

Reinforcing the protection of the euro: a shared responsibility

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„Communication with the public about the
euro banknotes and coins“

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Objectives of the cash communication

The objectives of the communication activities conducted by the ECB and the NCBs are:

- To familiarize the public with the euro banknotes and coins
 - Their security features
 - The cash changeover modalities
- Implicitly it aims at raising the awareness of the public. A more in-depth communication is done towards the cashiers, particularly via training, so that they become the first line of defence.

- The mix of communication tools developed by the central banks has proven to be efficient and encompasses:
 - Research
 - Advertising
 - Publications
 - Euro web Pages
 - Public Relations and Media events
 - Actions towards specific target groups (cashiers, school children, vulnerable populations)



The Communication Tool Box – Update

Euro
Exhibition

Two successful years; the way forward

School
children

The euro generation; an excellent multiplier

Euro Cash
Academy

The “front line” against counterfeiting

Changeover
Campaign

ECB and Changeover Campaigns

Example: The Euro Exhibition



- Very positive visitors' feedback (over 90% of visitors in all locations enjoyed their visit to the Euro Exhibition, they very much appreciated the interactive applications)
- Excellent PR opportunity for the hosting institutions leading to extensive press coverage
- Optimum way to address the public and particularly the youngsters
- Efficient distribution channel for publications on euro banknotes and coins
- The way forward: Include when time comes elements regarding the second series of the euro banknotes



Example: School Children – Educational Module

Euro Run Competition for schools – support of the respective NCBs:

- Luxembourg
- Province du Luxembourg
- Saarland and Rhineland-Palatinate
- Lorraine
- Final competition on 8 June 2010 in Paris at Cité des Sciences et de l'Industrie

Increase awareness on the euro for children aged 10-12



The ECB received the award for the best *Currency Website 2010* in Buenos Aires—mainly because of the interactive applications particularly the ones for children

Cooperation with the NCBs is key





Example: Euro Cash Academy - Objectives

E-Learning tool in development: for the use in different learning environments and adapted to the type of cashiers (small businesses, financial services etc) and police forces

- Learnings from 2009 Cash Handlers Survey
 - 72% of cash handlers would like to receive more information
 - Brochures rated most useful source of information and training is key
- Complementing printed materials with e-learning
- Learning from NCBs' long lasting training experiences



The Euro Cash Academy

In development with the support of the NCBs.

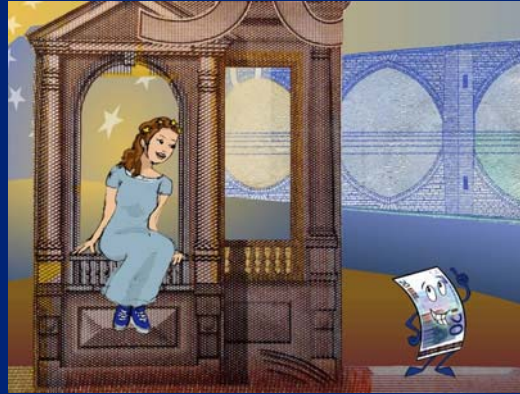
- Open to all:
 - Module 1 Interested public
 - Module 2 Cash handlers and police forces, including those without access to formal training formats
- Restricted access:
 - Module 3 Bank cashiers performing manual cash fitness sorting
- All modules would offer the possibility to download or order support information material.
- Both modules 2 and 3 would offer certification upon completion (subject to minimum 80% of test scoring).

- Certification could be used to train cashiers to perform cash manual sorting as per legal recommendations
- Reference to national or company policy when info is country-specific
- Timeline: delivery of test version foreseen first semester 2011 for module I



The Euro Cash Academy: E-learning tool in development

Concrete hints on how to check notes



An Anchor person



Interactive banknotes



Example: changeover campaign Estonia

Main goal of the central banks in a changeover situation is to reach the public at large, the cash handlers and to inform them about the:

- Visual appearance of the euro banknotes and coins
- Security features / counterfeits
- Cash changeover modalities

