



The European Commission's information and communication activities

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European Commission



PRINCE (information programme for the European citizens (since 1995))

- **informing citizens about the euro and EMU is a priority**
- **policy framework: 'Information and Communication Strategy for the Euro and EMU' (COM (2004)552)**
- **emphasis on increasing public knowledge and support for a smooth changeover in countries that will adopt the euro**
- **centralised activities and decentralised activities**



decentralised implementation

- **via Partnership Agreements between the national authorities and the European Commission**
- **concrete implementation via official exchange of letters agreeing on objectives, the role of each party, a communication and action plan, a timeline, all financial aspects and co-branding**
- **grant agreements provide co-financing of actions carried out by the Member States (for fixed period, pre-defined actions and precisely budgeted)**
- **golden rule: Equal Share Input**



in the case of Slovakia





- **Partnership Agreement was signed in December 2007**
- **under this agreement following actions were directly financed**
 - **promotional material**
 - euro travelling **exhibition** (Bratislava and Kosice – Feb 2008)
 - 2 **seminars** for journalists (March/April 2008)
 - **publications** (approx. 3.000.000 copies)
 - the **euro conference** (22 Sept 2008)
 - 4 opinion **polls**



- **3 grant agreements were concluded**
- **grant I (Nov 07 – July 08)**
 - **80 information stands for cities**
 - **salaries of communications officers**
 - **web site www.euromena.sk**
 - **euro info line**
 - **early information campaign for the Roma**
 - **early media campaign**
 - **euro to schools project**
 - **training sessions for multipliers**



- **grant II (July 08 – March 09)**
 - **salaries of communications officers**
 - **web site**
 - **euro convertor and printed material on conversion**
 - **media space for mass communication campaign**
 - **euro to schools project**
 - **training sessions for trainers**
 - **Trade Inspectors**
 - **Euromobile**

- **grant III (Jan 09 – Dec 09)**
 - **media space**
 - **Trade Inspectors (information and control)**



survey calendar

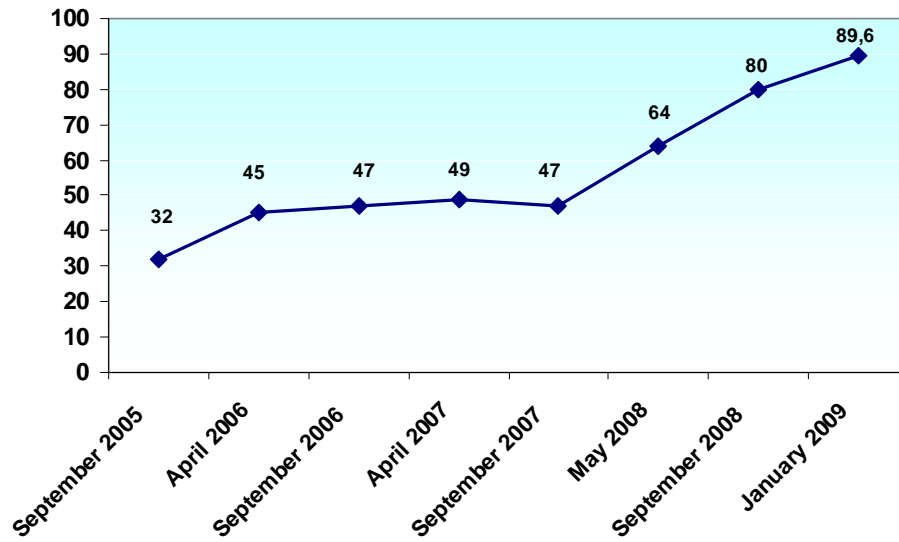
- ***Before* euro introduction: regular euro surveys in new Member States (incl. SK) in spring and autumn => to find out about support for and familiarity with the euro**
- ***Before* euro introduction: survey for SMEs (June 2008) => find out state of preparedness**
- ***During* euro changeover (1-16 Jan 2009) => daily monitoring of the (speed of) physical introduction of euro coins and notes and of withdrawal of legacy currency**
- ***After* euro changeover (after 16 Jan): find out about perception of smoothness and awareness of information campaign as well as possible problems encountered**



