



Republic of Slovenia

**THE INTRODUCTION OF THE EURO
Communication Campaign**

Conference on Changeover of Euro in Slovenia
Brussels, 8 June 2007

Nada Serajnik Sraka, M.A., Government Communication Office
Gordana Pipan, Bank of Slovenia

FIVE MONTHS AFTER INTRODUCTION



Slovenia introduced euro on 1. January 2007

Report of EC on Changeover in Slovenia (April 2007):

Changeover in Slovenia was swift, smooth and successful

- 92 % well informed
- 83 % satisfied with the introduction of euro (18 % very satisfied)
- More than 90 % have no difficulties in recognising the money and new values
- 72 % felt more European

Public opinion confirms the crucial role of communication in ensuring smooth changeover !

PREPARATIONS: COMMUNICATION

→ Communication – essential part of changeover process

→ Communication working group part of Changeover board.

→ Communication strategy adopted by the Slovene Government & Bank of Slovenia in May/June 2005.

→ Strategic partnership: Gov.of RS & EC/DG ECFIN

→ Memorandum of understanding: BS & ECB

→ Twinning NL+ SLO+ LIT

→ Timeframe: May 2005 - June 2007

→ Finance: BS + Government + EC

BACKGROUND - Public opinion

→ **Very favourable opinion towards euro and euro introduction**

High familiarity with euro banknotes & coins

➤ **Politbarometer** : Faculty of Social Sciences, Public Opinion Survey Centre)

June 2004 – April 2005: euro ranked on first places all the time,
(among President of RS, SIT, BS)

➤ **Eurobarometer** :

In 2004: 57% Slovenes support the introduction

57% Slovenes consider themselves well informed

64% have no fear of abuse in price conversion

In 2005: 83% Slovenes support euro introduction

COMMUNICATION CAMPAIGN: Goals & Objectives



- Major Goals:
 - explanation of preparations for the changeover
 - assurance of smooth changeover
 - building confidence in the new currency.

- Communication Goals:
 - to provide information**
 - why euro; social, economic and political effects of its introduction,
 - practical consequences on a personal and national level,
 - the preparations for the changeover,
 - visual appearance of the new currency, **how** to identify counterfeits
 - to educate**
 - to increase the level of familiarity with banknotes/coins, security features, changeover modalities
 - to build confidence in new currency and fair rounding**
 - to become aware of consumers' rights in case of unjustified price increases or unfair transactions/conversions

PRINCIPLE: Everyone was important !



- > **the Slovene public-at-large:** not only citizens, but **ALL** residents
- **Active publics:**
professional communities (banks, capital institutions),
business/ trade community, small and medium enterprises,...)
media
- **Special Attention:**
youth, old/elderly
persons beyond easy reach:
 - less informed and less educated persons
 - persons with special needs
 - minorities (Italian, Hungarian minorities)
and national communities (Croats, Serbs, Bosniacs, Albanians,
Macedonians, Roma).

CAMPAIGN SCHEDULE



1. Preparatory stage (June 2005 – March 2006):

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 (March 2006 – September 2006):

March 1, 2006 – official start of the campaign; informative and educational activities will be in the forefront of overall procedures:

3. Main stage (September 2006 – mid January 2007):

focus on provision of the practical information on the changeover scenario, supported by the strong advertising campaign

4. Follow-up stage (mid January 2007 – June 2007):

Continue with practical information and advice on the changeover, focus on building the confidence in fair rounding

DIVERSE COMMUNICATION CHANNELS & TOOLS



1. Media relations

- daily relations: press conferences, briefings, press releases,
- topical relations: radio call-in shows, topical supplements to newspapers and specialist magazines, topical television shows
- media events (seminars, study tours)

2. Direct communication

- free-of-charge telephone line (Q & A)
- joint website : www.evro.si
- issue of special publications, leaflets, posters etc.
- round-table discussions, conferences (i.e. model conference in March '06), lectures, training events, business conferences for the specialist public
- special events: visits to trade fairs and other public events, schools, hospitals, commercial centres, homes for elderly,

3. Advertising campaign and promotional material

CAMPAIGN ACTORS & PARTNERS



NATIONAL LEVEL:

- > **Government of the Rep. of Slovenia**
(Government Communication Office)
- > **Bank of Slovenia**

Assisting partners:

Ministry of Finance, Ministry of the Economy, Statistical Office, Chamber of Commerce and Industry of Slovenia, Chamber of Crafts of Slovenia, Banks' Association of Slovenia, Slovene Consumers' Association...

All partners decided to carry out their own activities,
except :

campaign visual identity, www.evro.si, advertising campaign, major publications, open telephone and visits to fairs and other public events.

