

## IOSCO WORLD INVESTOR WEEK CAMPAIGN IMPLEMENTATION PLAN

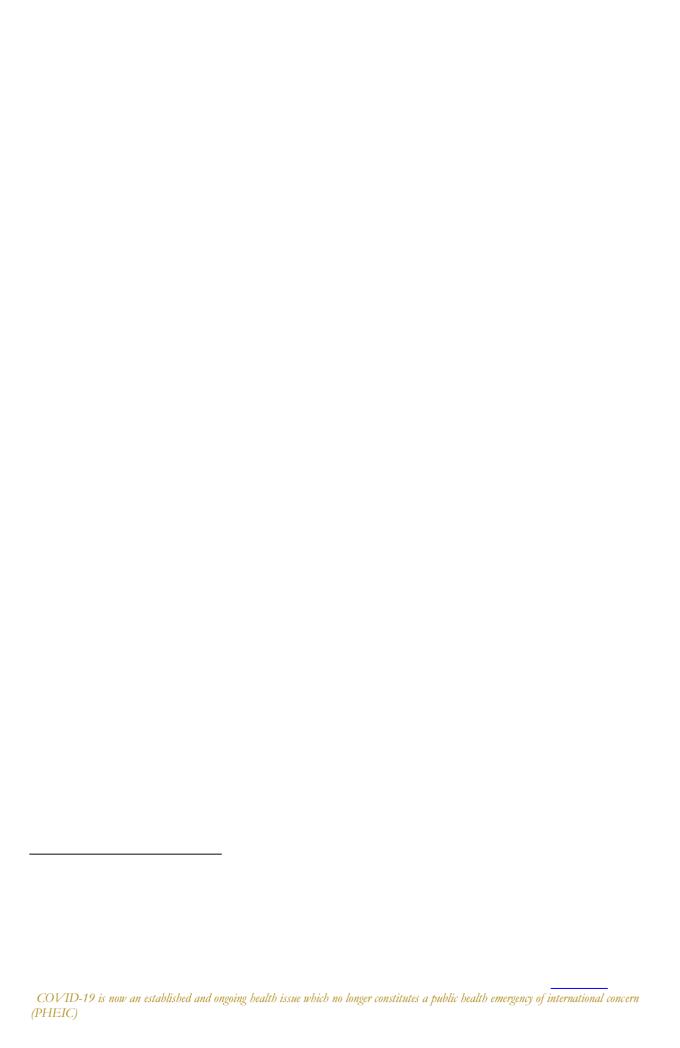


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Social marketing: Marketing social change: Changing changing behaviors for good behavior to promote29(b) 12(1) 9(1)(be( )\_(i)-(1)9(b)(1)(), (i)9(a)(1)9(c)-(ba)2(b)-9(di)9(o)-v)2-(b)11(o)-(r(e29((a)(t)-9(p),(n)-9(Oa)(2di)9(a)(t))), be(99(a)((a)(t)-9(p),(n)-9(Oa)(2di)9(a)(t))).





C8 WIW WORKING GROUP





