

## **TOPICS PROPOSED FOR OEE RESEARCH PROJECT IN 2025 CALL FOR TENDERS**

### **Topic 1: Demographic transition, Family structures and savings behaviours**

Europe is undergoing demographic and social transformations: ageing population, a sustained decline in birth rates, longer life spans, and evolving family structures (divorce, single-parent families, stepfamilies, etc...). These dynamics are changing household composition and influencing economic choices, particularly saving behaviours, consumption patterns, and retirement planning. Traditional economic models, such as Franco Modigliani's life-cycle theory, may not reflect current social reality. When social protection systems face growing strain, understanding the link between demographic structures, family organisation, and household financial decisions is essential.

The research project could examine major demographic and family-related developments in a selection of European countries (age structure, household composition, birth rates, etc.). It could study the impact of these transformations on saving behaviours (types of savings, motivations, time horizons, budgetary constraints) and examine key socio-economic implications such as intergenerational inequalities, and the role of wealth transfers.

### **Topic 2: Effectiveness of incentives on saving behaviours**

In a context of ageing population and increasing pressure on public pension systems, many European countries have implemented tax incentive schemes to encourage individual savings, in particular equity investments and long-term savings. Recently, the OEE conducted a report on Households' long-term savings and stock market participation in Europe<sup>1</sup>, on behalf of the AFG. The aim of the report was to analyse the differences in households' stock participation in six European countries and to highlight the cross-country differences, notably in terms of tax incentives. For instance, in France the government introduced the PACTE law in 2019 with the introduction of the PER (Plan Epargne Retraite) product in order to encourage retirement savings.

Based on existing literature and the OEE's recent reports, the research project could analyze the effectiveness of tax incentives on saving behaviours in different European countries, and assess whether they are achieving their objectives in terms of additional savings generated and long-term orientation. Financial products vary widely across countries in terms of structure, generosity, target population, and implementation modalities. It is therefore essential to gain a deeper understanding of their actual impact on savers' behaviour, as well as their economic and fiscal effectiveness. Cross country studies will be highly appreciated.

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<sup>1</sup> [Households' long-term savings and stock market participation in Europe](#)

### **Topic 3: New technologies, Artificial Intelligence, Management of Information flow and Misinformation: new opportunities and risks for savers**

The arrival of new technologies in the financial sphere such as artificial intelligence, social networks and a new range of financial products such as cryptocurrencies, tokenised funds, are transforming the way individuals save and invest. These developments offer new opportunities and pose many challenges, for both individuals and financial intermediaries. In addition, individual investors have access to a vast amount of information which can rapidly affect their decisions. Recently, on April 7, 2025, social media was flooded with 'Orange Monday' memes, following a broad day selloff in global equities, triggered by President Trump's announcement of sweeping tariffs on U.S. trading partner.

Artificial intelligence can offer personalised advice and be used by investors to better manage their savings. But this same technology can also be used to manipulate opinions. For example, some online platforms and social networks use AI to promote misleading and sometimes even deceptive content. This influences the decisions of savers, who may find themselves investing without a clear understanding or following unfounded trends. With this new information circulating on the internet, there is a need to promote financial education, notably for young people who are more keen on using these technologies (social media, AI...).

The proposals could shed light on some of the following questions: How does the access to a vast amount of (mis)information modify the way investors save ? How social networks and influencers impact individuals' financial decisions ? How investors can be influenced by nudges ? Does financial literacy prevent individuals from wrong financial decisions when using these technologies?

#### **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 (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 NAACKE ([g.naacke@oeo.fr](mailto:g.naacke@oeo.fr)) and Laetitia GABAUT ([l.gabaut@oeo.fr](mailto:l.gabaut@oeo.fr)), no later than June 20, 2025.