

# **COMMUNICATION STRATEGY FOR ADOPTION OF EURO IN ESTONIA**

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## I. SUMMARY

1. **The euro communication activities and messages are focused on the practical aspects of the changeover process – questions that people will probably have in relation to the adoption of the euro.** The information materials for the general public, including minorities and groups who are difficult to reach, comprise the changeover timetable, topics related to the exchange rate, visual images of the new currency and security features, information on consumer prices, etc. The information for the enterprise sector includes topics such as amendments to legislation, specifications of accounting rules, implementation of IT, rounding rules and dual display of prices, etc. Risk groups will receive information on the changeover, prepared on the basis of their special needs.
2. **The main focus will be on the general public and business people, as their timely understanding and readiness is vital in ensuring a smooth changeover.** In determining the other target groups, the particular information requirements were taken as a basis. In that way, pensioners, journalists, children in kindergartens and schools, and disabled persons will receive additional information on the changeover through specific information materials and channels.
3. **The communication action plan represents a practical output of the communication strategy.** In accordance with the action plan, different communication forms and channels are used to inform the target groups, including local and national media, television and radio, information hotline, Internet, mail, leaflets and brochures, outdoor advertising, and partners in the public, private, and third sector. In the case of some target groups, and in particular their representative organisations, it is most expedient to use direct communication in the form of lectures, discussions, and round tables.
4. **In preparing the communication plan for the changeover to the euro, the experience and recommendations of the other states of the euro area were used.** In addition, the recommendations of the European Commission were taken into account in planning the communication.

## II. BACKGROUND AND TIMETABLE FOR ADOPTION OF THE EURO

5. **As a member state of the EU, Estonia has the obligation to adopt the single currency provided the necessary level of nominal convergence has been achieved.** The Maastricht criteria provide for the requirements on the condition of public finances, price stability, interest rates, and stability of the exchange rate.
6. **For Estonia, the accession to the euro area means direct continuance of the current economic and monetary policy.** Virtually throughout the period since regaining independence, Estonia has had a fixed exchange rate policy and the exchange rate of the Estonian kroon to the euro, and before that to the Deutsche mark, has been at an unchanged level. Hence, the Estonian economy has already been functioning for quite some time – one generation - *de facto* under the conditions of the monetary union. During that time period, Estonia has demonstrated rapid development as well as the ability to adapt to difficult circumstances, therefore proving its readiness to accede to the euro area.

7. **Therefore, the economic policy objective of the government since Estonia's accession to the EU has been to accede to the euro area at the first possibility and 1<sup>st</sup> January 2011 has been set as the accession date.** The first attempt to adopt the euro from the beginning of 2007 failed because price pressures from outside and imbalances related to rapid economic growth resulted in a large unexpected increase in consumer prices. This did not, however, mean abandonment of the euro objective from the agenda. The changed economic conditions and subsequent adjustment process allowed the government in the summer 2009 to set 1<sup>st</sup> January 2011 as the new date for the changeover to the euro.

8. **The decisions made in 2009 to improve the budgetary position and the state budget for 2010 support the objective to accede to the euro area.** All the current data on the performance of the budget for 2009 permit us to say that it remains with a sufficient surplus below the 3% deficit threshold. Processes are already underway, and in the event of their positive outcome Estonia may expect a decision to be made in July 2010 on admission to the euro area on 1<sup>st</sup> January 2011.

9. **The first step on that road is to receive an assessment from the European Commission and EU member states to the convergence programme of Estonia for 2010-2013.** On 28<sup>th</sup> January 2010, the government approved an updated convergence programme which contains an overview of the economic policy objectives of the government, economic developments in recent years and future prospects, and the budgetary policy framework and its sustainability. Estonia's programme will be presumably discussed in the session of the Council of Economics and Finance Ministers of the European Union (ECOFIN) in April. Prior to this date, on 26<sup>th</sup> March, Statistics Estonia will publish information on the budgetary position of the governmental sector in 2009, thus fixating the status of compliance with the Maastricht budgetary criterion.

