



**ESTA**

*The Cash Management Companies Association*

# **ESTA Membership Information Package**

**This document provides guidance for potential members**

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# Cash is King in a Time of Change

## *Our President's message*



*ESTA President Kenneth Högman*

*Cash is king and even more so with the recent crises: cash is growing, its circulation is increasing and is used in more than one transaction in two. Cash transactions still outnumber both credit and debit payments in volume. Cash remains an important part of the payments landscape and is likely to be so for a longer time to come as it is the most trusted means of payment.*

*Consumers' long-lasting love of cash continues, but is continuously challenged by a number of operators who believe they might be better off without cash, or with less of it.*

*There are powerful, global, organisations which interests are clearly that cash should be less prominent.*

*ESTA is strongly opposing these views and will continue to remain vocal in the advocacy of cash at national and European levels. Doing that is not only protecting the freedom in the choice of payment instruments of consumers. It is also ensuring that the entire financial system continues to work smoothly.*

*Our market is changing and so is ESTA. The association is moving from the traditional CIT activity to be the association of Cash Management Companies (CMCs), with a new vision to become "the recognized voice of the industry ensuring that cash is safe, available and the most efficient means of payment". It is to ensure that the industry is recognized for what is it: a critically strategic partner in the cash cycle.*

*This brochure is, I hope, a good introduction to what ESTA stands for, our values and objectives. I very much hope it will provide a strong motivation to join us and unite professionals of the cash industry in these "Times of Changes".*

*If ESTA is not advocating for Cash, who will? I hope that we will count you soon with us!*

*Kenneth Högman  
President ESTA*

# Who we are

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ESTA is the European Cash Management Companies Association. ESTA is the recognized voice of the industry ensuring that cash is safe, available and an efficient means of payment.

The **European Security Transport Association - ESTA** is a non-profit association which was established in Brussels in 1975.

We represent the interests of the sector throughout Europe and represent around 90% of the European cash management companies as members.

Our main objective is to define and promote our members' common interests in promoting an efficient cash cycle.

## HISTORY

In 1974, at a security meeting in the Netherlands, a concept was born that laid the foundations of the European Security Transport Association (ESTA). The initiative belonged to Dr. C. Barrabino (Italy) and W.Thiele (Germany).

The initial goal was to design "THE" European armoured Vehicle for Cash Management companies by including harmonized standards for ballistic resistance.

On November 18th, 1975 ESTA was founded in Brussels, proving to be a precursor in European trade associations establishing their headquarters in Brussels and visionary with regards to the importance the EU would be taking in the future.

## VISION

The activity of the association's member has evolved over time due to the changing nature of the economy and of payments systems and methods, the introduction of the Euro and by the same token due to the changing roles and duties of national central banks and the new role of the European Central Bank conferred to it by the Treaties. Today, ESTA's members are an inclusive part of cash management and processing, including authentication and fitness checks. This has led the organisation to update its role and perception and develop a new vision. ESTA's vision is ***"to ensure that cash is safe, available and an efficient means of payment"***.

The key assets of cash are: **Availability, Reliability, Efficiency** and **Safety**.

Joint efforts of our Members to innovate on these key elements will enable a cash-friendly society.

Cash is efficient, cash is solid, cash is reliable, cash is less expensive. Cash means fiscal revenue to our governments, and in uncertain times, cash is a safe haven. First and foremost, cash is probably the most secure payment means available to consumers, not least because today's banknotes are a highly sophisticated and technologically advanced product managed and processed by highly professional organisations upon which banks, citizens and retailers can rely.

## OBJECTIVES

The Association’s objective is to represent, on a European level, the interests of the Members who provide transportation, cash handling and processing services or equipment.

