

Dirty money

An investigation into a campaign

by Hakon von Holst
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Špinavé peníze: průměrná bankovka obsahuje 26 000 bakterií

ZDRAVÍ

1. dubna 2013 7:00

LONDÝN - Pokud máte pocit, že špinavé peníze se dají najít jen na zahraničních bankovních účtech, pak se podívejte do vlastní peněženky. Ale pak si možná budete chtít rovnou umýt ruce. Téměř 60 procent Evropanů věří, že peníze jsou nejšpinavější věcí, s jakou přicházejí do



Agenda

- I) The invention of a health hazard in 2013
- II) Is there a mayor campaign?
- III) Making the image of cash attractive

INTERNATIONAL | U.S. | MÉXICO | ARABIC
CNNi | CNN en Español
Edition preference



Home Video World U.S. Africa Asia Europe Latin America Middle East **Business** Wo

Dirty money? Check your wallet

By **Georgia McCafferty**, for CNN

March 28, 2013 -- Updated 1602 GMT (0002 HKT)



Press Releases

How Clean is Your Cash? Europeans Rank Cash as Dirtiest Everyday Item

To tweet this news, copy and paste: <http://bit.ly/13jvplk> to your Twitter handle with the hashtag #dirtycash

Brussels - Monday, 25th March, 2013 – New research from [MasterCard](#) shows that Europeans believe cash to be worn out, dirty and riddled with bacteria. 57% believe that bank notes and

Ekel-Geld

Viele Schweizer finden Bargeld unhygienisch

64 Prozent der Schweizerinnen und Schweizer finden ihr Bargeld unhygienisch. Kein Wunder, denn es ist besonders schmutzig. Auf Schweizer

Pengesedler og mønter er farlige bakteriebomber

Sedler og mønter er beskidte og fyldt med bakterier, og danske kontanter er blandt de værste.



Buscar 🔍

Infosalus

El 63% de los españoles considera que las monedas y los billetes son los objetos más sucios



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More than half of Brits fear germ risk from filthy money - with good reason



Tariq Tahir for Metro

Published Mar 26, 2013, 12:01am | **Updated** Dec 9, 2019, 4:36pm

КОМСОМЛЬСКАЯ
ПРАВДА

НОВОСТИ

ИЛ-76

ВЫСТАВКА "РОССИЯ"

ВОЕНКОРЫ

ИГРЫ

О

ЭКОНОМИКА

27 марта 2013 22:00

На каждой российской купюре - 30 тысяч бактерий

Самая грязная валюта в Европе - датская крона, а самая чистая - евро





Даже новые банкноты содержат тысячи бактерий

26 марта 2013, 22:07  0

 Подписка  Распечатать

「最も汚いものはお金」？、8 欧州調査

© 2013.03.31 Sun posted at 12:37 JST





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For journalists

MasterCard  Följ MasterCard

Kontanter är bakteriebomber tycker svenskarna

Pressmeddelande

• Mar 26, 2013 11:09 CET

*Twittra om nyheten: Svenska kontanter näst mest snuskiga i Europa
#dirtycash*

Stockholm, 26 mars 2013 – En ny undersökning från MasterCard visar att en majoritet av svenskarna tycker att de svenska kontanterna är smutsiga, slitna och fulla av bakterier. 55 procent av svenskarna uppger i undersökningen att sedlar och mynt är det minst hygieniska vardagliga föremålet som de kommer i kontakt med, till och med högre rankat än räcket till rulltrappan. Och svenskarna har fog för sina misstankar - enligt ett test

26.03.2013 - 09:30

[Mastercard Deutschland](#)

Deutsche sind der Meinung: Bargeld ist der unhygienischste Alltagsgegenstand (BILD)

Was denken Sie, ist am unhygienischsten?