evaluation



Self - Perceived Level of Information

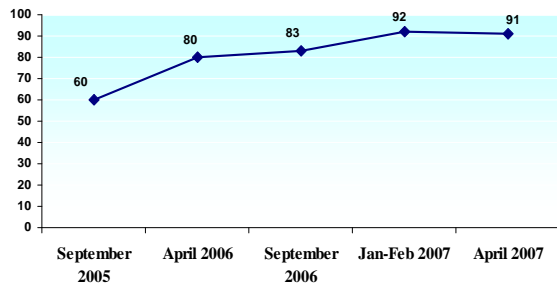


Phases in the campaign

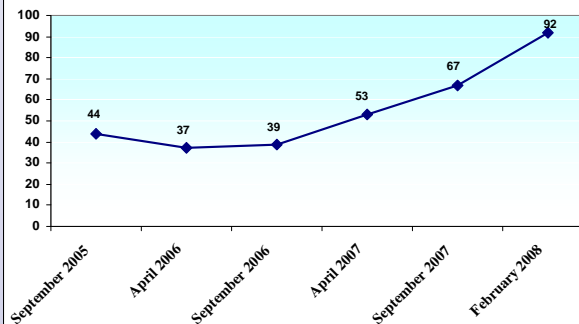
- I 2007-March 2008
- II March 2008 – July 2008
- III July 2008 – Dec 2008
- IV Jan 2009



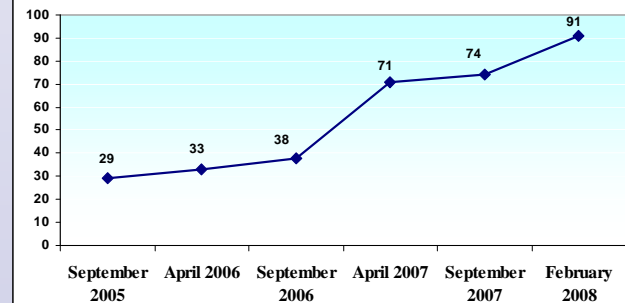
Self - Perceived Level of Information



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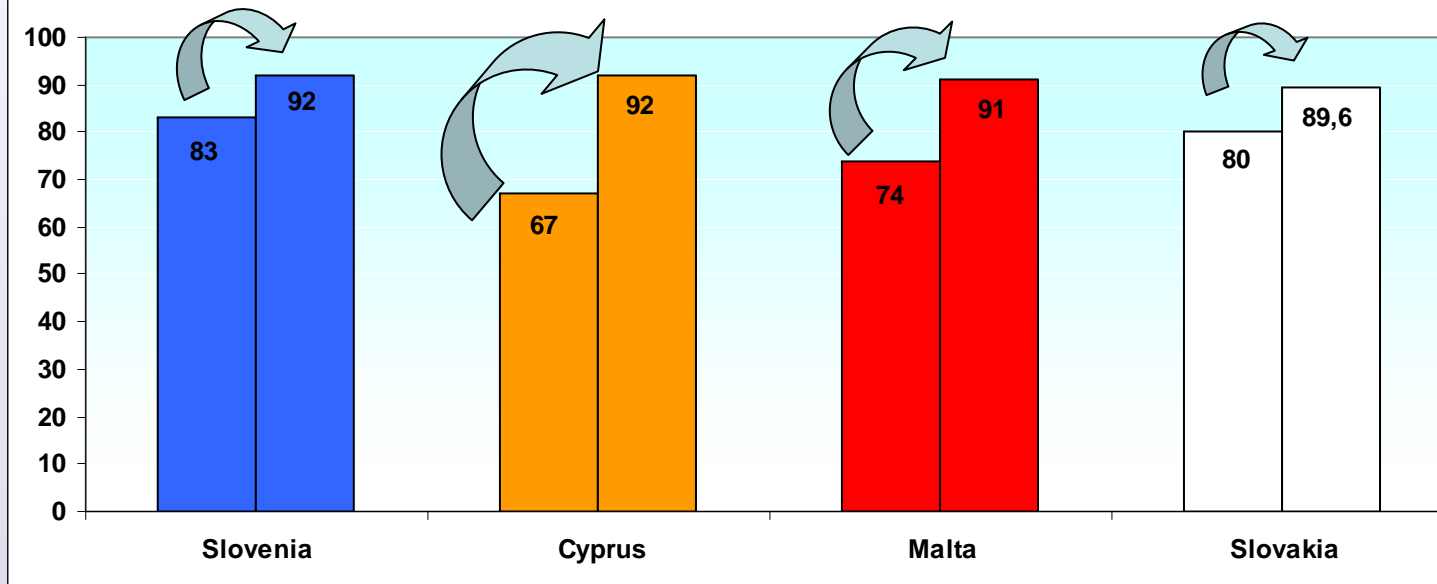


