



## COMMUNICATION STRATEGY:

Addressing effectively the concerns of the public

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# Topics



- ✓ Perceptions concerning the euro
- ✓ Strategic objectives of the Communication Strategy
- ✓ Institutional framework for implementation
- ✓ Methodology
- ✓ Main messages of the information campaign
- ✓ Implementation of the Strategic Communication Plan – Phase I
- ✓ Priorities of Phase II & III
- ✓ Conclusions





# Perceptions of the Public - Eurobarometer Survey



The recent Euro - barometer survey demonstrates:

- ✓ The majority of Cypriots is familiar with the euro
- ✓ However, not sufficiently informed & request more information
- ✓ Scepticism concerning the benefits accruing from the introduction of the euro & worries about increases in prices
- ✓ Euro barometer – valuable tool for adjusting our Communication Strategy





# Informing the Public



✓ We take into serious consideration the concerns of the public



✓ Timely and accurate information is an essential part of our main priorities

✓ The Strategic Communication Plan provides the framework of our information campaign





# Strategic Communication Plan Objectives (1)



✓ **To inspire confidence and win the support of the general public for the euro**

✓ **Promoting dialogue about the benefits and challenges arising thereof**



✓ **Reversing the current perception about the impact of the euro on prices**







# Strategic Communication Plan Objectives (2)



**Identifying and addressing the specific information needs of vulnerable groups:**

- ✓ low income earners,
- ✓ non educated, people with special needs,
- ✓ pensioners



**As well as:**

- ✓ our Turkish Cypriot compatriots and
- ✓ immigrants





# Strategic Communication Plan Objectives (3)



**Timely preparation of the following sectors:**

- ✓ **public sector**
- ✓ **business/enterprise sector**
- ✓ **retail sector**
- ✓ **financial sector**





# Institutional Framework for the Implementation of the Communication Strategy (1)

## Joint Communication Committee



- ✓ Chaired by the Economic Director of the Ministry of Finance in charge of the Directorate of Research and EU Affairs, who acts as the national euro coordinator (contact person)



- ✓ Members – active participation of the Central Bank of Cyprus - participation of the Press and Information Office of the Republic of Cyprus, the Ministry of Commerce, Industry and Tourism as well as the Head of the Representation of the European Commission in Cyprus







## Institutional Framework for the Implementation of the Communication Strategy (2)



✓ **The Ministry of Finance and the Central Bank of Cyprus have, jointly, the responsibility for the implementation of the Communication Strategy**



✓ **The Ministry of Finance gives emphasis on the information campaign of the public, the business and the retail sector**

✓ **The Central Bank of Cyprus is mainly responsible for the technical aspects regarding the Changeover Plan & the coordination of the financial institutions**





# Institutional Framework for the Implementation of the Communication Strategy (3)

## Associates:

I. Europartners (social and economic partners)

II. Multipliers (politicians, journalists, academia)

Responsibilities: Transmission of appropriate messages to their personnel, customers, members

III. European Commission and European Central Bank

IV. Euro Team





# Philosophy of the Communication Strategy

**The communication campaign has been adjusted to the specific characteristics/realities of Cyprus**



**The communication campaign integrates the following:**

- ✓ EU guidelines
- ✓ Characteristics of the Cyprus economy
- ✓ Culture
- ✓ Available communication channels
- ✓ Public opinion surveys
- ✓ Experiences from other member states





# Methodology for the Implementation Strategy



- ✓ **Multi-media campaign**
- ✓ **National web site for the euro**
- ✓ **Printed information material**
- ✓ **Lectures, press conferences**
- ✓ **Toll free telephone help line**
- ✓ **Public opinion surveys**
- ✓ **Educational games and/or national competitions**



# Characteristics of Messages



✓ Clear, Simple & Accurate

✓ Simplicity & Consistency



✓ Available & easily accessible information





# Messages (1)



- ✓ The euro soon to be our currency – common European future
- ✓ We change our currency not our ways of living
- ✓ The smooth transition to the euro is feasible
- ✓ The adoption of the euro reinforces our country's position and prospects in Europe



# Messages (2)



- ✓ We need, however, to be well prepared
- ✓ The relevant authorities are preparing on time
- ✓ It is up to each one of us to be well prepared for the change
- ✓ We request the collaboration and support of the Media and the citizens





# Cooperation with a PR and Advertising Agency



**A PR & Advertising Agency will be selected through an EU tender procedure. The Agency will undertake a certain number of tasks:**

- ✓ Provision of PR activities – Development of strategic PR plan of action and monitoring of its implementation
- ✓ General co-ordination and execution of the activities of the communication campaign





# Implementation of the Communication Plan – Phase I

## Phase I – until the end of 2006



- ✓ Aim: Informational campaign of a general nature about the euro
- ✓ Successful completion of Twinning Programmes with the governments of Ireland and Malta. Close cooperation with the European Commission (Partnership Agreement) and with the European Central Bank – benefiting from the valuable experiences of other member states who have adopted the euro
- ✓ Publishing informational material about the euro – good use of publications from the European Commission and the European Central Bank





# Implementation of the Communication Plan – Phase I (2)



✓ Preparation of model presentations for the general public, the business and education sector



✓ Presentations from the Ministry of Finance & the Central Bank of Cyprus and members of the Euro Team – interviews to the Media, articles, etc

✓ National web page for the euro – information in Greek, English, Turkish







# Evaluating the progress so far (1)



## Positive elements:

- ✓ Increased interest from the citizens and the business sector about the euro
- ✓ Familiarity with the euro
- ✓ Simple and clear messages have been well understood and received from the general public
- ✓ Preparation of the financial institutions
- ✓ Preparation of the public sector





# Evaluating the progress so far (2)

## Areas where further progress is needed:



- ✓ Need for intensification of the information campaign – emphasis on Media, rural areas, sensitive groups of citizens



- ✓ Coordination of actions undertaken from euro-partners and multipliers
- ✓ Addressing the concerns of the public concerning the impact of the euro on prices (examples of member states who have adopted the euro – Greece)





# Priorities set in Phase II & III



✓ Raising awareness of the citizens

✓ Intensifying the campaign



✓ Emphasizing on practical matters



# Conclusions



- ✓ Preparing and implementing a Communication Strategy – big challenge



- ✓ Early preparation of the public and private sector – vital importance



- ✓ Active participation and involvement of all related parties – very important
- ✓ Experiences from other member states have demonstrated that it is essential to provide the citizens with clear and simple information





National web page

[www.euro.cy](http://www.euro.cy)



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