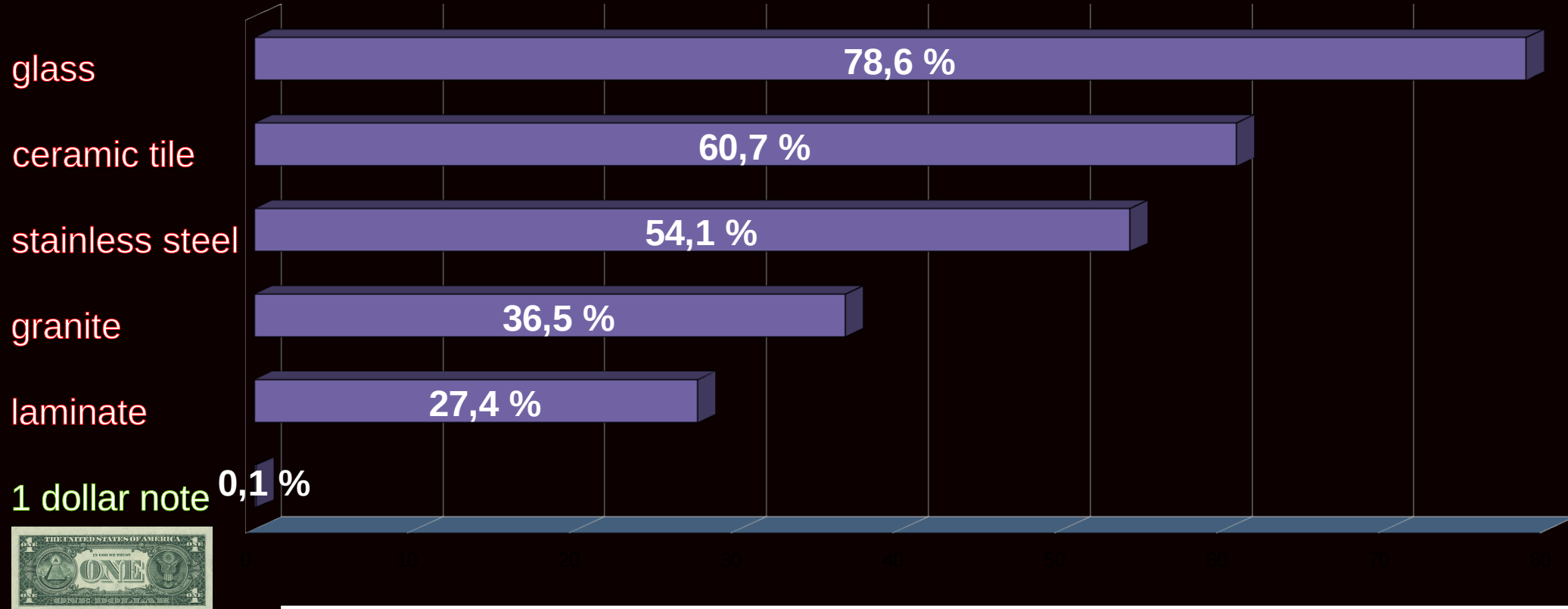
Drucken
PDF

Orte in

Frankfurt

Thema

Transfer of Bacteria to Fingers



Source: <https://doi.org/10.1128%2FAEM.01030-13>

Bacteria per square centimetre



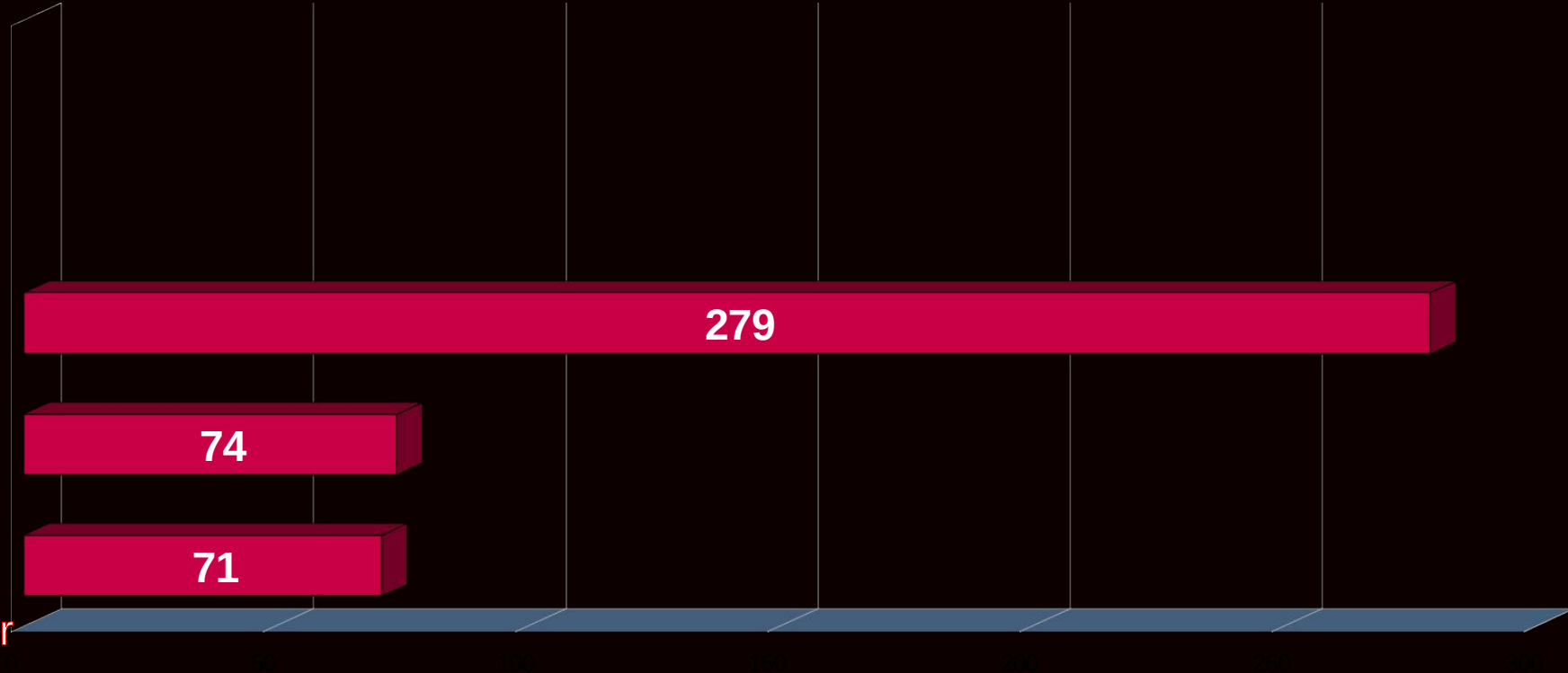
faucet handle