10. **In April and May, the European Commission and European Central Bank will prepare convergence reports. The final report to be compiled as a result of the work will be published in May.** Since they are regular convergence reports, they do not deal solely with Estonia, but compliance of all countries with exemptions (including countries that do not belong to the euro area) with the euro criteria. Since Estonia is the only real candidate for accession in 2011, the report focuses the main attention on Estonia. If Estonia passes this stage with a positive result, the European Commission will make a proposal to the ECOFIN Council to remove the exemption with regard to Estonia. A draft decision will be submitted to the Council for discussion and resolution, and to the European Parliament to express an opinion.

11. **In June, the euro group that unites the states of the euro area will give their recommendation on the decision; discussions will be also held in ECOFIN and the European Council.**

12. **On 6<sup>th</sup> July, ECOFIN should make a final decision on the removal of the exemption with regard to Estonia.** The decision will officially determine the date for Estonia's changeover to the euro (1<sup>st</sup> January 2011) and the exchange rate for the changeover (1:15.6466).

13. **Corresponding to the assessment, the European Commission also monitors the course of technical preparations for the euro changeover.** An assessment of Estonia's preparations will be published in two reports by the Commission this summer (June) and autumn (September).

### III. WORK ORGANISATION OF EURO COMMUNICATION

14. **To co-ordinate the necessary activities for the smooth changeover to the euro, the government decided on 9<sup>th</sup> December 2004 to form an expert committee chaired by a Secretary General of the Ministry of Finance.** At its first meeting on 15<sup>th</sup> February 2005, the expert committee decided to form six working groups, whose objective was to map and find solutions to potential problems that may arise in different areas with regard to the changeover – a working group of Eesti Pank and credit institutions; a working group on the business environment; a working group on the technical readiness of governmental authorities; a working group on consumer protection; a working group on legislative drafting; and a working group on communication. In 2009, it was also decided to form the seventh working group, to monitor and account for the fulfilment of the criteria for adoption of the euro. The working groups include specialists from both the public and private sector. The expert committee approved the first version of the communication strategy and action plan at a meeting held on 21<sup>st</sup> June 2005. Since the initial objective to meet the euro criteria and adopt the euro at the beginning of 2007 was not met, the strategy was not implemented.

15. **The communication working group of the expert committee is responsible for planning and implementing euro communication.** The communication working group is chaired by the Secretary General of the Minister of Finance, Tanel Ross, and it includes representatives from the Ministry of Finance, Eesti Pank, State Chancellery, Government Communication Office, Ministry of Social Affairs, Ministry of Foreign Affairs, Ministry of Economics and Communications, Consumer Protection Board, and the European Commission Representation. The working group will discuss the current work issues at regular work meetings with the participation of other experts, advisors, and representatives of interest groups, if necessary. Preparations for the compilation of the communication strategy and plan began during the second half of 2009, when the likelihood of meeting the euro criteria had significantly increased owing to the budgetary means implemented by the government.

16. **During the practical preparation for the changeover to the euro, the euro communication working group makes continuous co-operation with the other working groups of the expert committee** and exchanges information related to work organisation on an ongoing basis. The working group submits monthly reports on the results of their work and planned activities to the expert committee.

17. **The communication activities related to the adoption of the euro are based on this communication strategy and the current work schedule of the euro communication working group is based on it.** The communication strategy will be implemented in accordance with the calendar plan and media plan of euro communication, which is regularly updated, by using all the relevant means and channels of communication. The financial means necessary for the implementation of the communication strategy are set out in the budget for euro communication. The euro communication strategy and the related action plan have been prepared by the communication working group of the expert

committee in collaboration with organisations representing prominent business people and consumers.

18. **The members of the working group are responsible for the organisation of the tasks of the work schedule of the working group and the implementation of the communication calendar plan in accordance with the work schedule.** Such work organisation ensures, on the one hand, the co-ordination of euro communication and, on the other hand, the direct connection of the communication tasks with the everyday activities of all the relevant institutions, ministries, and authorities.

19. **Implementation of the euro communication action plan and the related work is co-ordinated by a project manager of euro communication at the Ministry of Finance.** To implement the public presentations specified in the calendar plan of euro communication, a separate list of the specialists engaged in euro communication has been prepared (euro information group or Euro Team).