CO-OPERATION WITH EU INSTITUTIONS



1. STRATEGIC PARTNERSHIP with European Commission:

- > cooperation with DG ECFIN:
 - co- ordination of communication activities
- > strategic partnership & ad hoc agreement (financial support)
- > events: Model conference on Euro, Euro Genesis Exhibition
- > co-operation with 6 EUROPE DIRECT INFO POINTS in Slovenia.

2. COOPERATION WITH THE EUROPEAN CENTRAL BANK

- > co- ordination of communication activities
- > production of publications & leaflets for public-at-large,
- > training materials for cashiers
- > events (Euro Exhibition, Closing conference on Euro)

3. TWINNING PROJECT with the Netherlands and Lithuania:

- > sharing the knowledge and experience of good practices

WHAT WE DID IN THE CAMPAIGN ?



1. Publications (published by SLO authorities)

- **1.500.000 copies of various publications** (in many languages + adaptations)

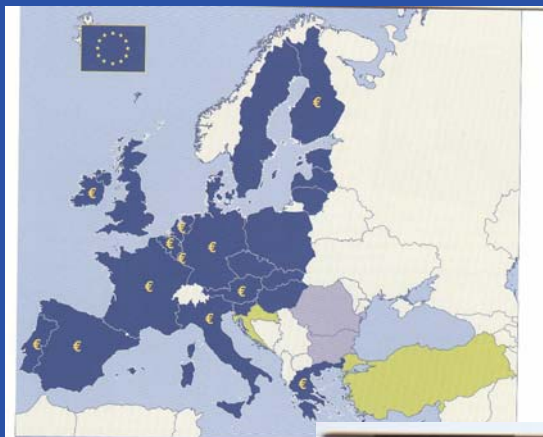


WHAT WE DID IN THE CAMPAIGN ?



1. Publications

- 80.000 copies of publications and posters, issued by EC (in Slovene)



Evro v razširjeni Evropi

Na poti do skupne valute

Enotni trg ...

- Od podpisane Rimske pogodbe leta 1957 je bil temeljni cilj Evropske gospodarski in socialni napredek, ki bi Evropskem zagotovili z obetajajočo prihodnost. Za dosego tega cilja je bila bistvena tesnejša obetajajoča področja. Enotni trg, ekonomska in monetarna unija. EU 25 članice so bili glavni koraki v tem procesu, ki je prinesel konkretni koristi ter okreplil vlogo EU v svetu.

... z eno samo valuto ...

- Uvedba evra je mejnik v razvoju Unije in največja monetarna spreminjanje udeležanja ekonomsko in monetarno unijo. Gradnja uspešne enotne stabilnosti, potrebni za vedno rast. Povečuje konkurenco in inovacije, druga področja, kakor sta socialno varstvo in izobraževanje. Poleg tega

... za tesnejšo Unijo.

- Ekonomska in monetarna unija vsakega ni enkraten dogodek, temveč evra usmerjajo s sodelovanjem v skupni gospodarski politiki. Tudi nove zaveze, da se bodo pridružile ekonomski in monetarni uniji ter prevzeli morajo stopnjo razvoja svojih gospodarstev skleno približati isti v gospodarsko približevanje, ki ga poznamo pod imenom „konvergenca“ držav EU.



UNIDA EN LA DIVERSIDAD · SJEDNOCENI V ROZMANITOSTI
FORENET I MANGFOLDIGED · IN VIELFALT GEEINT
ÜHINENUD MITMEKESISÜSES · ENOTHTA STHN ΠΟΛΥΜΟΡΦΙΑ
UNITED IN DIVERSITY · UNIE DANS LA DIVERSITÉ
UNITA NELLA DIVERSITÀ · VIENOTA DAUDZVEIDĪBĀ
VIENYBĒ ĻVAIROVĒJE · EGYSEG A SOKFELESEGBEN
MAGHQUIDIM FID · DIVERSITÄ · EENHEID IN VERSCHIEDENHEID
ZJEDNOCZENI W RÓŻNORODNOŚCI · UNIDA NA DIVERSIDADE
JEDNOTNÍ V ROZMANITOSTI · ZDRUŽENI V RAZLIČNOSTI
MONINAIJUDESSAAN YHTENÄINEN · FÖRENADE I MÅNGFALDEN

Informacije o projekta in industrija

Nagrađni

o poznavanju skup evropske valute

Prilavljene na evro!

