



*Banco de Portugal*

EUROSYSTEM

Innovation, Technology, Training, and Communication

António Oliveira

National Counterfeit Centre

# Reinforcing the protection of the euro a shared responsibility

## NCC\_PT STRATEGY

Strategy to fight counterfeiting

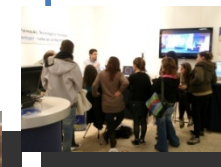
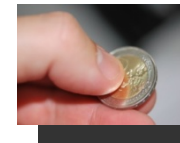
Communication

Training



# Reinforcing the protection of the euro a shared responsibility

## Communication



# Reinforcing the protection of the euro a shared responsibility

## Why a communication strategy



### Direct reasons

- Promoting banknotes and coins right usage
- Promoting genuinity and quality of banknotes and coins knowledge

### Indirect reasons

- Promoting Central Bank image
- Communication always happens. It is better to have it on a structured basis

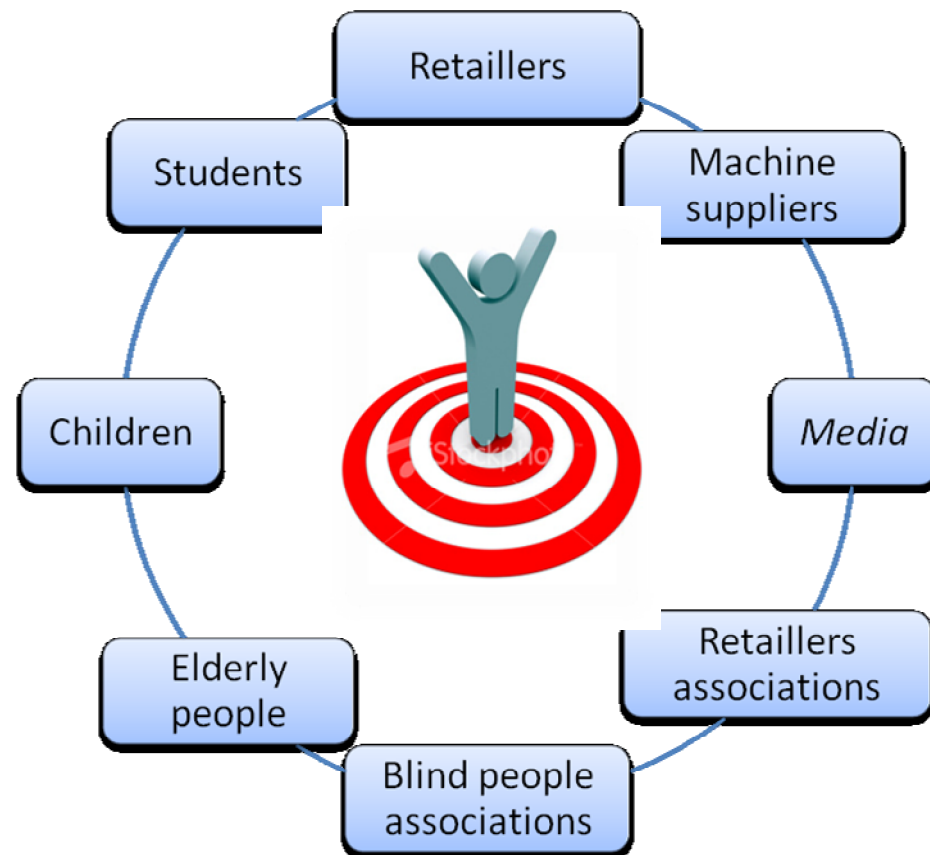
# Reinforcing the protection of the euro a shared responsibility

## Public targets

The Central Bank must communicate information to all population.

However it should be done in an efficient way.

For that, target of population should be identified.



# Reinforcing the protection of the euro a shared responsibility

## Communication - How we do it?

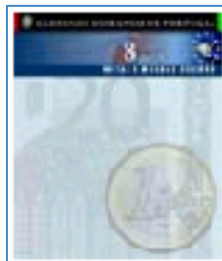
### Materials



Quarterly Review  
Notas e Moedas



Warnings about the  
best counterfeits



Issue 8



ECB Materials

### Digital



Website BdP



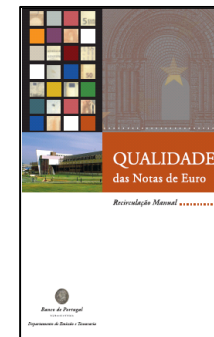
CI customers Portals



# Reinforcing the protection of the euro a shared responsibility

## Materials

- Quarterly review Notas e Moedas
- ISSUE 8
- Banco de Portugal Materials (banknotes and coins)
- Warnings about the best counterfeits (banknotes and coins)