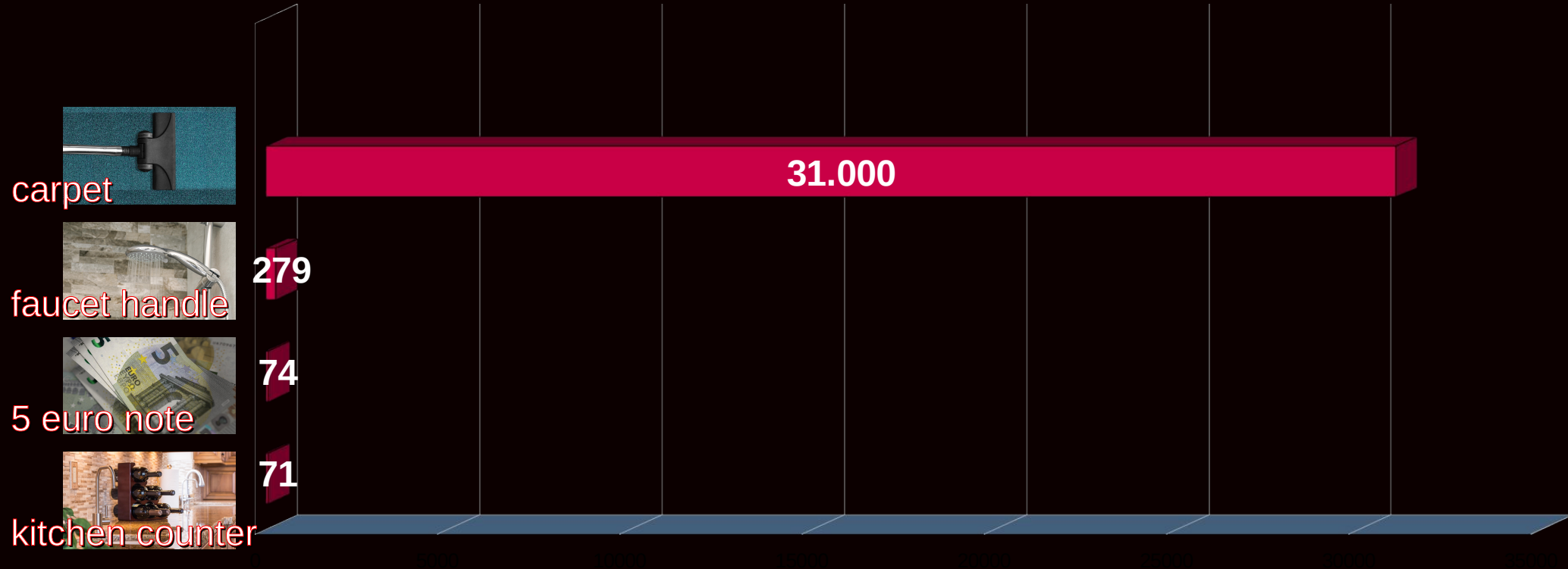
5 euro note



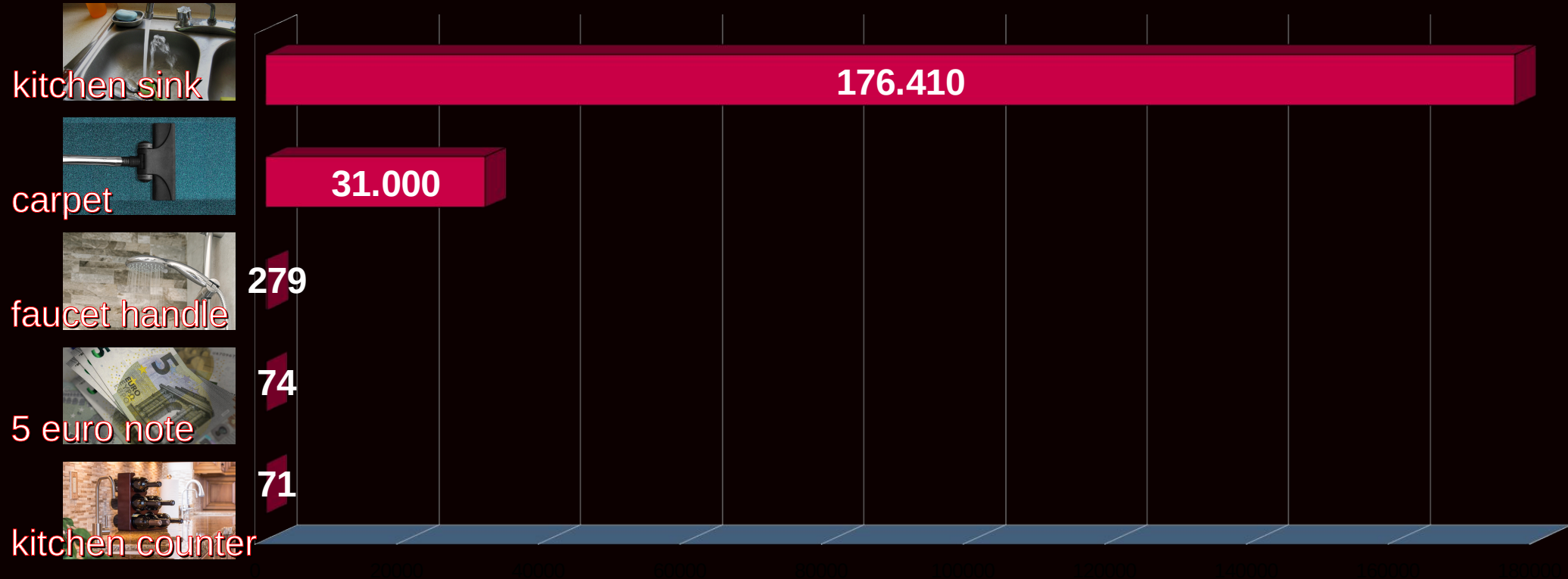
kitchen counter



Bacteria per square centimetre



Bacteria per square centimetre



Visit Mastercards photo album with the title „Dirty Cash“ on Flickr:

<https://www.flickr.com/photos/mastercardnews/albums/72157633070204402/with/8582051827>

More information on Mastercards campaign in 2013:

<https://norberthaering.de/en/war-on-cash/mastercard-holsten/>

Viruses



Mastercard News 
@MastercardNews

Folgen



Achoo!