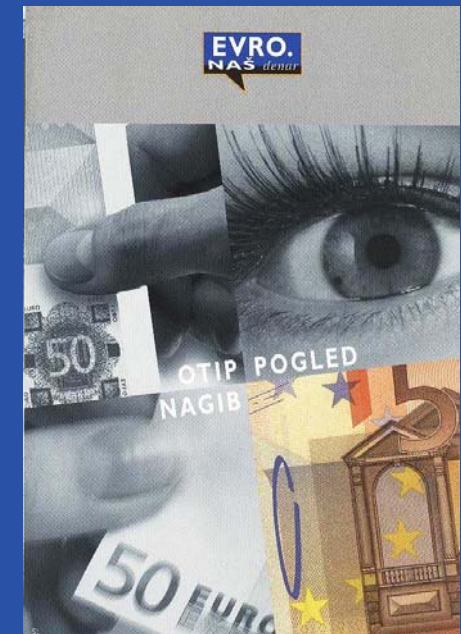
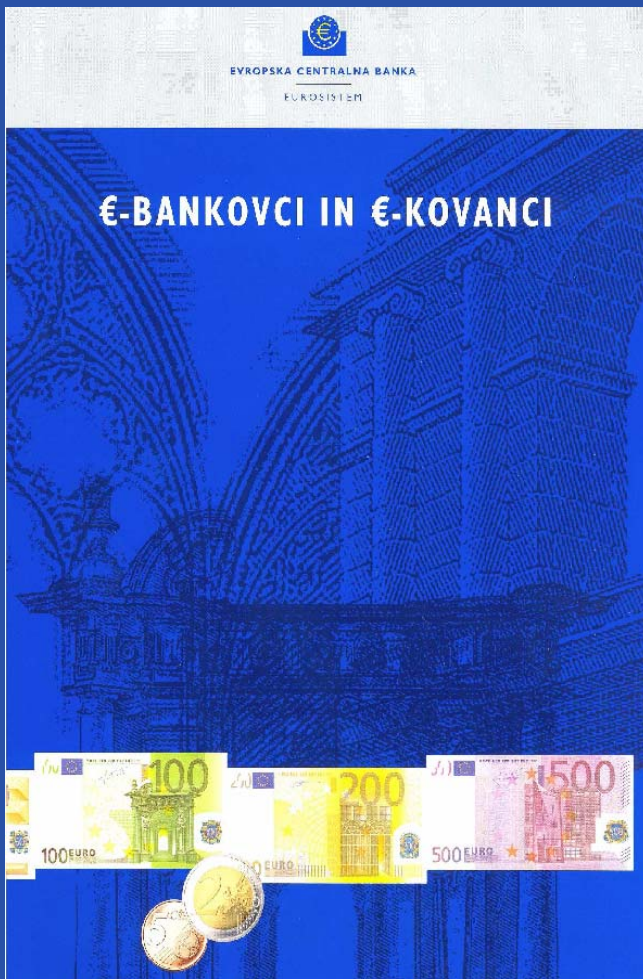
Vodnik za mala in srednje velika podjetja

WHAT WE DID IN THE CAMPAIGN ?



1. Publications (by BS & ECB)

- 1.352.000 copies of publications and posters, issued by ECB
- 750.000 pcs of calculators to all households



Joint website: www.evro.si ; www.euro.si

2006: 13 mio hits, 785.463 page views; Dec – 218.000 views

2007: 7,2 mio hits, 437.000 page views; Jan – 130.800 views

The screenshot shows the website 'Evro-za vse nas' in a Windows Internet Explorer browser window. The browser title is 'Evro - za vse nas - Windows Internet Explorer provided by Urad Vlade RS za komuniciranje'. The address bar shows 'http://www.evro.si/'. The website header features the logo 'Evro-za vse nas' with a Euro symbol and the text 'Informacije o uvedbi evra v Sloveniji'. Navigation buttons include 'O evru', 'Za prebivalce', 'Za pravne osebe', and 'Za novinarje'. A search bar is present in the top right.

Aktualna tema

Uspešen prehod na evro

 Foto: Primož Lavre

V poročilu o uvedbi evra v Sloveniji [pdf, 60 Kb], ki ga je štiri mesece po uvedbi nove valute izdala Evropska komisija kaže, da je prehod Slovenije na evro potekal hitro in gladko, inflacija pa je na splošno ostala stabilna, kljub temu da so se cene nekaterega blaga in storitev povišale. Evropski komisar za gospodarske in monetarne zadeve Joaquín Almunia je posebej poudaril pomen zgodnjih in natančnih priprav, ki so v Sloveniji potekale dobro. Pristop "velikega poka", tj. nepreključno fiksiranje menjalnega tečaja ter istočasna uvedba evrskih bankovcev in evrskih kovancev ter dvotedensko obdobje dvojnega obtoka obeh valut, so se izkazali za sprejemljive. Slovenske izkušnje bodo dobrodošle tudi za druge nove članice, ki bodo evro uvajale v naslednjih letih.