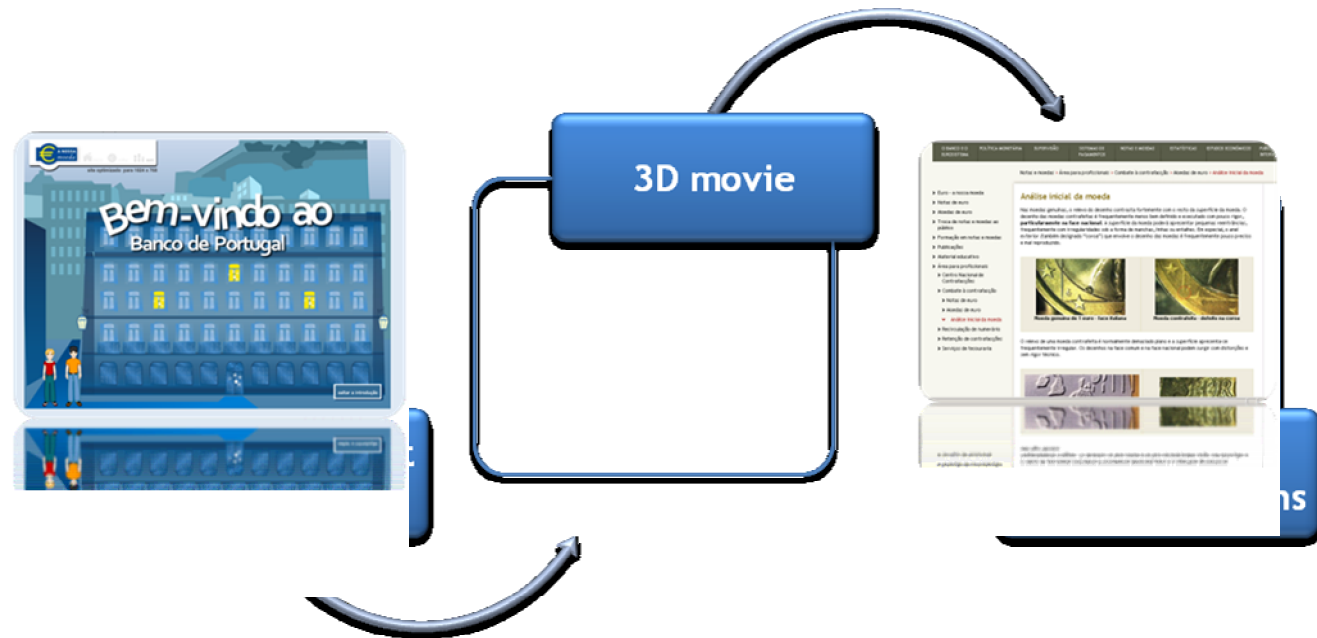


# Reinforcing the protection of the euro a shared responsibility

Digital

The target public:

- Professional users (BRF)
- Professional users
- Other public





# Reinforcing the protection of the euro a shared responsibility

## Why a web application for young people ?

Young people are a main target in the communication strategy of Banco de Portugal in the context of dissemination of euro banknotes and coins information.

It is part of the Banco de Portugal's framework regarding Financial Education

It is aligned with ECB action in terms of educational contents, regarding banknotes and coins.



Lets visit it



# Reinforcing the protection of the euro a shared responsibility

## Why a 3D Movie on euro banknotes ?

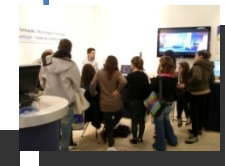
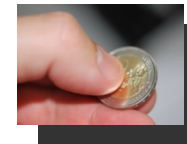
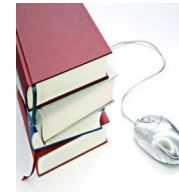
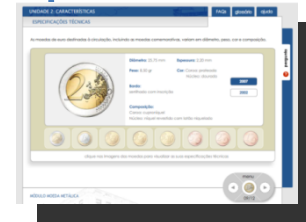
Requested by commercial banks to their corporate TV to associate it to the e-learning course on banknotes

- to use in exhibitions on Euro (EC, ECB, BdP,...)
- to develop a content in a non-traditional format, more oriented to the public
- to use in the lounges of Banco de Portugal to spread information to the visitors.



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## Training



# Reinforcing the protection of the euro a shared responsibility

## Why a training strategy



### DECEMBER 2004, ECB

Framework for the detection of counterfeits and fitness sorting by credit institutions and other professional cash handlers.

### MAY 2007, PORTUGAL

Decree-law on the detection of counterfeits and the fitness sorting of euro banknotes.

CI + CIT: Recycling of euro banknotes can be performed by certified machines or **trained professionals**



**Banco de Portugal** should **cooperate** with the CI and CIT companies in the training of the cashiers and other professionals .

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## Training - How we do it?



In room



E-learning

# Reinforcing the protection of the euro a shared responsibility

## Training in room

**26 trainers**

**Coins + 5000  
Trainees**

**Banknote +  
8000 T**



**New public  
targets**





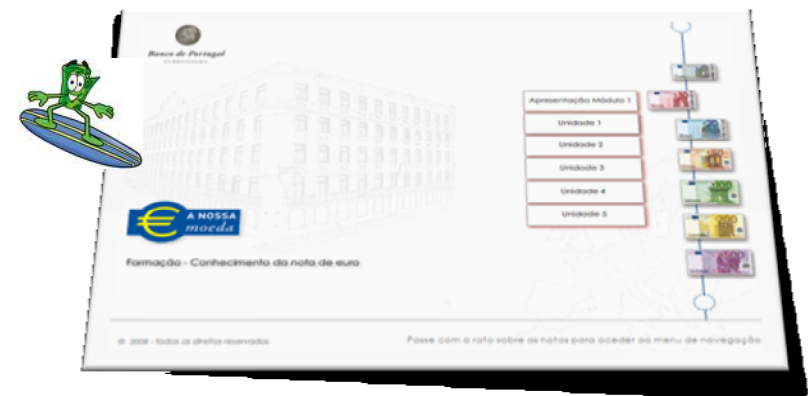
# Reinforcing the protection of the euro a shared responsibility

## Training strategy E-learning tool for cash handlers

Most of the training given at credit institutions is based in e-learning solutions!

High number of trainees to be trained in relation to our current number of trainers

E-learning as an effective answer to the demand by CI and CIT for flexibility in training their professionals.





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Thank you for your attention

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