



AFG

Financial Education

How can civil society organisations actively improve financial literacy?

**How can civil society
organisations actively
improve financial
literacy?**

1. Financial Literacy in France

1 | State of Financial literacy in France: Key Figures

95%

of French people want to
Better understand the economy

SPAK 2026

7/10

Say they have poor financial literacy

AFG 2025

1/3

has been exposed
to a scam

AMF 2025

70%

via social
media

AMF + SPAK

35%

prefer short videos
to learn

SPAK 2026

80%

Of 18-24-year-old want financial education
at school

AFG 2025

PROPOSALS

- ① Integrate financial education into school curricula starting in middle school
- ② Strengthen the fight against online scams through digital platform regulation and reporting mechanisms
- ③ Develop short, digital, and youth /women friendly educational formats
- ④ Simplify regulatory financial documents for all savers

2 | Who do they trust?

62%

Bank adviser

AFG 2025

55%

Family and friends

AFG 2025

54%

Public institutions & labels
(National central bank, AMF)

AFG 2025

36%

Financial adviser (AMC, independent advisers,
brokers)

AFG 2025

16%

AI

AFG 2025

9%

Social
media

AFG 2025

3 | The growing threat: Financial scams

AMF 2025 + SPAK/OpinionWay Barometer 2026

1 in 3

of French people have already been exposed to an attempt at financial fraud

70%

of victims were approached via social media

18–34

years: the age group most vulnerable to online scams

AMF – Findings

- Promises of exceptional returns remain the main lure for victims.
- Cryptocurrency scams are on the rise, according to the AMF.
- The use of urgency and artificial scarcity are the most commonly used manipulation techniques.

