Promoting Financial Awareness & Stability

Anna Satsiou, CERTH
AIM

- To promote the financial awareness and improve the financial capability of citizens and market participants.

- The ultimate goal is the **promotion of more responsible and prudent personal financial behaviour**.

- From an open-democracy perspective, it can be **conducive to more active forms of participation and citizenship**.
Technology Advancements of PROFIT

- **Personal financial educational toolkits**
  - Available to the wider public

- **Crowdsourcing tools**
  - Process financial data and extract and present collective knowledge

- **Advanced forecasting models**
  - Exploiting the market sentiment in order to identify market trends and threats

- **Novel personalized recommendation systems**
  - Supporting financial management according to the user’s profile

- **Reputation-based incentive mechanisms**
  - Encouraging the active participation and contribution of citizens
PROFIT Use Scheme

- Access financial forecasting models
- Assess financial knowledge & skills
- Get personalized recommendations on content/users
- Get educated via personal finance toolkits
- Get rewards for interacting & contributing
- Access financial collective knowledge & stay informed
PROFIT Target Users

- **Experienced users**: Professionals in financial services, government executives, political party members, employees, trainees
- **Moderate users**: Insurance, mortgage/home owners, (potential) investors, first-time buyers
- **Average users**: General public, taxpayers, unemployed, children, students, females, active citizens
COLLECTIVE AWARENESS

- The Core Consortium
  - Consists of 6 core members and 7 associated members

- The User Forum Members
  - PROFIT stakeholders and experts

- The Wider PROFIT Community
  - Includes future users of the PROFIT platform
Subscribe to our newsletter

www.projectprofit.eu
1st Int. Workshop on the Internet for Financial Collective Awareness & Intelligence (IFIN 2016)

13.00 – 19.00
Room 4 - Via G. Capponi 9, Univ. of Florence, Italy
http://ifin-workshop.iti.gr/
<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Speaker</th>
<th>Affiliation</th>
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<tbody>
<tr>
<td>13:00-13:30</td>
<td>Registration</td>
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<td><strong>Main Program</strong></td>
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<tr>
<td>13:30-13:50</td>
<td>Welcome, short introduction of the PROFIT project and IFIN workshop</td>
<td>Anna Satsiou (CERTH)</td>
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<td>13:50-14:40</td>
<td>Keynote Speech “The web and the challenge of financial literacy”</td>
<td>Steve Schifferes (City University London)</td>
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<td>14:40-15:00</td>
<td>What do people expect from a financial awareness platform? Analysis of the online survey results</td>
<td>Aikaterini Katmada (CERTH)</td>
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<td>15:00-15:20</td>
<td>A reputation-based incentive mechanism for a crowdsourcing platform for financial awareness</td>
<td>Anna Satsiou (CERTH)</td>
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<td>15:20-15:40</td>
<td>On the prediction of the direction of Eurostoxx</td>
<td>Ioannis Pragidis (DUTH)</td>
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<td>15:40-16:00</td>
<td>Advanced Analysis of Financial News Corpora</td>
<td>Artem Revenko (SWC)</td>
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<td>16:00-16:30</td>
<td>Coffee Break</td>
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<td>Time</td>
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<td>Presenter</td>
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<td>16:30-16:50</td>
<td>Interviews with experts from FEBEA member organizations regarding the benefits of a financial awareness platform – Analysis of the results</td>
<td>Georgios Panos (Univ. of Glasgow)</td>
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<td>16:50-17:10</td>
<td>Divergence of sentiment and stock market trading</td>
<td>Evangelos Vagenas-Nanos (Univ. of Glasgow)</td>
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<td>17:10-17:30</td>
<td>Financial literacy and attitudes to redistribution</td>
<td>Mirko Moro (Univ. of Stirling)</td>
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<td>17:30-17:50</td>
<td>Financial literacy and attitudes to devolution</td>
<td>Robert Wright (Univ. of Strathclyde)</td>
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**Roundtable Discussions Session**

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<th>Time</th>
<th>Event</th>
<th>Moderator</th>
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<tr>
<td>17:50-18:50</td>
<td>Interactive Roundtable Discussions with workshop participants</td>
<td>All - Moderator: Georgios Panos</td>
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<td>(Univ. of Glasgow)</td>
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<td>18:50-19:00</td>
<td>Closing</td>
<td>Anna Satsiou (CERTH)</td>
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**VENUE**

Room 4 - Via G. Capponi 9, Univ. of Florence, Italy
We are waiting for you!

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www www.project-profit.eu

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