

COMMUNICATION STRATEGY ON THE INTRODUCTION OF THE EURO

(Summary)

PART I ESSENTIAL GROUNDS

I. DEFINITION OF THE PROBLEM

1. The need to educate and provide information to the public (why euro, what will be the social, economic and political effects of its introduction, the method of changeover, what the new currency looks like, how to identify counterfeits, practical consequences on a personal level)
2. Building confidence in money and fair exchange, i.e. bringing fear from unjustified price increase on changeover to a minimum

PART II. COMMUNICATION STRATEGY

1. CAMPAIGN OBJECTIVES:

- getting the public acquainted with the operation of EMU, advantages of the common currency, importance and role of ECB on joining the euro area getting the public acquainted with the operation of EMU, advantages of the common currency, importance and role of ECB on joining the euro area
- providing information about the introduction of the euro and characteristics of individual stages of its introduction
- providing practical advice on the introduction of the euro in order to build people's confidence and pave the way for a smooth and rapid adoption of the euro

2. UNDERLYING MESSAGE OF THE CAMPAIGN:

Benefits derived by Slovenia's residents and economy from the euro changeover

(no need for exchanging currency on private and business trips abroad, creating a stable macroeconomic environment for Slovene companies and, therefore, also the possibility to take advantage of all benefits of the vast European market, easier doing business on non-European markets, better price transparency in a broader euro area, the euro as a symbol of the common European identity and values).

3. TARGET PUBLICS

- **Slovenia's ENTIRE population**
- professional circles, youth, media, civil society
- persons beyond easy reach – **less informed and less educated persons, persons with special needs, minorities and national communities** – that will be given a special attention

4. COMMUNICATION TOOLS

1. Media relations

(press conferences, briefings, press releases, radio call-in shows, topical supplements to

newspapers and specialist magazines, topical television shows)

2. Public opinion surveys (Politbarometer, Bank of Slovenia opinion surveys)

3. Issue of special publications, leaflets and calendars

4. Direct communication

open telephone, website www.evro.si, round-table discussions, conferences, lectures, training events, business conferences for the specialist public, visits to trade fairs and other similar public events, commercial centres, hospitals, schools, military barracks...

5. Publicity, promotional materials

5. CAMPAIGN SCHEDULE

1. Preparatory stage (June – December 2005): provision of information for the public concerning the beginning of dual display of prices, preparations for launching the campaign (execution of public procurement procedures, setting up a common website www.evro.si)

2. Introductory stage (January 2006 – September 2006): in this stage, informative and educational activities will be in the forefront of overall procedures

3. Final stage of the two-year participation in ERM II (June 2006) and fixing of the rate of exchange:

information to the public about the first concrete activities associated with the adoption of the euro, information to the public of the process of changeover

4. The period between the termination of the two-year participation in ERM II and the adoption of the euro (July 2006 – 1 January 2007): essentially a continuation of the preceding stages, focused, however, on making the public acquainted with the progress of preparations in banks, design of the common face of coins and banknotes, and giving practical advice on the change of national currency units for the euro

5. The period between the introduction of the euro (1 January 2007) and the end of currency exchange and conversion transactions in banks:

giving practical advice on exchange/conversion

6. PARTNERS IN THE CAMPAIGN

The Government of the Republic of Slovenia (on its behalf, the Government Public Relations and Media Office and Office of the President of the Government of the Republic of Slovenia, Ministry of Finance, Ministry of the Economy)

Bank of Slovenia

Statistical Office of the Republic of Slovenia, Chamber of Commerce and Industry of Slovenia, Chamber of Crafts of Slovenia, Banker's Association of Slovenia, Slovene Consumers' Association

Multipliers:

ministries and government levels and offices, financial and banking institutions, corporate sector, NGOs, Delegation of the European Commission in the Republic of Slovenia and the European Parliament Information Office in **Ljubljana**

Joint activities carried out by the partners: www.evro.si, issue of information leaflets, round-table discussions and presentations, open telephone, preparation of promotional materials

7. EVALUATION OF ACHIEVEMENTS

1. Assessment of general objectives: level of familiarity, confidence in the euro by means of regular monthly public opinion surveys conducted before, during and after the campaign

2. Assessment of implementing objectives: monitoring the statistics of visits to the web site www.evro.si, the number and contents of questions asked on open telephone numbers, the quantity of issued and distributed copies of publications and promotional material, the number of participants in round-table discussions, public presentations

3. Press clipping analysis (monitoring media response to the campaign activities on a regular basis)