Prepare for flu season by going [#Cashless](#) [#DirtyCash](#)

[Post übersetzen](#)

Virüslerin yayılmasında paranın da etkisi var

Yılbaşından bu yana tüm dünyayı endişelendiren salgın hastalıkların yayılmasında, elden ele dolaşan nakit paranın da etkisi olduğu ve nakit paraların temizlik işlemine tabi tutulması gündemde.

18.02.2020 - 14:01 Haberler - DHA

Paylaş



КА • ПОВЕСТКА ДНЯ

Деньги играют значительную
роль в распространении вирусов



479

24-02-2020, 20:11



Studies claiming a risk

International Journal of
**Enteric
Pathogens**

Int J Enteric Pathog. 2019 May;7(2):44-48

Original Article

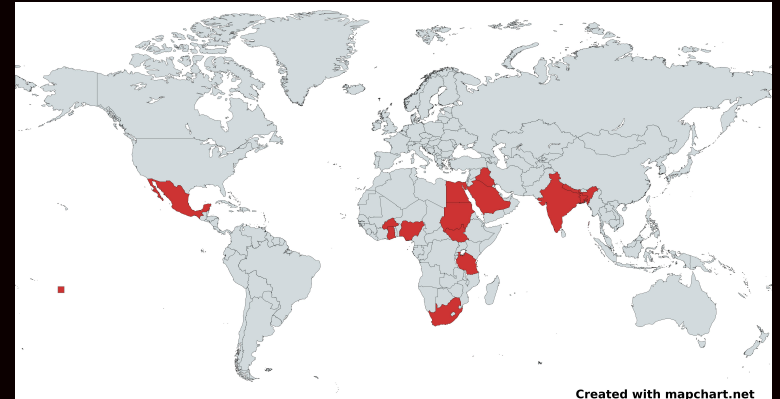
<http://enterpathog.abzums.ac.ir>

doi 10.15171/ijep.2019.1

Evaluation of Parasites as Contaminants of Currency Notes in Akure, Nigeria

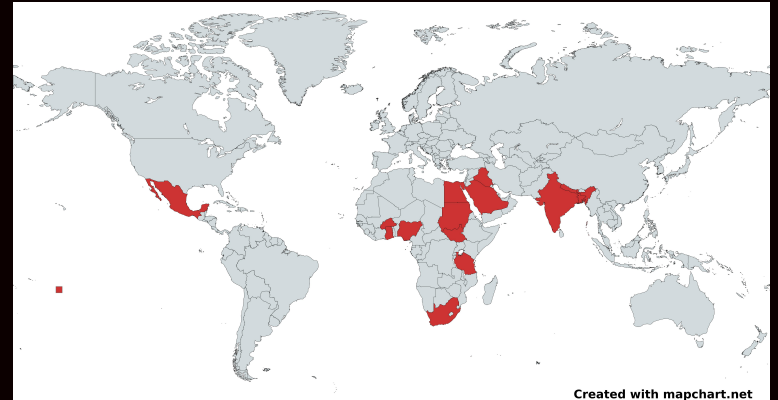
Iyabo Adepeju Simon-Oke*, Oluwaseun David Ajileye

Department of Biology, Federal University of Technology, Akure, Nigeria



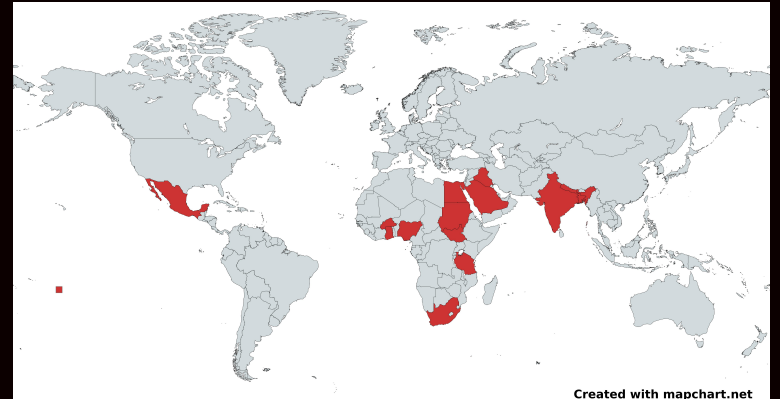
Bacterial Contamination and Public Health Risk Associated with the Use of Banks' Automated Teller Machines (Atms) in Ebonyi State, Nigeria

