

European Retirement Week 2025

Rethinking how we communicate about pensions

AEIP, ETS, and PensionsEurope joint webinar

MS Teams – Thursday, 27 November 2025 from 10:00 to 11:30

Keeping EU citizens informed about their expected retirement income and their accumulated entitlements remains a key challenge in the pension sector. Clear, understandable, and accessible pension information is essential for individuals to plan for their future retirement and support better financial decisions. Social media platforms and AI-based tools, such as UserX, could be integrated in pension communication strategies, and used, together with well-developed national Pension Tracking Systems and the [European Tracking Service on Pensions](#), to better reach EU citizens (particularly the younger generation), and encourage them to increasingly engage planning for their retirement.

On Thursday, 27 November from 10:00 to 11:30, AEIP, the European Tracking Service Association, and PensionsEurope will host a joint online webinar focusing on how communication strategies can be reconsidered to drive increasing trust and engagement from EU pension savers. The discussion will explore how digital tools can enhance communication and support the goal of increasing pension adequacy and coverage in the EU.

European 
Retirement Week

Agenda

Welcome and Opening Remarks

Simone Miotto

Executive Director, AEIP, and Board Member, ETS Association

Insights from academia and research

*Interviewer: **Matti Leppälä**, Secretary General/CEO, PensionsEurope*

10:05 – 10:25	Dr. Lisa Brüggén <i>Professor of Financial Services, Maastricht University; Endowed Professor of Retirement Communications and Choice Guidance, Tilburg University</i>
10:25 – 10:45	Hansjörg Müllerleile <i>CEO, MetallRente</i>

Dialogue on pension communication and engagement

*Interviewer: **Simone Miotto**, Executive Director, AEIP, and Board Member, ETS Association*

10:45 – 11:05	Claudia Wegner-Wahnschaffe & Nina Weber <i>Chair of the Board of Directors, ETS Association & Programme Manager, ETS Association</i>
11:05 – 11:25	Anna Vinci <i>Co-Founder, Ciao Elsa</i>

Closing Remarks

Matti Leppälä

Secretary General/CEO, PensionsEurope