

## **TOPIC PROPOSED FOR OEE RESEARCH PROJECT IN 2024 CALL FOR TENDERS**

### **CHALLENGES OF THE DIGITAL TRANSITION FOR SAVERS AND FINANCIAL SECTOR**

The digital transition represents an important challenge for households and traditional actors of the financial sector. The recent development of finance technologies (Fintechs) has already impacted savers, offering them new financial products, such as crypto-assets, and new tools, such as automated financial advisors or online brokerage platforms. This represents new opportunities, but also new risks for them. Those changes should accelerate in the coming years and are happening in a rapidly evolving macroeconomic environment with rising interest rates, inflation, bullish stock markets and disrupted real estate markets.

In this context, the OEE members would like to better understand how households are adapting their saving and investment behaviours and how traditional financial actors are responding to their needs and expectations.

The proposals could shed light on some of the following questions: How is savers' attitude towards risk evolving with the digital transition? Are young generations of investors different from older ones? Are some categories of savers more likely to adopt new technologies? Are European savers financially educated and skilled enough to understand new products and services offered to them? What challenges are posed by these new digital and sometimes gamified financial services? Is the digital transition likely to increase or decrease financial wellbeing and wealth inequality? What should be the role of public authorities? Does the digital transition have an impact on households' expected returns, the fees they are willing to pay, the need for advice or information, their investment choice (sector or country allocation, sustainability features of their investments)? Is the digital transition likely to increase or decrease wealth inequalities?

#### **General requirements**

The allocated budget can vary according to the responses received and will in any case not exceed 40,000 Euros in total for all funded projects (2 or 3 maximum). This overall budget can be allocated to one or several projects, depending on the responses received.

Research proposals must briefly review existing literature and clearly highlight the contribution and originality of the proposal. Not all the questions highlighted in the call for proposal necessarily have to be answered. OEE will encourage research proposals that cover at least two European countries. When the main empirical

results concern only a few countries, the authors will be asked to do their utmost to put their results into perspective with the experiences of other European countries, notably France, and to draw lessons and public policy recommendations for all European countries and if possible, for France. OEE can help in that, in particular by making its statistical database on European savings behaviour available to researchers.

The selected researchers will be asked to present their research during a conference organised by OEE in partnership with the selected organisation after or when their final report is submitted. The presentation material, in Microsoft PowerPoint format, will be made available to OEE members. The OEE may decide to restrict access to the conference and presentation materials to OEE member institutions only. The presentation made available to OEE members should be intelligible and accessible to a professional audience.

The submission of the final report will be accompanied by a few pages summary in French and in English. This summary should be intelligible and accessible to a professional audience and will include the main conclusions and recommendations of the study, particularly in terms of public policy for Europe and for France.

Proposals will have to be sent to Grégoire NAACKÉ ([g.naacke@oee.fr](mailto:g.naacke@oee.fr)) and Laetitia GABAUT ([l.gabaut@oee.fr](mailto:l.gabaut@oee.fr)), no later than May 31, 2024.