[Več o tem >](#)

[The Euro in Slovenia - A Success Story >>](#)

Od 14. januarja 2007 v Sloveniji plačujemo le še z evri!

Evrokalkulator

7 8 9
4 5 6
1 2 3
C 0 ↓

SIT → € € → SIT

Kako deluje kalkulator?

Tečaj zamenjave:
1 € = 239,640 SIT

[Kviz →](#)

Novice

31. 5. 2007
Aprilski Eurobarometer: Slovenci pri prilagajanju na evro niso naleteli na večje težave in se počutijo dobro informirane

21. 5. 2007
Slovenska policija na mednarodni konferenci o zaščiti evra

4. 5. 2007

Za prebivalce

Evro je večini od nas že dobro poznan, kljub temu navajanje na novo valuto ni vedno enostavno. Dobra priprava na uvedbo evra na ravni države in gospodarstva bo bistveno olajšala uvedbo novega denarja tudi posamezniku. K lažjemu prehodu pa lahko z dobro obveščenostjo pomaga tudi vsak od nas.

Za pravne osebe

Da bi podjetja ohranila ali pridobila konkurenčen položaj na trgu, bodo morala novi valuti prilagoditi poslovanje in se seznaniti z vplivi uvedbe evra, saj se večina trgovanja slovenskih podjetij odvija ravno v območju evra.

start | Nada Serajnik - Inbo... | F:\ | SKOM-Evro strategij... | SKOM-Evro strategij... | Evro - za vse nas - ... | SL | 10:43

WHAT WE DID IN THE CAMPAIGN ?



Presentations

- 800 presentations on 169 schools (elementary and secondary)
- in 42 shopping centres throughout Slovenia
- appearance on 15 selected fairs
- 12 presentations in homes for elderly
- 15 promotional events (exhibitions, introduction celebration)

Europhone: more than 3670 questions answered

Europostcards: 2x 100.000 copies (5 % feedback)

Postcards on 709 locations around Slovenia



MENTAL & PSYCHOLOGICAL SWITCH!



- Introduction of advertising in the final stage
- 3 main messages:
 - Coins are VALUABLE!
 - Put the money in the bank!
 - Compare the prices !
- Media mix: TV 55 %, print 28 %, radio 9%, internet 5%, cinema 3%, displays 2%, postcards 1 %

Že računate na evro?



nominalno 1 = 1

dejansko 1 EUR = 239,64 SIT

Drobtič bo po novem letu imel veliko večjo vrednost, kot smo bili vajeni pri tolarjih. Pri plačevanju in vračanju drobtiča bodite pozorni, saj je že zelo majhen kovancec za 10 centov vreden skoraj 24 tolarjev.



Evro-za vse nas

evrofon 080 2002
www.evro.si

Drobtič v vašem žepu bo vreden veliko več.



= 88,80 tolarjev = 929,80 tolarjev

Drobtič bo po novem letu imel veliko večjo vrednost, kot smo bili vajeni pri tolarjih. Pri plačevanju in vračanju drobtiča bodite pozorni, saj je že zelo majhen kovancec za 10 centov vreden skoraj 24 tolarjev.



Evro-za vse nas

evrofon 080 2002
www.evro.si

Že računate na evro?

V tem oglasu jih je točno 19,60. Preverite.

Drobtič bo po novem letu imel veliko večjo vrednost, kot smo bili vajeni pri tolarjih. Verjetno se vam bo na začetku uvedbe evrov rad zgodilo, da boste pustili nekaj kovancev natakarkju, taksistu, blagajničarki.

Toda, če dobro preštejete vse kovance v tem kratkem oglasu, boste nabrali točno 19,60 evra oziroma 4696,94 tolarjev.

To pa niti ni tak drobtič, a ne?