20. **Two working groups have been formed at the communication working group** and their responsibilities have been specified as follows:

a) Working group on surveys – preparation of a plan for public opinion surveys and its implementation in collaboration with research companies; compilation of inputs to the communication action plan in accordance with the summaries of the survey results. The work of the working group is chaired by Eve Paavel from the State Chancellery.

b) Working group on the euro website (Euroveeb) – organisation of the information channel that is focused on euro communication; responsibility for updating its contents, organisation of co-operation of the web environment with the other information channels and its wider introduction. The working group is chaired by Ingrid Mitt from the public relations department of Eesti Pank. A project-based website administrator is responsible for the everyday administration of the content of the euro website.

21. **Meetings of the communication working group are held at least twice a month from February 2010.** Meetings of the working groups are held when needed. Minutes of the meetings are taken.

22. **The communication working group has been closely co-operating with the European Commission** (Information and Communication Unit of the Directorate General for Economic and Financial Affairs) **as well as the European Central Bank.** Corresponding agreements are concluded to implement the co-operation projects. The continuous exchange of information with the European Commission is carried out through direct contacts with the Directorate General as well as the Tallinn representation office, which is also engaged in the work of the communication working group.

23. **In implementing the euro communication plan, the working group uses the help of partner organisations, if necessary, and concludes contracts with the private sector** for the detailed planning and implementation of specific communication projects. The working group does not delegate the implementation of the entire communication plan to the private sector, but itself co-ordinates the communication work and participating in the preparation and practical implementation of sub-projects.

24. **The activities of euro communication are financed from the funds planned in the state budget of Estonia for 2010 and the budgetary means of Eesti Pank.** In addition, the co-financing of communication projects may be applied for from the European Commission in accordance with the signed partnership agreement. The basis for the submission of financing applications is the budget plan for euro communication, the responsibility for compliance with which lies with the project manager of euro communication.

#### IV. PRINCIPLES OF THE EURO COMMUNICATION STRATEGY

25. **The main objective of the euro changeover communication strategy is to ensure that all the residents of Estonia are adequately informed of the impact and practical changes related to the changeover to the euro.** The dissemination of information takes into account the needs of all the population groups and business people and must ensure that the adoption of the single currency is as smooth as possible in Estonia, preclude the spread of misinterpretations, and ensure the support of the population in the currency exchange process. For these reasons, the communication strategy focuses on the notification of residents with regard to the practical changes related to the changeover to the euro, thereby also explaining the importance of accession to the euro area for Estonia.

26. **Given the heightened interest of the public, communication of all aspects of the changeover to the euro must be as open as possible.** This demands the close co-operation of state authorities in communicating a common and unambiguous message to the public. The preparation and implementation of the communication strategy takes place in close co-operation with the representatives of all the target groups as well as the institutions and organisations that are practically preparing the changeover to the euro. In the course of this process, the information needs of the target groups are continuously specified and additional measures are applied, if necessary.

27. **The action plan on euro communication is closely related to the timetable for making decisions on accession to the euro area.** Therefore, the activities in the first half of 2010 are focused on communication of the matters related to compliance with the Maastricht criteria and the decision process with regard to enlargement of the euro area, communication with specific target groups, and technical preparation work. The active communication of the practical aspects related to accession to the euro will begin in the second half of the year when the decisions on the accession of Estonia to the euro area have been made.

28. **The communication strategy and action plan are based on “Estonia’s National Changeover Plan”, the seventh version of which was approved in June 2009.** The changeover plan is a public document and is available in Estonian, Russian, and English on the websites of the Ministry of Finance, Eesti Pank, and credit institution as well as on the euro website (Euroveeb). The aim of the plan is to give instructions to governmental authorities and information to the general public, in order to prepare for the changeover to the euro.

29. **The official information centre for euro communication is the euro website (Euroveeb) at [www.eesti.euro.ee](http://www.eesti.euro.ee).** The euro website continuously exchanges all of the information related to the euro changeover, functioning also as a channel for the

dissemination of euro messages and as a feedback channel for the public, and it is an internal work environment for the euro communication team. All the information materials and other means of campaign aimed at the target groups are also available on the euro website. Moreover, the reporting of the communication work to the public takes place through the website.