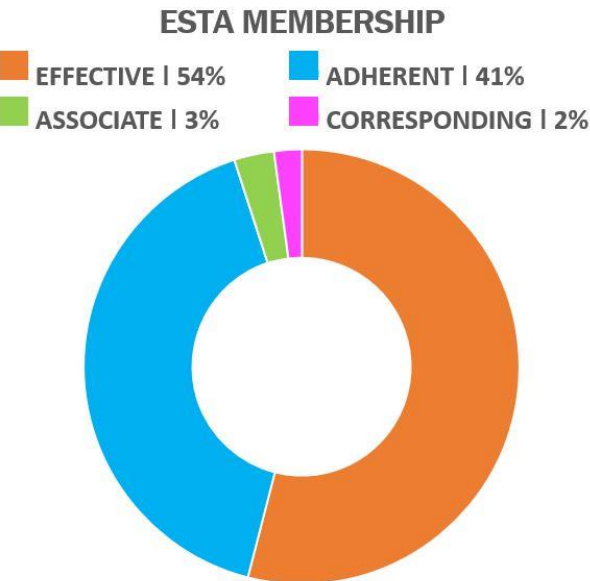
To meet the above objective, the Association:

- Promotes professional, financial, legal, social or other research relating to the activities of its Members;
- Monitors and communicates news and new technologies related to its Members’ field of activities, by means of presentations and conferences;
- Represents the interests of its Members vis-à-vis the European institution and, where necessary, advocate on their behalf as was the case for example for the Services directive or the Cross-border CIT regulation to preserve an adequate regulatory environment. ESTA has proven to be key stakeholder of the EU Commission in relation to the proposed harmonisation of cash payments limitations,

which has been successfully stopped for the time being;

- Defines and promotes its Members joint positions with regard to particular European policy aspects;
- Increases the quality level of the entire industry, mainly through the promotion of best practices and sound cash management & processing principles. In this context, it has adopted guiding principles for the conduct of CIT and CMC operation that Members are invited to comply with. This guidance document is an important part of preserving the credibility and the reputation of the industry further to high profile business failures a few years ago.

## Who are ESTA members



Companies providing cash management services employ around 100,000 people across Europe. Their businesses have a turnover of €4 billion and more than 99% of their activities take place at national level.

ESTA represents approximately 130 Members around the world.

Membership of ESTA is open to all companies and organizations the activities of which include cash management, cash processing, transportation of valuable cargo or supply equipment and services and which fully support the objectives of ESTA. ESTA invites companies who shares its views and principles to apply for membership. Each application is submitted to the Board for approval and reviewed individually.

There are four membership levels:

- **Effective Members** - Cash Management companies
- **Adherent Members** - Companies providing equipment and services to Effective Members
- **Associate Members** - Cash Management companies operating outside Europe
- **Corresponding Members** - National Cash Management Associations

For a complete list of ESTA members, please visit the [ESTA website](#).

## How are we organised?

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### ESTA BOARD

The ESTA Board consists of an Executive Committee and several elected Board Members as representatives from the Effective members category. The Board is responsible for presenting the strategy of ESTA to the General Assembly for final approval. The board ensures an efficient and sound management of the Association in line with the vision and objectives adopted by the General Assembly. The Board is elected by the General Assembly annually and hold several meetings per year.

To view the current members of the Board, please visit the [ESTA website](#).

### ESTA OFFICE

ESTA has its office in Brussels, Belgium, and acts as a secretariat for the organisation and conducts the running of the association and the immediate interface with EU institutions and other stakeholders such as relevant EU trade associations. The role of the ESTA Office is to implement the Vision and goals set by the General Assembly, facilitate and coordinate projects and activities of the members, and disseminate the deliverables and results of their initiatives and projects.

The ESTA Office also provides input to the EU decision making process, participate in consultations and conferences of relevance to the activities of members. It can also assist Members in “finding their way” in the Brussels corridors and provides clarification on EU processes and policies. The secretariat acts as the Member’s “ambassador” to the EU.

# What we do

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## WORKING GROUPS

Working Groups facilitate the exchange of knowledge and experience. ESTA has a number of Working Groups gathering ESTA member experts from the whole industry. Selected members are invited to participate and can have their representatives involved in more than one WG.

Working Groups bring together ESTA member experts from cash management companies to discuss the latest developments in their specific areas of interest. ESTA has three Working Groups which report to the Board. Meetings are usually held 2-3 times a year or as required by the political agenda.

