Global FC/IE Strategies and Implementation
2016 IFIE – IOSCO Conference

Case Study: BM&FBOVESPA Educational Activities

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www.bmfbovespa.com.br/educacional
WHERE WE CAME FROM

WHAT WE ARE DOING

WHERE WE WANT TO GO
Imagine an organization....

• Created to **develop a market** that only exists outside its country

• Its **future clients** don’t even know they need its services. Its distributors and business partners don’t fully understand the details of its **products and services**

• Its business environment is **extremely dynamic**, with constant changes
Where we came from

That was BM&F....

“The BM&F was built on a educational Project”

In 1987 BM&F developed a technical publication called Resenha BM&F and started the first classes of its training program for derivatives professionals.
Imagine an organization....

• Founded centuries ago, committed to its country’s development

• That understands that its main driver of growth depends on a massive cultural change
That was BOVESPA....

A pioneer organization in Brazil focused on financial literacy and investor education to make capital markets available to society as a whole.
Where we came from

**BM&F e BOVESPA...**

- Did their IPOs
- Merged

And BM&FBOVESPA became one of the world’s **top 10 Exchanges** in terms of market value.
What we are doing

along this journey, we have reached...

about

4 million
Individuals

and graduated
more than

60 mil
Professionals
What we are doing

serving many different segments

- Investors (individual and institutional)
- Financial professionals
- Market regulators
- Government
- Companies (financial and nonfinancial)
- Universities and research centers
- General public
What we are doing

with a wide portfolio of educational solutions

Areas of Practice
- Personal Finance
- Equities
- Fixed income
- Derivatives
- Risk
- BM&FBOVESPA Systems

Levels of Knowledge
- Introductory
- Functional training
- Specialization

Formats
- Online
- In class
- Blended

Customized solutions:
The programs are formatted to suit customer requirements in content, time allocated and methodology.
EDUCATIONAL APPROACH

**Short Term**
- Functional Specialization and Training Programs from BM&FBOVESPA Educational Institute on each knowledge track
- MBA Programs
- Certification Programs (PQO)
- Encouraging of academic production

**Medium Term**
- Market simulators
- BM&FBOVESPA Challenge
- BM&FBOVESPA Where You Are
  - Educar
  - Women in Action
  - Institutional lectures
  - How to Invest courses

**Long Term**
- Partnerships
  - ENEF (National Strategy for Financial Education)
  - Financial education at schools
  - Market Regulator Programs

- Own initiatives
  - Personal financial MOOC, Exchange Kids, Financial Educational Videos (YouTube), Money in Your Pocket TV program, Visits to the Stock Exchange and chats.

**Audience**
- Academic and market professionals, current investors
- Potential investors
- Society as a whole with a focus on future generations

**Skills**
- Technical knowledge about market, products and services.
- Knowledge and experience in capital and financial markets.
- Basic concepts of financial education and planning.
Exchange Kids

- Financial education website dedicated to 7-9 year-old kids
- Access to the 3 seasons of the “Piggy and Slim” episodes
- Kids also have access to educational videos.
- Around 140,000 accesses to the website since its launching

www.turmadabolsa.com.br
What we are doing

Financial Education Program

- The program addresses issues such as personal budget and all types of investments: stocks, savings, government bonds, investment funds, among others.
- Distributed by one of the State of Sao Paulo’s major open television channels (TV Cultura)
- More than 120 episodes / videos
- Available on YouTube.

https://www.youtube.com/user/bmfbovespa
Money in Your Pocket

• It is an auditorium program, a competition among teenagers about financial education, developed in partnership with Futura Channel, from Roberto Marinho’s Foundation.

