

Presentation of the results of the survey into
ITALIANS' INSURANCE KNOWLEDGE AND BEHAVIOURS



20 May 2021, h. 15.00 – 17.15

The survey into the Italians' insurance knowledge has been promoted by IVASS as part of its strategic objective aimed to promote insurance education, an essential tool to increase the level of consumer protection and a key lever for development and social inclusion.

The survey was conducted by the University of Milan Bicocca – Doxa.

The project, financed with the funds made available by the MISE and in line with the goals of the EDUFIN Committee, is the first in the insurance field and is aimed to make up for the absence, also at an international level, of a system for measuring both the level of insurance knowledge and skills of the population and, in the future, the results of the strategy designed to strengthen them..

The event will be held on-line. Attendance is by invitation. Those wishing to participate should send an email to eventi@ivass.it by **14 May 2021**.

PROGRAMME

h. 15.00 Opening of the Works and Introductory Report.

Luigi Federico Signorini, IVASS President

h. 15.30 Speech

Loredana Gulino, Director General for the Market, Competition, Consumer Protection and Technical Standards at the MISE and Member of the EDUFIN Committee

h. 15.40 Presentation of the results

Stefano De Polis, IVASS Secretary General

h. 15.50 Behavioural orientations in the insurance field

Riccardo Viale, Professor of Behavioural Sciences and Knowledge-based Economy at the University of Milan-Bicocca

Laura Macchi, Professor of General Psychology at the University of Milan-Bicocca

h. 16.10 Insurance Literacy

Vilma Scarpino, Doxa Managing Director

h. 16.20 Round table: What policies can promote Insurance Literacy?

Moderator:

Maria Luisa Cavina, Head of IVASS Consumer Protection Directorate and Member of the EDUFIN Committee

Participants:

Chiara Monticone, OECD Senior Policy Analyst

Dario Focarelli, ANIA Director General

Francesco Saita, Professor of financial and insurance mediation at SDA Bocconi School of Management

Stefano Santin, Member of the EDUFIN Committee appointed by the CNCU (National Council for Consumers and Users)

h. 17.00 Conclusions

Annamaria Lusardi, Director of the EDUFIN Committee