30. **The structure of the communication action plan has two levels: informing the public in general and providing more specific information to target groups.** The major part of the information materials are designated for the most important target group – the general public. Separate information materials are planned for each target group that require a specific approach (business people, the media, children in kindergartens and primary schools, pensioners, people with special needs, etc).

31. **In addition to the meetings and presentations, information on the adoption of the euro is also communicated through direct mails, national and local media channels, Internet communication networks, and the use of the networks of enterprises and consumer organisations.** In addition to the euro website, the information materials also include various brochures, a euro information hotline, meetings and training for different target groups, newspaper articles, devices with euro insignia, a moving exhibition, outdoor advertising, etc.

32. **In setting the objectives of the communication strategy, it should be taken into account that in accordance with the survey of Eurobarometer, 63% of the respondents supported the adoption of the euro.** Of the Estonians, 72% supported the adoption, which exceeds the average indicator of the European Union. Estonian residents are also well informed about euro banknotes and coins. Against this backdrop, the availability of sufficient practical information and an emphasis on the main messages reduce the insecurity related to the adoption of the euro and support a smooth transition.

The communication working group has set the goal of increasing general support to the adoption of the euro by raising the awareness of citizens. The main focus needs to be on non-Estonian residents, since falling support is in their case primarily related to having received too little information. We believe communication activities will be able to achieve citizens' 65% support to the euro by the time of the changeover. The objective is to ensure that 90% of residents be informed.

## **V. MAIN ISSUES OF THE EURO COMMUNICATION STRATEGY**

33. The euro changeover communication focuses on issues that have proved to be the most interesting or cause most concern to the Estonian population on the basis of public opinion polls or the direct inputs of the target groups. These topics may be divided into two large groups – topics that are based on the practical everyday needs of people at a micro level and topics that deal in broader terms with the macro framework of economic policy at state level.

### ***Exchange rate of changeover to the euro and the continuity of contracts***

34. One of the pervasive messages of the communication activities is that kroons are changed to euros according to the official central exchange rate of Eesti Pank and, therefore,

the value of all the assets will remain unchanged after the changeover. **All concluded contracts will also remain valid irrespective of a change in the value.**

35. Although the changeover exchange rate will be officially decided by ECOFIN on 6<sup>th</sup> June 2010, according to assurances from experts, there is no reason to believe that the changeover exchange rate would be different from the current fixed exchange rate of EUR 1=EEK 15.6466. Given the changes in the monetary circulation that were repeatedly carried out during the Soviet occupation period, it should be emphasised, in particular in consideration of the negative experience of the older population, that the adoption of the euro represents a simple currency exchange, not a monetary reform.

### ***Impact of the adoption of euro on prices***

36. According to the surveys, the most emotional topic concerning the euro changeover is an expected increase in prices, of which a significant part of the Estonian population is afraid. To relieve those fears, it should be explained that the introduction of the euro in itself does not cause an increase in prices, because all prices in kroons must be rounded off to euros based on the central exchange rate and the established rounding rules.

37. To avoid the possibility that the adoption of the euro might be used for an artificial upward adjustment of prices, an obligation to display prices in two currencies will be applicable six months prior to the euro changeover and traders must undertake to observe the fair pricing rules after joining the Good Practice Agreement. Relying on the experience of other countries, it should be explained that a price increase in some sectors remained short-term upon the changeover to the euro and the former situation recovered soon as a result of the pressure of market competition.

### ***Cash exchange and the period of dual circulation of euro and kroon banknotes and coins***

38. Everyone is interested in Estonia's precise timetable for the euro changeover and its practical organisation, how cash will be exchanged, and how bank accounts and deposits will be converted. On the €-day, all kroon deposits will be automatically converted into euros according to the official exchange rate of the changeover.

39. The euro will be introduced to circulation through three main channels: (i) automated teller machines that will be supplied with euro notes at the latest within 48 hours and in general within about 24 hours; (ii) retail trade, where change, as a rule, will be given in euros starting from the €-day, and (iii) bank offices making cash transactions. At the same time, it should be emphasised that the most convenient and safest way is to keep cash in a bank account, not as cash at home. In the autumn, it is planned to launch a separate campaign to collect kroon coins in order to reduce the large work load related to coin exchange.

