-live-to-100-how-can-we-afford-it/>

Guiding Principle 2: Building Adaptable and Accessible Content



Financial education must reflect local realities.

- Cultural norms are critical to consider, with gender playing a key role: only 15% of women have high financial literacy in the EU, compared to 27% of men⁷



Community and storytelling drive engagement.

- Participants were 17–18 percentage points more likely to answer financial literacy questions correctly after reading a short story⁸



Education must cut through the noise and be relatable.

- Financial jargon has been shown to increase stress by 20%, with 62% of individuals needing additional time to understand financial terminology⁹

7. European Central Bank. (2026). The gender gap in financial literacy. https://www.ecb.europa.eu/ecb-and-you/financial_literacy_europe/The-gender-gap-in-financial-literacy/html/index.en.html

8. Clark, R. Lin, C. Lusardi, A. Mitchell, O. Sticha, A. (2025). *Evaluating the effects of a low-cost, online financial education program*. Journal of Economic Behavior & Organization. Vol 23. <https://www.sciencedirect.com/science/article/pii/S0167268125000721?via%3Dihub=>

9. Barclays (2019). *Fear of Finance: A report into the body's stress reaction to financial terminology*. <https://home.barclays/content/dam/home-barclays/documents/news/2019/BarclaysReport%20v051%20FINAL.pdf>

Guiding Principle 2a: Technology is a powerful scaler of education

- Technology can expand financial inclusion, but it's dependent on both financial literacy and trust.
- Regulatory differences and interoperability gaps create uneven consumer protection and stagnated innovation ecosystems.
- Successful delivery models meet people where they are.
- Effective financial education requires collaboration and clear communication.

86%

of adults have a mobile phone, 76% have a bank account or online money account, 67% use the internet, and 26% learn online.¹⁰



Guiding Principle 3: A Tool For Economic Stability

Financial literacy is a core driver of **monetary policy** effectiveness and financial stability.

When households understand **interest rates, inflation, and risk**, they respond more predictably to policy decisions, **strengthening transmission** and reinforcing trust in financial systems.

90% of Europeans recognise the European Central Bank, but only **43%** understand it's mandate of price stability and low unemployment.¹¹

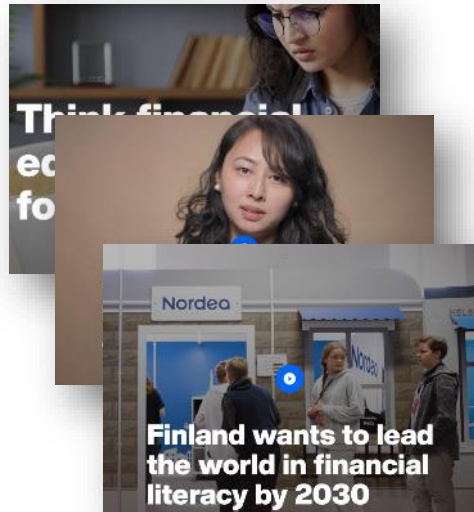


Council members of the World Economic Forum's Global Future Council on Financial Education, central bankers, civil society, and the public sector convened during the Spring Meetings of the IMF/World Bank to discuss the role of financial education in central banking.

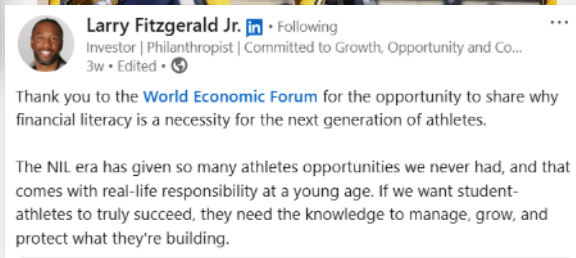
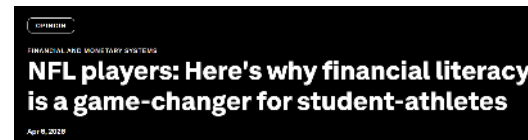
11. European Central Bank. (2024). *ECB Knowledge and Attitude Survey*, 10th edition. Internal report. As cited in: Schnabel, Isabel. "Financial Literacy and Monetary Policy Transmission." Speech at the 2025 Mais Lecture, Bayes Business School, London, 27 March 2025. <https://www.ecb.europa.eu/press/key/date/2025/html/ecb.sp250327~4f9c298d91.en.html>