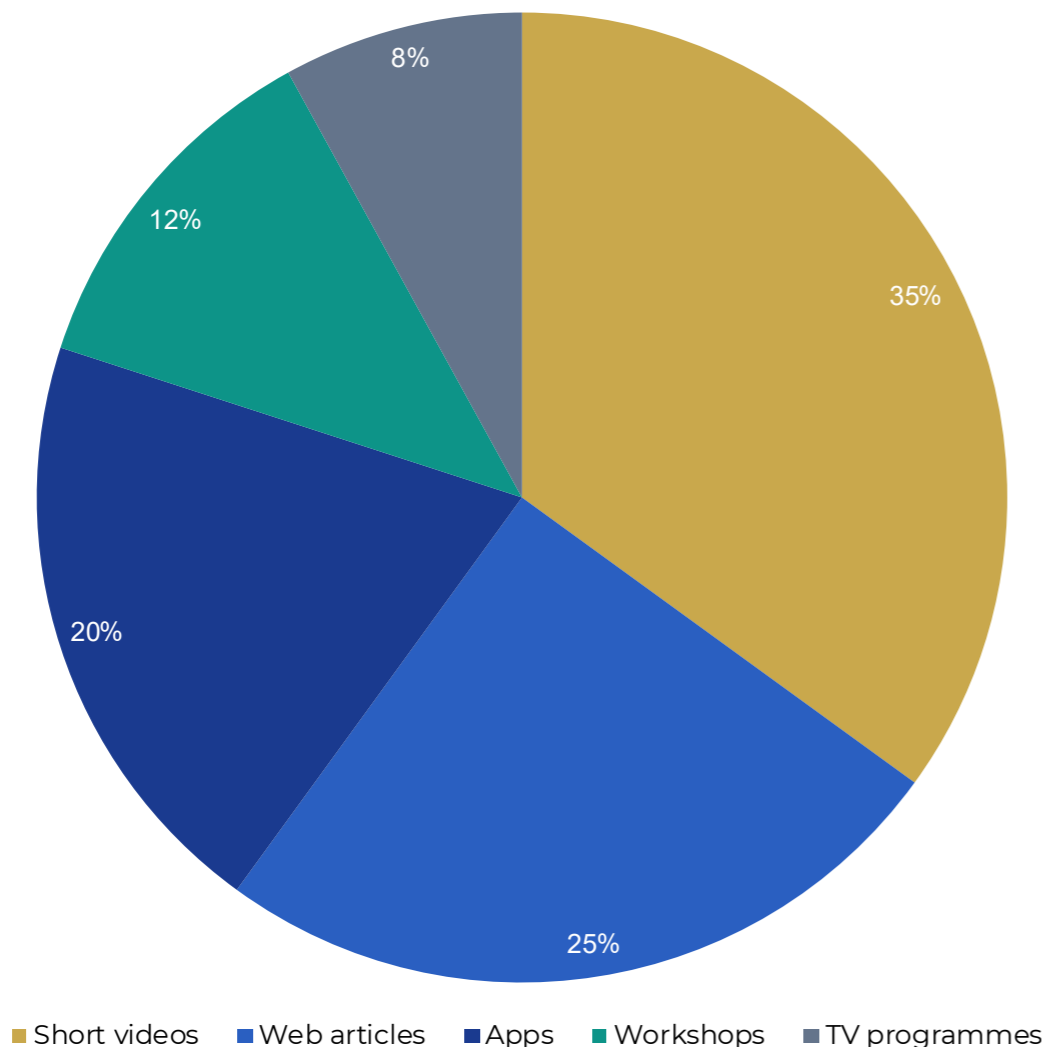
SPAK – Findings

- SPAK: 95% of young people have seen a suspicious financial advertisement on social media.
- Increased wariness but insufficient discernment: many know that scams exist but do not know how to spot them.
- The AMF recommends raising awareness from secondary school onwards to strengthen critical thinking.

4 | The Demand for financial education is skyrocketing

AFG/ELABE June 2025 / SPAK/OpinionWay Barometer 2026 +

Preferred formats for financial information



95% want to understand the economy

SPAK: almost all French people express a strong need to grasp basic economic and financial concepts.

AFG: education first and foremost

The AFG summary (June 2025) emphasises the need for teaching methods that are tailored, progressive and accessible at all levels.

Short, digital formats preferred

Short videos (35%) and digital articles (25%) are the most popular formats for financial education.

Strong interest in financial independence

The demand for financial independence is growing: the French want to understand so they can make their own decisions, without an intermediary.

5 | Bridging the gap: Expectations for teaching and access to information

AFG — Summary on financial education, June 2025

Integration into the school curriculum

The AFG advocates for structured financial education from secondary school onwards, integrated into economics curricula.

Digital accessibility

Develop free online resources, accessible to all, in a short and interactive format.

Public-private partnerships

Pooling efforts between asset managers, associations and public authorities to disseminate best practices.

Product transparency

Simplify regulatory documents (KID, KIID) to make them understandable to the general public.

In-company training

Develop financial education programmes as part of the skills development plan.

Combating misinformation

Improve the clarity of financial information and strengthen reporting mechanisms to tackle misleading online content.

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**What brings AFG to Financial
Education?**

1 | What brings AFG to Financial Education?

Contributing expertise to the French National financial Education strategy and programs

- **Client behavior and needs Analysis:** A nuanced understanding of retail investors' expectations, barriers to investment, and levers to enhance financial literacy.
- **Sector benchmarking and Studies:** Leveraging insights from recent industry research, including: ELABE/AFG Surveys: Findings on French savers' perceptions and investment behaviors.
- **Commercial and Regulatory Practices:** Hands-on experience with market dynamics, best practices in financial advisory

Industry Engagement “on the ground”

- **Targeted Messaging:** Relay tailored messages to diverse and specific audiences when they need it most, ensuring relevance and impact.
- **Industry Engagement:** Provide industry speakers to share expertise, insights, and real-world experiences with students, professionals, and the public.
- **Academic Partnerships:** Collaborate with schools and universities through: Competitions and awards and Digital Learning. **Ex : MOOC AFG & University of Angers**

Copilot awareness weeks at the national level

Financial Education Week

- **Organizers:** Bank of France and various Ministries in partnership with national associations, including AFG
- **Target Audience:** General public, schools, and universities
- **Focus:** Essential topics like budgeting, investing, and fraud prevention
- **Features:**
 - Workshops, conferences
 - Social media campaigns

Employee Saving Week

- **Organizers:** AMF, AFG, Ministry of Finance, Ministry of Employment
- **Focus:** Workplace financial wellness, retirement planning, and the benefits of long-term savings schemes
- **Features:**
 - A dedicated website with educational resources
 - Social media campaigns in partnership with certified FinInfluencers
 - Press campaigns with interviews

2 | What brings AFG to Financial Education? Workplace as a catalyst

Key challenge for AFG: improving the clarity and educational support for workplace savings schemes.

Rising awareness through Employee savings & retirement

The PEE (Company Savings Plan) and PERECO are gaining visibility among private sector employees.