40. Aside from this, it is also important to explain matters related to the dual circulation of the euro and kroon, and to emphasise that banks change kroons to euros without a service fee and at a central exchange rate; (ii) 6 months after the changeover, and (iii) within a limited branch network for another 6 months. Eesti Pank will change kroons for an unlimited time period. Therefore, people may be reassured that they have sufficient time to change money and that all their cash at hand can be changed anyway.

### ***Safety of cash exchange***

41. In accordance with the Eurobarometer survey conducted in September 2009, 67% of Estonian nationals mentioned potential abuses as their main fear in conjunction with the changes related to the euro changeover. Therefore, it is necessary to disseminate the base knowledge of the security features of the euro notes, and the main differences between legal and illegal tender. In addition, the national sides of all the coins circulating in the euro area are introduced.

42. Under this topic, particular attention is drawn to cash handlers for whom a separate extensive training programme is organised. People are also informed of threats related to the keeping and handling of large amounts of cash at home; the security of cash withdrawals from automated teller machines is ensured, primarily in consideration of the concerns of the older population.

### ***The current economic situation and the timing of the euro changeover***

43. In accordance with the surveys, a section of Estonian residents are of the opinion that Estonia's changeover to the euro is not the right step because it brings about large additional expenses and causes an increase in prices, thereby aggravating the condition of the unemployed and economically disadvantaged. It should be explained again that the introduction of the euro does not cause an increase in prices and state taxes. The positive impacts of the euro on the stability and reliability of Estonia's economy should be explained, which should also ensure a rise in the general welfare in the long term.

### ***The kroon as a national symbol of Estonia***

44. Estonian kroon is a part of the national insignia and identity for Estonians, which they find emotionally hard to surrender. In the Eurobarometer survey of September 2009, 42% of the Estonian nationals related the euro changeover to a loss of national identity. At the same time, the economic crisis has clearly enhanced the pragmatic approach, according to which the euro is more likely offering a "safe harbour" against economic insecurity. Since the need for the euro changeover has already been publicly discussed for years, an understanding is being enforced that the euro bears a new Estonian identity, an integral part of which is being part of Europe.

### ***Changes for business people and the state in relation to the euro changeover***

45. It is particularly important for the enterprise sector and state authorities that they would be informed of changes related to the euro changeover as timely as possible, which may bring about any large expenses. The expected additional expenses are related to information technology improvements, personnel training, cash handling, changes in the accounting and stock accounting systems, organisation of dual circulation of cash, etc. The expert committee has set the goal of ensuring the technical preparedness of governmental authorities for the euro changeover 6 months prior to the €-day. At the same time, the communication activities of the private sector must also have been launched in order to give them a thorough overview of the forthcoming changes.

## **VI. TARGET GROUPS OF COMMUNICATION**

46. A smooth changeover to the euro requires that the entire population be thoroughly informed. For the effective organisation of the euro changeover, the communication of information has been planned by different target groups. For maximum dissemination of communication messages, the mediating target groups have also been engaged as separate target groups in order to facilitate the communication work.

### ***General public***

47. The general public is understood as all people whom the euro changeover concerns. Above all, this target group includes all residents of Estonia.

48. The main partners in disseminating the information to the general public are the media, state and local authorities, Eesti Pank, various enterprise associations, and social organisations.

### ***Non-Estonian population***

49. The non-Estonian population, or people who speak mainly Russian as their native language, are also included in the target group of the general public, but given their language barrier and cultural differences, separate attention should be paid to this group in the communication activities.

50. As public opinion surveys show, the understanding among the Russian-speaking population concerning matters related to the euro changeover is very weak and, due to the lack of information, their attitude is also significantly more negative than that of the Estonian-speaking population. It is also problematic to find a suitable communication channel for this target group, because in accordance with these surveys many Russian-speaking people do not watch local media, preferring Russian TV channels, for example. In accordance with the survey of television audience conducted by TNS Emor in January 2010, the most popular TV channels among non-Estonian residents were Pervyi Baltiiski Channel (28.1% of the total watching time), RTR Planeta Baltic (12.3%), and TV3Plus.