Evro-za vse nas

evrofon 080 2002
www.evro.si

WORKING WITH SPECIAL GROUPS



1. OLD/ ELDERLY

adapted publications, presentations, europostards, explanations in homes for elderly, contributions in specialised magazines, festival for elderly

2. GROUPS WITH SPECIAL NEEDS

publications in adapted language versions, special technical devices, presentations

3. YOUTH

presentations in schools, quizzes, Felix postcards & virtual games
school competition, youth festival

4. MINORITIES & ETHNIC GROUPS

publications in respective language versions,
press relations, presentations

CO-OPERATION WITH MEDIA



National, regional, local & special media
Foreign Media

- **Regular contacts** (releases, conferences, briefings, Q & A, interviews) by BS, MF, ME, CCI, CC, SORS, BA, CA
- **Special sections** in press; talk shows on radio and TV stations
- **Topical articles** in specialised magazines & newsletters
- **Media study tours**: SI -visits to Brussels, Frankfurt, Helsinki
2 study tours of foreign media to Slovenia
- **Education**: special seminar (s)
- **Media events**: in Brussels, in Ljubljana
- **Advertising in media** (information, practical advises)

COMMUNICATION DURING CHANGEOVER- (30th Dec 2006 - 3rd Jan 2007)



- Coordination of activities among the Bank of Slovenia (BS), Bank's Association, commercial banks and processing centres.
- BS supervised the implementation of previously coordinated communication plans at the level of commercial banks and processing centres.
- Communication tools: press releases, briefings, press conferences, publications, interviews and advertising, direct communication to bank clients (euro information attached to the bank statements), events.
- BS and BA distributed information at the national level, commercial banks acted as information distribution centres at regional and local levels.
- Consecutive phases were announced by press releases (10 press releases in total - first was sent to the media ten hours before midnight, the last one on 2nd January at 5 p.m).
- To prevent any misunderstanding/panic each press release was announced individually in advance (for example: switching off/on the ATM and POS terminals).

Crisis communication scenario available, but not applied

- Ex ante: established network of special communication points.
- 30 different hypothetical situations were identified.
- Corresponding press releases and/or instructions for a single voice communication procedure were specified in advance.
- Commercial banks' press conferences and the BS press conference concluded the communication during the changeover.
- Smooth changeover (without problems with ATM and POS terminals) did not require any crisis communication.

15 January 2007: Euro fully adopted in Slovenia

- Important meetings:
 - ECB conference on euro in Ljubljana
 - PM Janša hosting Presidents of EU institutions and Prime ministers)
 - Meeting of Finance ministers
 - Meeting of Governors

- ‘Welcome to Euro’ Ceremony

- 92 % well informed, 36 % even very well informed
- Main sources: Media, Commercial banks, National Bank, Government
- TV, print media, special website, publications ...
- 87 % satisfied with information provided by authorities
- 79 % TV spots useful
- 95 % received calculators; 72 % find them useful

OPINION POLLS - Main Findings (April 2007)



RECOGNITION & FAMILIARITY:

- 92 % feel well informed (no need for further information)
- 91 % of Slovenians do not have any tolar left
 - the majority can easily distinguish between banknotes & coins
BUT: 7 % difficult to differentiate banknotes, 18 % within coins)
- 81 % find easy to convert tolar to euros (BUT: 13 % difficult)
- 77 % understand the values in euros (BUT: 16 % difficult)
- Most recognised security features: watermark, s. thread, stripe

PRACTICAL CONSEQUENCES:

- For day-to-day shopping people calculate in euros,
47 % for greater value purchases still in tolar
- 81 % find dual display of prices useful (to control the conversion)
- 51 % (!) would prefer that dual display continue after June 30
- fears: contribution to rise of prices (81 %), 39 % greater inflation

THANK YOU FOR YOUR ATTENTION !

QUESTIONS ?

www.evro.si

nada.serajnik@gov.si

Public Opinion (Eurobarometer)



Evro-za vse nas

EUROBAROMETER	Oct '04	Nov '05	June '06	Oct '06
Supported	57 %		64 %	68 %
Informed	63 %	60 %		83 %
Satisfied	64 %	58 %	66 %	72 %
Positive attitude	56 %	46 %	58 %	61 %
Fears	57 %	39 %	70 %	66 %

POLLS IN SLOVENIA - RESULTS

(June, September, December 2006)

Questions	06/2006	09/2006	12/2006
Do you have enough information about the introduction?	<i>Yes:</i> 87.1%	83.4%	95,1%
Can you name the date of euro introduction?	<i>Correct:</i> 87.4%	88.2%	94,3%
Where have you obtained most information about the introduction of the euro?	<i>TV:</i> 52.3%	51.5%	45,6%
Will the introduction be positive or negative for you personally?	<i>Positive:</i> 33.4%	35.7%	36,5%

MOST IMPORTANT LESSONS

1. Changeover is a national project
2. Careful and pro-active preparations pay off
3. Everyone counts!
4. Communication is the essential part of changeover
5. Share good practices, but respect your local situation
6. Mind mental & psychological switch! Give people enough time!
7. Take measures to prevent impact on prices and empower people to be consumer rights' minded