How we amplify:

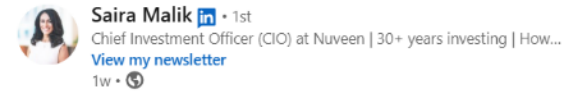
Informative Videos



NFL (Athlete) Collaboration



Social Media Campaigns

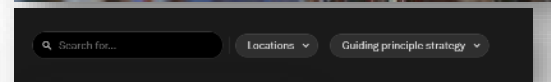



I had zero financial literacy in high school. I didn't learn to invest, ...more



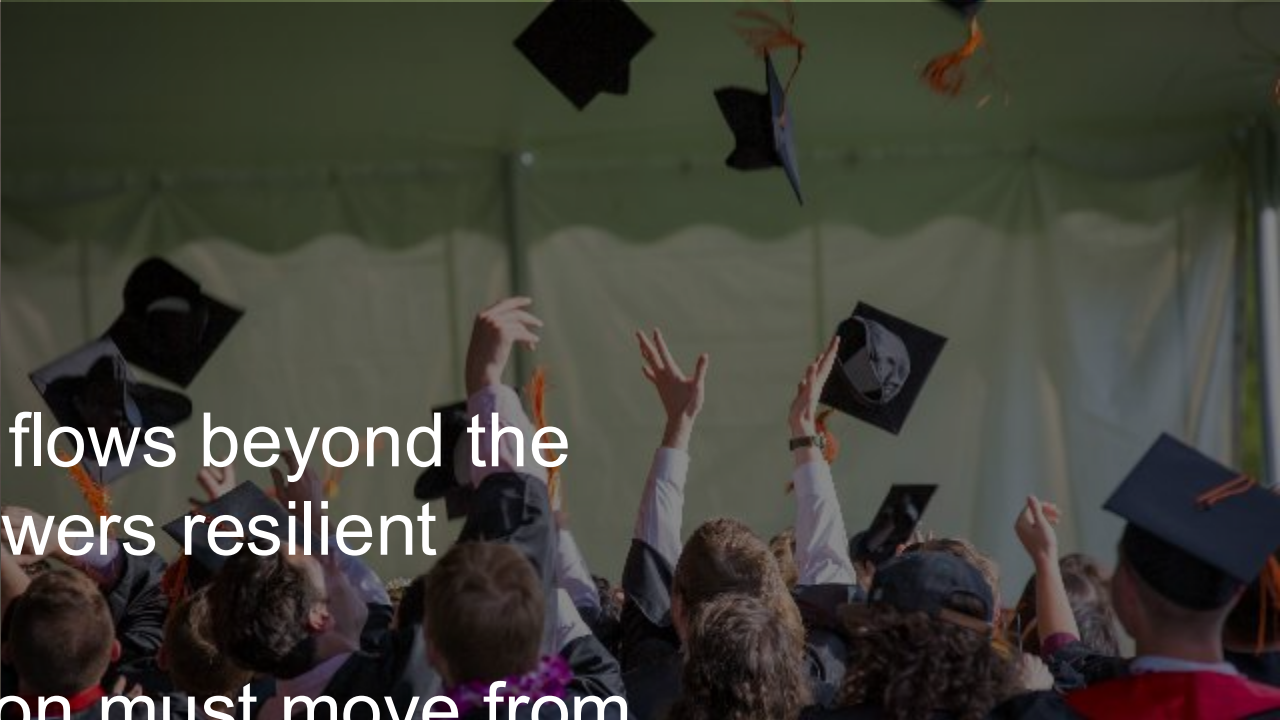
3M+ views

Resource Hub



A man in a grey suit is handing a set of keys to a man in a light-colored sweater and a woman in a plaid shirt. They are standing in front of a window with a view of trees.

Financial literacy flows beyond the individual — it powers resilient economies.

A group of graduates in blue caps and gowns are celebrating, with many throwing their caps into the air. The scene is set in a large, bright hall.

Financial education must move from a nice-to-have, to a need-to-have.

WORLD
ECONOMIC
FORUM

