

OECD TECHNICAL ASSISTANCE PROJECT ON FINANCIAL EDUCATION IN THE COMMONWEALTH OF
INDEPENDENT STATES, PHASE II

PEER LEARNING ON

HOW TO EFFECTIVELY DELIVER DIGITAL CONTENT OF FINANCIAL EDUCATION: LESSONS FROM
THE COVID-19 PANDEMIC

Peer Learning Event

On November 6, the [Central Bank of the Republic of Armenia](#), in cooperation with the [International Network for Financial Education \(INFE\)](#) of the Organization for Economic Cooperation and Development (OECD), conducted a peer learning on “How to effectively deliver digital content of financial education: lessons from the COVID-19 pandemic”.

The project was implemented in the frame of the Second phase of the OECD/Russia Technical Assistance Project on Financial Education in the Commonwealth of Independent States (CIS)/Eurasia for the National Bank of Kyrgyzstan, the National Bank of Tajikistan and the Central Bank of Uzbekistan. Other CIS countries also participated in the project as observers.

In their opening remarks, representatives of the OECD and the Central Bank of Armenia emphasized the importance of creating an opportunity for sharing key achievements and current challenges of member countries in providing digital financial education and explore peer-learning opportunities to address specific challenges in responding to the current situation due to the COVID-19 pandemic.

Within the framework of the project, the Central Bank of Armenia presented the approaches for effective digital delivery of financial education programs during the COVID-19 pandemic, lessons learnt, features of building an attractive and effective website and using a social network, evaluation and impact assessment of virtual financial education, behavioural and cognitive biases contributing or preventing the digital delivery of financial education.

Subsequently, the Ministry of Finance of the Russian Federation, as a peer presenter, comment on the challenges faces by digital delivery and shared some of their own experiences on digital financial education.

The peer learners reacted to the presentation of the peer presenters and shared some of their own experiences and insights on the topic.

During implementation of the project, interactive discussions were also held in order to provide participants with practical guidance and support on issues of concern. Discussions raised issues related to the financial education websites of the participating countries, their content, their effectiveness and possible ways to increase their impact in the future.

Armenian Partnership

The International Financial Education Network is the world's leading financial education policy maker, which includes more than 240 governmental bodies from 110 countries. Since 2014 the Central Bank of Armenia has been a full member of INFE network, co-chairing the “Standards, Implementation and Evaluation” working group.

Since 2017, Armenia has been one of the six countries participating in the OECD/Russia Technical Assistance Project on Financial Education in the Commonwealth of Independent States (CIS)/Eurasia. The project has two implementation phases. Armenia actively participated in the first phase, which resulted in the publication of a document related to Armenia “[Roadmap for a National Strategy for Financial Education in Armenia](#)”, according to which Armenia is well advanced in term of development and implementation of financial education policies and is well positioned to become a regional example of how to develop and implement a national strategy of financial education. At present, the second phase of the program has begun, during which the Central Bank of Armenia plans active and continuous cooperation.