Self - Perceived Level of Information



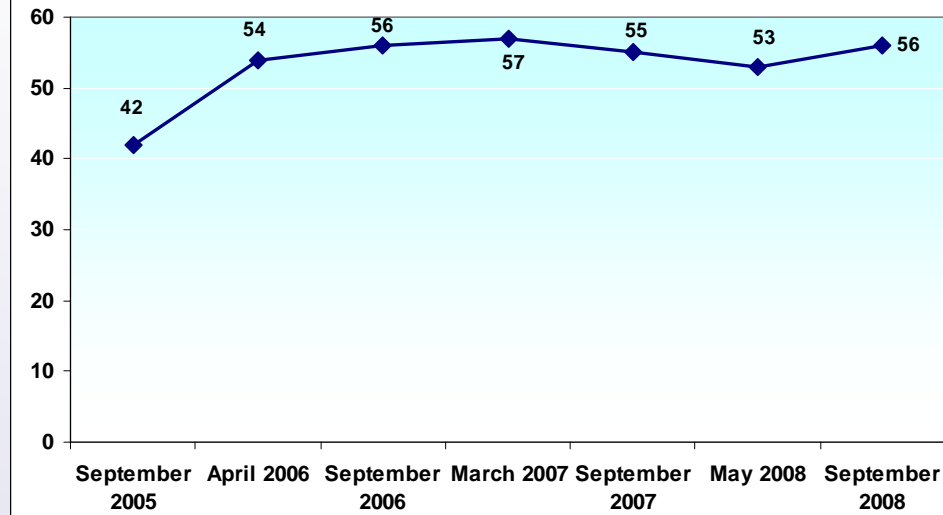


COMPARISON: Self - Perceived Level of Information around 4 months BEFORE and shortly AFTER dual circulation period