Changeover – main areas concerned

Pillars of the current approach that would be followed for Estonia

- I. Research
- II. Adverts
- III. Publications
- IV. Euro Web Pages and Flash Games
- V. Press and Public Relations
- VI. Partnership Programme
- VII. Preliminary assessment of the EBCC's action

Activities discussed with Eesti Pank

- TV spots (ECB production)
 - Intro spot 60 seconds and 3 spots (20 seconds) on security features
- Outdoor advertising (ECB material)
 - Posters and banners
- Online media (ECB games and apps)
 - Cooperation with www.euro.eesti.ee
- Direct marketing (ECB PIL and lenticular conversion cards)
- Partnership programme
 - Distribution of ECB open files at seminars

Activities discussed with Eesti Pank

- Distribution of publications on Euro Banknotes and Coins
 - Through banks, chambers of commerce and associations
- Eurosystem event (19.9.10)
 - Handover of euro star
 - Unveiling of banners on Eesti Pank
- Joint ECB and EC Euro Exhibition (opening)
 - Opening with public event
- Euro Conference (20.9.10)
 - International, high-level conference with 600 participants





Assessment of former information euro campaigns

- A success so far: omnibus surveys showed that the satisfaction level has been high:
 - On average 80% for the Slovenes, Cypriots, Maltese and Slovaks.
 - The ECB publications, in particular the Public Information Leaflet distributed to all households, were considered very helpful or helpful by 64% of Slovenians, 67% of Cypriots, 77% of Maltese and 82% of Slovaks.
 - These good results reflected also the good coordination of all actors: The ECB, the NCBs, the European Commission and the changeover boards.

The Estonian Context: catching up

Preparations for the euro campaign are back on track after delays over the summer compared to the past four euro campaigns.

The delays stemmed from:

- A low profile communication from the Estonian authorities before the derogation was lifted in July. They did not want to commit as in 2006 during the period in which there was no guarantee that Estonia could meet the convergence criteria.
- An unsuccessful procurement of the communication agency that should have covered the whole campaign. The original big tender was sliced into several tranches – now all procurements are completed.

Estonians increasingly in support of the euro

Surveys show that the Estonians fear:

- 51% of the Estonians support the euro and 43% are against the changeover
- The inflationary pressure of the euro
- To lose their identity when the kroon gets out of circulation
- That the euro area and the euro as currency are weak (Greece)
- That it is difficult to get used to new prices, incomes, expenditures

A qualitative survey suggested that there was a greater gap in information for the Russian speaking population accounting for 30% of the Estonian population – the most difficult to reach.



Launch of the media campaign

The media campaign was launched on 19 September 2010 in Tallinn, Estonia with the Eurosystem Event. It was followed by the inauguration of the euro exhibitions of the ECB and the EC and the international Euro Conference on 20 September 2010.

Some impressions:



Need to add advertising in the tool box

The Estonian context spoke for the production of TV spots

- Shared responsibilities: The ECB carries out the production and Eesti Pank ensures a prominent airing (MEDIACOM will take care of the media purchase).
- Estonia very TV-driven society.
- TV is the best way to reach the Russian speaking and the lower educated population/lower income.
- Excellent way to convey messages related to the stability brought by the euro.
- It incremented the EBCC tool box and paved the way for the ES2. It was a good test for the ECB to produce TV spots, which has not been the case since 2001.



A common heritage for a better future

A qualitative survey (2006) also including Estonia indicated that the bridges were the most identifiable symbol of the euro banknotes

- Briefing for the 60 seconds ad
- Music, pictures, model and storyboard of the ads were selected to reassure people and create a mood of serenity, stability and long-term perspectives.
- The Estonian model: Claudia Meriküla embodies a modern figure of the mythical Europe.

Bridges bringing Europeans together

- Claudia walks on euro bridges which end in Estonia where she symbolically brings the euro.
- The bridges were the main focus for educating the population about the visual appearance of the euro banknotes.
- The bridges also convey an image of close cooperation and communication between the people of Europe and between Europe and the rest of the world.
- Three additional technical ads show how to check the banknotes according to the “feel-look-tilt” method.
- 13 advertising and IT specialists worked on it in Estonia and the whole EBCC team was involved all over the summer using the latest technologies.



... and “Action!”

Here are the 4 TV spots...