The current Working Groups are:

- **Security & Risk Management** - Responsible for editing the Annual Attack and Loss report with data declared by approx. 30 European countries. This information is only shared with Members. However, a report is provided each year during the ESTA annual conference;
- **Cash Group** - The cash group reviews cash developments as they occur and look at regulatory issues of relevance to cash where they arise. It prepares positions papers and responses to public consultations which are submitted to the Board for agreement before being submitted.
- **Communications** - It addresses issues of relevance to the external communication of ESTA.

ESTA also chairs the Cash Management Companies (ex CIT) working group of the Confederation of European Security Services (CoESS).

## POLICY MONITORING

ESTA acts as the eyes and ears of Member in Brussels and monitors policy developments and regulatory initiatives of relevance to Members.

ESTA contributes as an interested party in the shaping of the EU decision-making process. The association does that by providing inputs at an early stage, by promoting and protecting the industry and liaising with the relevant EU Institutions.

It has developed close working contacts, based on two-ways communication channels, with relevant EU officials and Members of the European Parliament and established alliances with other experts in European retailers' and consumers' associations to strengthen its actions.

ESTA is registered in the EU transparency register of interests (the so called "EU lobbyist register").

## BUSINESS & REGULATORY ENVIRONMENT

The understanding of how initiatives emerge and decision take place at EU level is essential to the representation of ESTA's interest in Brussels, and this is a key role of the association. There are a few proposals on ESTA's radar screen, but none was as important to our industry as the revision of the 2011 Regulation on Cross Border CIT. This first revision of the Regulation has taken place to ESTA best interests, i.e. avoiding unnecessary changes to the existing rules.

Another key issue for ESTA is the issue of access to cash to make it available to consumers and

citizens. No one else than citizens themselves can decide what payment instrument should be used in specific circumstances. Particularly, cash is the only way for anyone to withdraw deposits from the banking system: if cash is made less available, the freedom to withdraw deposits would be compromised.

ESTA's role will be to ensure that its Members' views are conveyed to the EU legislators and their interests protected.

## ANNUAL BUSINESS CONFERENCE

ESTA's business conference brings together around 300 representatives of the whole cash industry, as well as EU decision-makers, central bankers and other key stakeholders. The Annual Conference is a unique experience to develop networks, listen to best practice being shared by members, discover new technologies and meet regulators and central bankers from many European Countries. With the level of its speakers and its audience, the ESTA conference is establishing itself as *THE* industry conference.

This event is also an opportunity for members who wish it to exhibit their products and services and interact with industry leaders.



ESTA members may invite guests to attend this event. Priority booking for exhibitions spaces is reserved to Members at preferential prices. Conference presentations held in previous years appear under "Events" on the [ESTA website](http://www.esta-cash.eu) when logged in as a member user.

## WEBSITE & MEMBERSHIP AREA

ESTA's members are given access to the Members Area of the ESTA website ([www.esta-cash.eu](http://www.esta-cash.eu)), where they can find restricted documents such as ESTA's engagement material, letters and presentations as well as some working groups' documents.



# Why join ESTA?

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ESTA provides its Members with a number of services and benefits which can make a real difference to their business:

- Be at the heart of the industry and meet with the “best in class”
- Exploit very valuable networking opportunities
- Privileged EU Information
- Be in the driving seat of shaping relevant EU legislation rather than just a passenger
- Working Groups material
- Enjoy preferential rates for the Annual Business Conference and the possibility of exhibiting your products and skills during each event
- Increased your organisations’ visibility within the industry
- Regular updates of ESTA’s activities by email

## Applications

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Become a member of ESTA and contribute to increasing the quality level of the whole industry. Please decide what membership level your company complies with:

- **Effective Members** - Cash management companies
- **Adherent Members** - companies providing equipment and services to Effective members
- **Associate Members** - Cash management companies operating outside Europe
- **Corresponding Members** - National cash management associations

Application forms are available from the [ESTA website](#). Apply today!

### Contact us

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