Support for the introduction of the euro

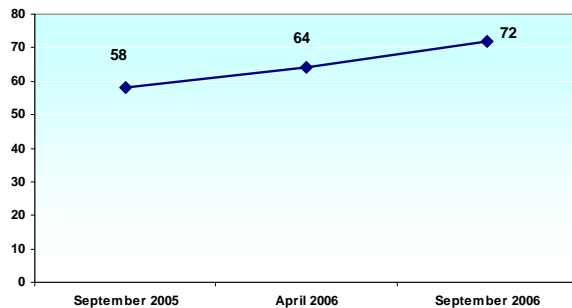


Phases in the campaign

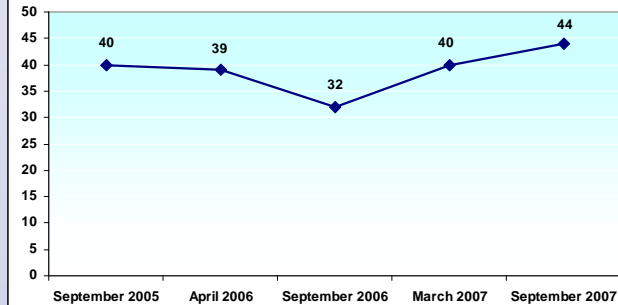
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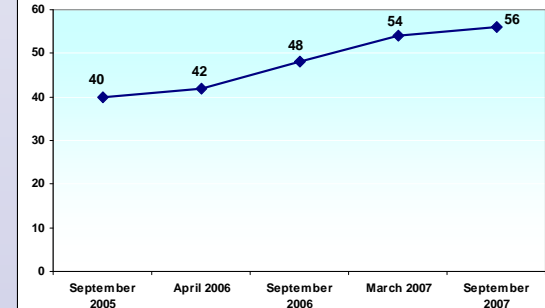
Support for the introduction of the euro



Support for the introduction of the euro

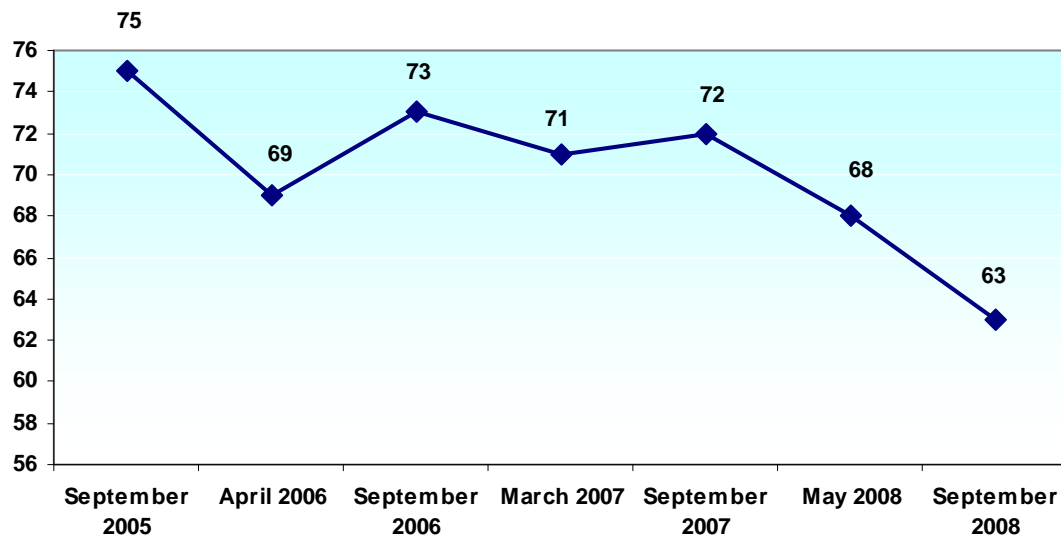


Support for the introduction of the euro





Negative Expectations and Fears: Abuses and Cheating on Prices

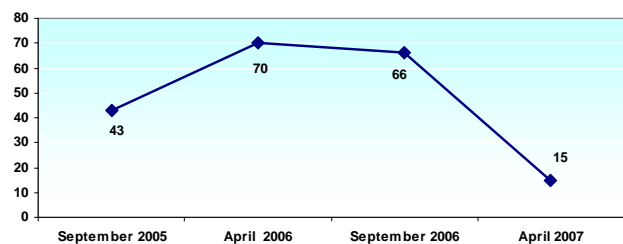


Phases in the campaign

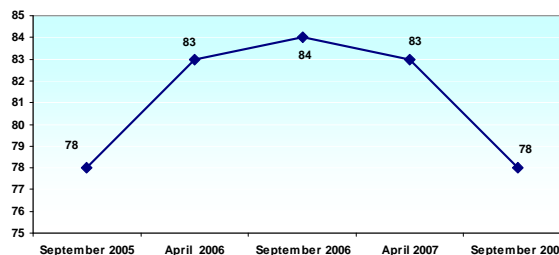
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Negative Expectations and Fears: Abuses and Cheating on Prices



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Negative Expectations and Fears: Abuses and Cheating on Prices