51. To reach the target group, it is planned that all of the information materials of the communication campaign will also be published in Russian. In the course of the advertising campaign of euro messages, it is necessary to focus on the television channels watched and radio channels listened to by the Russian-speaking population, and also to use the information channels of social networks, the Internet, and local governments. Meetings with representative organisations are also an efficient tool to inform the target group.

### ***Enterprise sector***

52. This target group comprises commercial and service companies that play a significant role in the whole organisation of the changeover to the euro. Large, small, and medium-sized enterprises are approached as separate sub-groups; specific information channels will be used to inform them.

53. It is very important for the target group that they could timely prepare themselves for the changes and include expenses related to the changeover in their budgets. Retail and

service companies have to play an important role in removing cash kroons from circulation and replacing them with euros. The involvement of those companies in the communication process is also important from the viewpoint of informing consumers.

54. One of the key issues in the whole euro changeover process is meeting the requirement to display dual prices and comply with the fair pricing rules. It requires close co-operation, above all, among companies of the commercial and service sector in order to avoid a distortion of prices and the creation of artificial inflation. A central instrument in such activity should be the Good Practice Agreement to be concluded among the companies of the sector, compliance with which will be monitored by the companies themselves, enterprise associations, and the Consumer Protection Board. In the communication work aimed at that target group, the most important partners are the Estonian Chamber of Commerce and Industry, Estonian Traders Association, Estonian Business Association, Estonian Association of Small and Medium-Sized Enterprises, Estonian Employers Confederation, Tax and Customs Board, etc.

### ***Banks and financial intermediaries***

55. Financial sector companies are defined separately from other businesses because they have to play a special role in the practical performance of the currency exchange. In this sense, banks are engaged more like partners who plan a thorough notification of their customers in all the aspects of the currency changeover. At state level, it is important to ensure that the preparation work as well as the communication of practical information would be fully co-ordinated with the banking sector in order to ensure a smooth process. In that target group, the main partner is the Estonian Banking Association and its members.

### ***Financial and legal advisers***

56. As with the financial sector companies, the advisory companies should also be engaged in the practical preparation of the euro changeover in order to utilise their expertise in mediating and explaining the more specific information concerning the enterprise sector. The additional information need of the target group should be identified in collaboration with the working groups that are preparing the euro changeover. Communication with that target group can be organised through the Estonian Banking Association, Estonian Bar Association, Accounting Association and the Financial Supervision Authority.

### ***Consumers and bank customers (see also Chapter 8)***

57. *This is a target group whose members also form the general public. At the same time, the working group has deemed it necessary to define the target group separately, because the information channels and messages used for them are different from those aimed at the general public.*

58. *In the case of consumers, the main topics will be the communication of consumer rights during the euro changeover, price rounding and the dual pricing rule, and the principles of the fair pricing campaign. It is also important to ensure, through both the public information media as well as points of sale, thorough information for consumers with regard to the dual circulation period, cash exchange, card payments, and other related technical aspects.*

59. *In the case of bank customers, the focus will be on the technical aspects of money exchange and the specific information related to the banking services, which the banks themselves mediate to their customers. It is important to inform customers that all the contracts concluded between the banks and their customers will remain valid and unchanged following the euro changeover. In informing consumers and bank customers, the main partners are the members of the Estonian Banking Association, Estonian Traders Association, Estonian Trade Union Confederation, Consumer Protection Board, and the media.*

***Pensioners (see also Chapter 9)***

60. The target group of pensioners is traditionally conservative by their attitudes and they tend to have a cautious and contemplative approach towards any changes. At the same time, they are a socially active and internally well-organised target group whose opinion has a significant weight in society. Although the recent reforms on pension payment procedure have raised awareness among pensioners about the availability of the banking services, their generally weak understanding of financial issues may exacerbate communication related to the euro. Therefore, it is necessary to have a balanced approach towards the target group of pensioners, taking into account their possible fears in relation to the forthcoming changes and their negative experiences of past monetary reforms.

61. In order to gain the trust of the target group, it is necessary to disseminate information that is as thorough and precise as possible on the aspects of the euro changeover, preferring direct meetings with various associations of pensioners. In arranging direct contact, the main partner is the Estonian Association of Pensioners' Societies. The information brochures aimed at the target group can also be disseminated through the Pension Board, bank offices, and family health centres.

