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

Using MOOCs to Further Education / Training Goals

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EDUCATIONAL TRENDS

USING MOOCs

LESSONS LEARNED
MULTIPLE MEDIAS & DEVICES
CONTENT IS AVAILABLE
OBJECTIVE, EASY DO FIND MODULES
STUDENT CONTROLS THE PROCESS
THE ENGAGEMENT CHALLENGE
Combination of trends = massive on-line engaging experience

Free Content

MOOC

Video and new digital technologies

Objective, easy to find modules
MOOC’s Evolution

Evolution since 2002

Open Course Ware (OCW)  
MIT 2002 - 2008

First MOOC  
Stanford 2011

Actual MOOCs  
Ex – Veduca Brazil (2015)
BM&FBOVESPA Educational Institute operates since 1987 in the development of the Brazilian Financial Market.

Our courses range from introductory concepts for investors to more complex training solutions for market professionals.

So far, we have reached...

More than 4 million Individuals

60,000 Professionals

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

477 classes
Aug/14 - Aug/15

+29,000 participations
Aug/14 - Aug/15

5,800 Classes
since 2005

450,000 participations
Since 2005
Financial Literacy & Investment Education MOOC

- MOOC online developed in partnership with the biggest Brazilian online education platform (VEDUCA)
- Students learn through video classes, quizzes and other complementary materials.
- More than **500,000** views and **42,000** students enrolled
# THE MOOC

## MOOC – Financial Literacy & Investor Education

### Innovation

First Brazilian MOOC about financial literacy and investor education:
- Videos
- Forums
- Quizzes

### Massive

- **54,386** accesses on the 1º month, more than twice the 2º most viewed course in August/2014 at Veduca Platform.
- More than **500,000** views

### Engagement

- The biggest engagement rate at Veduca Platform
- **MOOC BM&FBOVESPA** - **27%**
- **Other courses** - **13%**

### Results

MOOC x In class programs (Ago/2014 – Ago/2015)
- In class – 477 classes | 08 courses | **29,044** participations
- MOOC – 01 course | **42,000** enrolled
Lessons Learned & Key Takeaways

• MOOCs are a very cost effective & efficient way to deliver financial education to massive audiences

• Partner with a specialized platform is key to
  • Implement inbound marketing strategies
  • Understand target segments
  • Guarantee the best formats.

• Alignment to local language & culture improves engagement.

• High engagement rate when compared to other content within the same digital environment, suggests that the topic is aligned with target audience’s needs.
You can trust us
Exchange is our last name