• **30 episodes** and **30 programs** produced along 3 seasons.
Visiting Program

- Former trading floor visits to schools and general.
- Attractions: 3D movie, trading desk, museum and a coffee shop. The tour is pleasant and full of pieces of information about the stock and futures markets, providing the visitors a general knowledge about the subject.
- More than **950,000** people have visited the former trading floor over the past 10 years.
Educacional chat & webinar – Papo de Bolsa

- This chat brings teachers, consultants and other guests that are invited to answer participants’ questions about personal finance and investments.
- Over 3,000 participations.

www.bmfbovespa.com.br/papodebolsa
Personal finance and stock investment MOOC

- MOOC online course developed to those that wish to learn how to administer their personal finances and about stock investment.
- Students learn through video classes, quizzes and other complementary materials.
- More than 500,000 views and 42,000 students enrolled.

www.veduca.com.br
What we are doing

**ENEF – National Financial Education Strategy**

- BM&FBOVESPA is one of the members of the National Financial Education Committee that is also compounded of regulators of the market, 4 ministries and civil associations representing the market.
- Also one of the maintainers of AEF-Brazil
- Supported the development and sponsored the books and teaching materials designed for elementary and high schools in order to implement financial education as a subject in all schools in Brazil

www.vidaedinheiro.gov.br
What we are doing

ENEF | Numbers

- **824 schools** in **21 States** have established the **High School** program
- **3,100 educators** registered
- **+ 160,000 students** attended
- **200 schools** in **2 States** are participating of the pilot program for **Elementary School**
- **1,800 participating schools** (treatment and control)
- **+ 20,000 students** attended (treatment and control)

www.edufinanceiranaescola.gov.br
What we are doing

ENEF | ENEF Week

- Conef’s initiative, the week has the objective of promoting ENEF through free activities towards the general public.


- **1.110 activities** in 2016 and more than **700.000 participations**
Market simulators

- The simulators of the market sum up more than 1,4 million registered users.
- At the simulators it is possible to learn to invest using real market data, as if you were trading for real.
- It simulates the buying and selling of shares through a website that is similar to a home broker system used at the real market.

www.bmfbovespa.com.br/simuladores
BM&FBOVESPA Challenge

- Educative competition among public and private high schools from São Paulo state, it has the objective of showing, in theory and practice, the operation of the stock market. The challenge is in its 10th edition.

766 public schools | 981 private schools

3,690 registered schools | 10,340 teachers and students | +17,000 people involved
What we are doing

BM&FBOVESPA Where You Are

- Using an accessible and simple language, the program takes, wherever the participant is, workshops & lectures on:
  - Financial Literacy
  - Basic Concepts of:
    - Financial System
    - The Role of the Exchange
    - Planning your investments
    - Fixed and Variable income investments
    - Monitoring your investments
### BM&FBOVESPA Where You Are | Numbers

<table>
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<tr>
<th>Classes</th>
<th>Participations</th>
<th>Classes</th>
<th>Participations</th>
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<td>477 classes</td>
<td>+29,000 participation</td>
<td>5,800 classes</td>
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<td>aug/14 - aug/15</td>
<td>aug/14 - aug/15</td>
<td>since 2005</td>
<td>Since 2005</td>
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The Educational Institute offers online and classroom in-company courses

- + 80 programs available in the areas of:
  - Stocks
  - Fixed income
  - Derivatives
  - Risks
  - BM&FBOVESPA's systems

www.bmfbovespa.com.br/educacional
Knowledge Tracks

Finanças Pessoais  Ações  Derivativos  Renda Fixa  Fundo de Investimento Imobiliário  Risco

What we are doing
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MBA – Specialist Training Program in BM&FBOVESPA Market

Capital and Derivatives Market
500 hours

Financial Risk Management
500 hours

Market Information for Journalists
500 hours

10th Edition!
More than 400 Journalists are Alumni
What we are doing

Certification Program

- Study guide with 18 chapters and more than 800 pages.
- Standardized Tests for all Market participants
- 6 different types of certifications:
  - Trading
  - Risk
  - BackOffice
  - Compliance
  - Commercial
  - Customer Data
What we are doing

Academic Production

- Library
- Historical Center
- Technical Journal: Resenha da Bolsa
- Contests & Prizes for articles and papers
What we want to do

- Search for innovative online & mobile solutions
- Increase inbound marketing within the digital world
- Continuously align our offer with BM&FBOVESPA’s product strategy
- Increase partnerships with other educational players within the region
- Mass distribution x personal content
You can trust us  
Exchange is our last name