Lack of understanding

Still more than half of beneficiaries say they do not fully understand the investment options available in their plan.

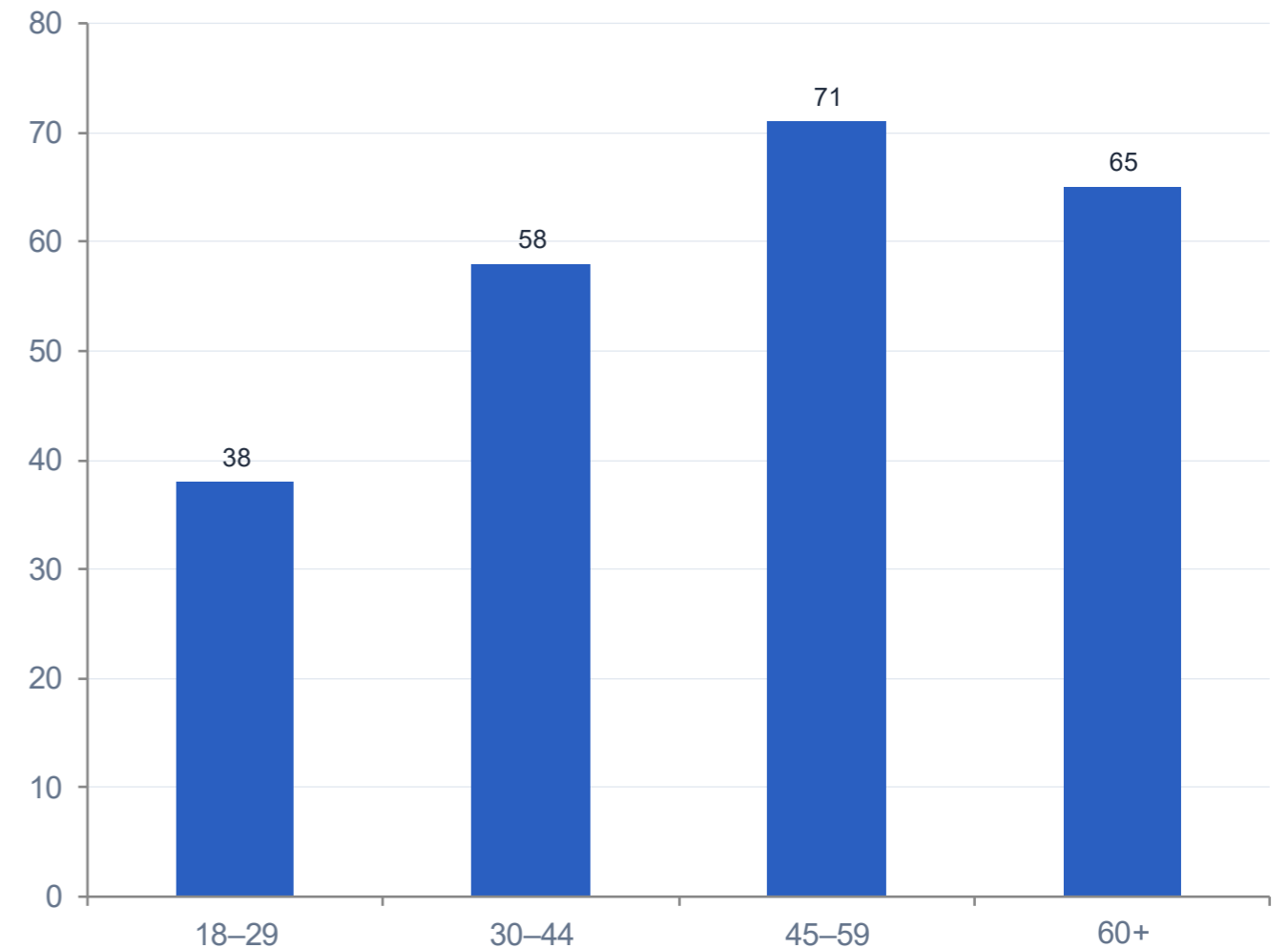
Management inertia

The majority of savers have never changed the allocation of their workplace savings since they first joined.

Sustainable finance is gaining popularity

Interest in SRI (Socially Responsible Investment) funds is growing, particularly among those under 40.