Stanley Chukwudozie Onuoha^{1,*}, Kayode Fatokun²



Microbiological analysis of banknotes circulating in the Venda region of Limpopo province, South Africa

**E.O. Igumbor^{*‡}, C.L. Obi^{*}, P.O. Bessong^{*‡},
N. Potgieter^{*} and T.C. Mkasi^{*}**



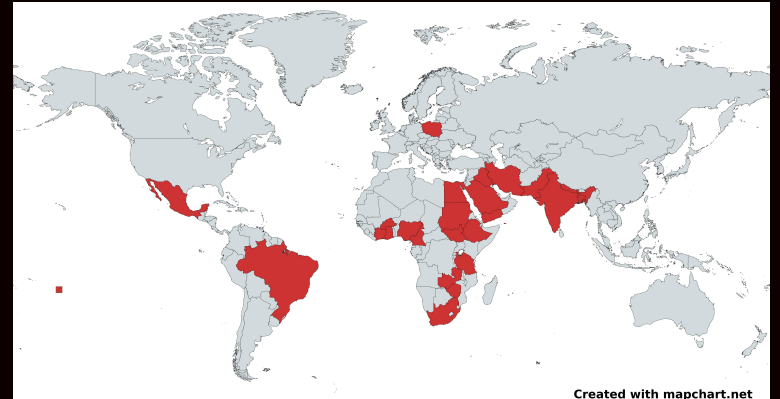
Nepal Journal of Science and Technology 10 (2009) 161-166

Risk of Handling Paper Currency in Circulation Chances of Potential Bacterial Transmittance

Janardan Lamichhane, Satish Adhikary, Prson Gautam, Rajani Maharjan and Bishal Dhakal

Department of Biotechnology, Kathmandu University, Dhulikhel, Kavre, Nepal

e-mail : ljanandan@yahoo.com



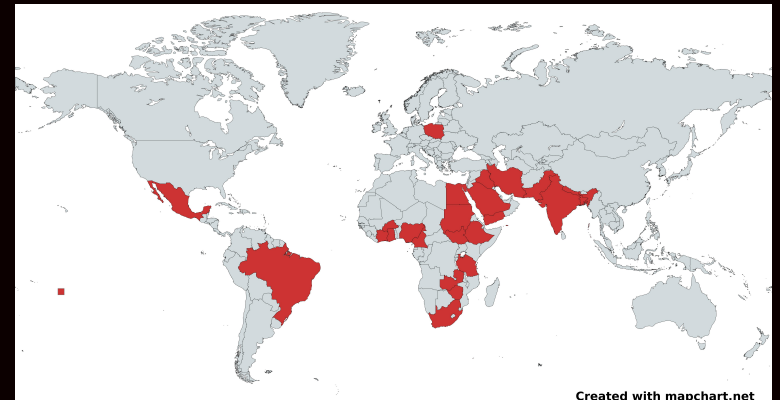
ISSN- 2231-5640 (Print)
ISSN- 2231-5659 (Online)

www.asianpharmaonline.org



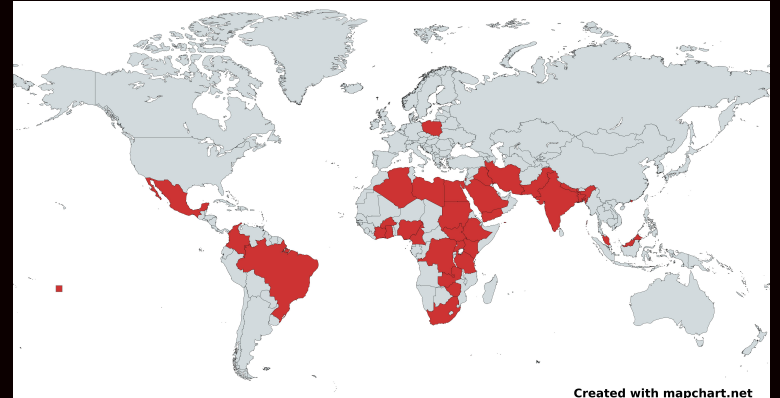
RESEARCH ARTICLE

**Prevalence of Pathogenic Bacteria from Contaminated Yemeni Currency
Notes in Taiz City**



A Study of Bacterial Contamination on Libyan Paper Banknotes in Circulation

Mohamed M. Elemam^{1,*}, Abdulgader Dhawi²,
Mahmoud Ben Shaban³, Khaled Dahmani⁴





Isolation of Cultivable Microorganisms from Polish Notes and Coins

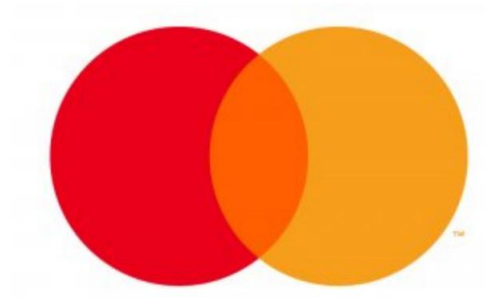
MICHAŁ KALITA, MARTA PALUSIŃSKA-SZYSZ, ANNA TURSKA-SZEWCZUK*,
SYLWIA WDOWIAK-WRÓBEL and TERESA URBANIK-SYPNIEWSKA

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Acknowledgments

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Contactless in Touch

We leveraged the survey data to craft the narrative that enabled Mastercard to communicate with authority at this critical time, across the Middle East & Africa.

it also helped Mastercard to move closer to its global goal to connect 1 billion people to the digital economy by 2025, bringing us closer to a world beyond cash.



Source: <https://www.youtube.com/watch?v=50RSTrsxmVE>



The concept of the campaign comes from our global campaign, which is themed 'World Beyond Cash'. We wanted to engage with consumers, specifically the youth, to get them to think about what the world beyond cash might look like. The idea came up in our discussions with Weber Shandwick.

Making the image of cash attractive

- Your task is to link the real benefits of cash with the emotional image of a good future for all people.
 - Example: Cash helps people to limit their spending. This reduces unnecessary consumption. So be creative and create an image: Fewer factory chimneys will smoke, instead, more trees will produce oxygen and more flowers will bloom.

Making the image of cash attractive

- Provide occasions for reporting on cash. Journalists need the latest developments and new findings. But not all understand Czech, Swedish, Polish and so on. Therefore make an English-language mailing list for journalists and write about the latest developments across Europe. Examples:
 - Crazy anecdotes of chaos after a digital payment system outage.
 - The bank account transactions of a journalist were requested by the authorities to find out when he met with the whistleblower.
 - A politician calls for the 200 euro bill to be abolished.
 - A study shows that children's relationship with money gets worse through the use of digital payment systems.

A photograph of Alfred F. Kelly Jr., a man with glasses wearing a dark suit, light blue shirt, and orange tie, sitting in a white modern chair and gesturing with his hands while speaking. Behind him is a blue backdrop with the 'ENBRIDGE' logo and a faint geometric pattern. The right side of the image features a blue overlay with a pattern of Euro banknotes (50, 100, 200, 500) and the quote text.

»We are focused
on putting cash
out of business.«

Alfred F. Kelly jr.,
at that time CEO of Visa

Lizenz: Porträt "2023 US-Canada Summit" von Eurasia Group / CC BY 2.0 (<https://flic.kr/p/2osjMAJ>), beschnitten von Bargeldverbot.info. Grafik unter CC BY 2.0, <https://creativecommons.org/licenses/by/2.0/>



Lizenz: Porträtfoto ist ein bearbeiteter Ausschnitt aus "Edward Snowden speaks about NSA programmes at Sam Adams award presentation in Moscow" (https://commons.wikimedia.org/wiki/File:Edward_Snowden_speaks_about_NSA_programmes_at_Sam_Adams_award_presentation_in_Moscow.webm bei Sekunde 0:38) von TheWikiLeaksChannel / CC BY 3.0. Grafik unter CC BY 3.0 (<https://creativecommons.org/licenses/by/3.0/>).

»I never use credit cards. (...). Instead I pay for things by cash.«

Edward Snowden,
NSA whistleblower

More quotes:

www.Bargeldverbot.info/Stimmen

Thank you

- Contact: mail@HakonvonHolst.de

Encrypted communication possible. Ask for my key. Fingerprint:

E170 A956 D6B1 F783 8A63 BEAB 5EBA 76A5 F5CB 558F

Hakon von Holst