Awareness of the PEE by age group



**How can civil society
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**Coordination, recognition and impact
assessment**

Focus on the EDUCFI LABEL

1 | COORDINATION, RECOGNITION & IMPACT ASSESSMENT

NATIONAL FINANCIAL EDUCATION STRATEGY

Coordinating actions through the National Financial education strategy to mobilize the civil societies and amplify impacts

EDUCFI

A EDUCFI label for financial literacy providers, built on educational value, neutrality and transparency, can provide trust and properly relay messages without bias and ensure transparency and quality in educational initiatives.

SHARED RESPONSIBILITY

Public and private actors can collaborate to close knowledge gaps by developing and disseminating educational content, target specific audiences. Partnering with schools and universities on the ground

MISSING PIECE: Financial Education at school

Start early and empowering the next generation. By integrating financial education into school curricula and providing teachers with the necessary training and resources, we can build a foundation of financial literacy that lasts a lifetime. Teachers play a pivotal role in shaping financially responsible citizens, and equipping them with the right tools is an investment in our collective future

2 | FOCUS ON THE EDUCFI LABEL: OBJECTIVES



Encourage Financial Literacy

Support projects helping individuals—especially youth and vulnerable groups—develop essential budgeting, saving, and investing skills.



Ensure Quality & Reliability

Certify that labeled initiatives meet rigorous educational standards, are objective, and free from commercial bias.



Foster Collaboration

Bring together public institutions, non-profits, schools, and private actors to create a cohesive financial education ecosystem.

3 | EDUCFI LABEL: KEY CRITERIA FOR CERTIFICATION

Educational Value

Clear learning objectives tied to financial literacy competencies (e.g. compound interest rates, debt management, retirement planning).

Accessibility

Content adapted to audience age, background, and needs including tools for disabilities and multilingual resources.

Neutrality & Transparency

No promotion of specific financial products; information must be unbiased, fact-based, and commercially free.

Innovation & Engagement

Use of interactive methods such as games, simulations, and workshops to enhance learning outcomes.

Sustainability

A long-term impact plan including evaluation metrics to measure and document effectiveness.

4 | EDUCFI LABEL: WHO CAN APPLY?



Educational Institutions

Schools, universities, vocational training centers



Non-Profits & Associations

Financial inclusion and consumer protection organizations, industry associations



Public Institutions

Local governments, financial regulators



Private Companies

Banks, fintechs, insurance firms (**non-commercial initiatives only**)



Credibility

Trusted signal of quality aligned with national education priorities



Visibility

Promoted on Banque de France platforms with media/institutional support



Networking

Access to a community of labeled organizations for best practice sharing



Funding Opportunities

Eligibility for grants and partnerships with public/private entities

5 | EDUCFI LABEL: WHY IT MATTERS FOR AFG?

Engaging with the EDUCFI label positions AFG members as trusted contributors to France's financial education strategy aligned with French financial literacy goals and ESG commitments.

Legitimacy

Strengthen the credibility of member firms' educational initiatives under a nationally recognized framework.

Collaboration

Provide a framework for partnering with schools and non-profits on impactful financial literacy programs.

ESG Alignment

Demonstrate the asset management industry's commitment to societal impact and economic inclusion.

EU Synergy

Align with European Money Week and the EU Financial Literacy Strategy for broader recognition.

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**AFG PROPOSALS TO IMPROVE EU
FINANCIAL EDUCATION**

AFG PROPOSALS FOR AN EU FINANCIAL EDUCATION

EU WIDE FINANCIAL EDUCATION CAMPAIGNS

MONITORING PROGRESS AT THE EU LEVEL & IDENTIFY BEST PRACTICES

Evaluate: Conduct EU standardized assessments instead numerous and disparate national studies with varying methodologies and questions.

Publish: Release annual results to provide transparency and track progress.

Identify: Highlight best practices and recommend actions to enhance financial education across the EU.

AN EU LABEL OR CODE OF CONDUCT TO INSPIRE THRUST & CLARIFY MARKETING vs EDUCATION

An EU EDUCFI label for financial literacy providers, built on educational value, neutrality and transparency, can provide trust and properly relay messages without bias and ensure transparency and quality in educational initiatives.

LEVERAGING ON ERASMUS

By integrating financial education into ERASMUS PROGRAMS, and providing teachers with the necessary training and resources, we can build a foundation of financial literacy that lasts a lifetime. Teachers play a pivotal role in shaping financially responsible citizens and equipping them with the right tools is an investment in our collective future.



Together,
working together for
tomorrow