62. A separate risk group comprises elderly people who are living throughout rural areas, for whom access to banking and other services is already difficult and no continuously functioning channels exist to disseminate the information related to the euro. To inform them, it is necessary to efficiently engage local governments and target-group-based media channels. All pensioners will also receive the main information through direct mails.

***Social benefit recipients (see also chapter 9)***

63. Although the social benefit recipients partially coincide with the target group of pensioners, they are still a significantly wider proportion of the population, who in addition to the general information also need separately targeted information on the principles of conversion of social benefits into euros. To inform that target group, the Ministry of Social Affairs uses its own information channels, involving social organisations such as the Estonian Association of Parents, Estonian Association of Families, etc. as partners.

***Children and the youth (see also chapter 10)***

64. This target group comprises children in different age groups – starting from children in kindergartens and ending with students at universities – for whom information on the single currency is disseminated by using special youthful products and channels. Young

people are most open-minded to change, and they will be good information carriers in society, provided they are well informed. Young people probably represent a group of the population that has the most optimistic attitude towards the changeover to the single currency because they are likely to benefit practically from the simplified travelling and studying opportunities in the common European Union. That target group does not have any fear about inflation and the possible impairment of assets.

65. It is planned to disseminate the information media aimed at children and the youth in collaboration with the Ministry of Education and Research and its divisions, student self-governments and Estonian Students' Association, and the administrators of web sites aimed at the youth. In organising events, it is planned to engage European Movement Estonia and to implement the training project developed by the Estonian Newspaper Association.

### ***Target group of people with special needs (see also chapter 9)***

66. This target group is understood as people with special needs, such as people with physical and mental disabilities, for whom a special approach is required to inform them of the changes and for whom the customary information intended for the general public is not sufficient. Communication with groups of people with special needs will take place through the established and functioning professional associations, unions, and societies.

67. The early involvement of the given target group in the organisation of the communication is important, because the readiness of the state for the changeover to the single currency is mainly measured by the media and the general public on the basis of the readiness of the weakest in society. The responsibility for informing this target group lies with the Ministry of Social Affairs, which will co-operate with local governments, Estonian Chamber of Disabled People, Estonian Federation of the Blind, and other organisations.

### ***Local governments***

68. The information concerning local governments with regard to the technical changes related to the euro changeover will reach them in general through the working groups of the expert committee or other state authorities. At the same time, it should be taken into account that local governments in rural areas are often the central information mediation channels for the general public as a whole. It is important to ensure that above all the management of local governments and people working in the social sphere would be thoroughly informed of all the practical aspects of the changeover and that they mediate this information to other target groups.

### ***Media***

69. This target group comprises the journalists of Estonian daily newspapers, county and rural municipality papers, Internet publications, and television and radio stations. The target group is of critical importance because they develop the attitudes and judgements of different population groups. Although the journalists are above average in relation to being informed of the issues related to the euro changeover, the target group is quite sensitive to unfounded "information noise" and misinterpretations. Therefore, it is important to ensure that the media would be the first channel that is thoroughly informed of all the aspects related to the euro changeover. The media is one of the main channels in the whole euro

communication; the state should also use it as a platform to report to the public on preparations for the euro changeover.

### *Tourists and foreigners*

70. This target group comprises the foreigners who are visiting Estonia or have a permanent place of residence in Estonia, who do not have a command of Estonian or Russian, and might not know the local context. It is planned to send them English and Finnish information materials containing the main facts on the euro changeover in order to ensure that they have a basic understanding of the changes.

71. In informing tourists, it is planned to use the networks of consular departments of the Ministry of Foreign Affairs, tourist information points, and the information media in the main transport junctions.

### *State officials*

72. Many state officials are very well informed of the issues of the euro changeover because of their everyday work. It should be taken into account, however, that the information need of the target group is significantly higher than on average, because they have to be informed of even the smallest details of the changeover. Therefore, it is important to ensure the continuous understanding of that target group so that the state officials and politicians could also disseminate that information to the general public. The co-ordination of the information exchange is also important, in order to disseminate unambiguous messages with regard to all the aspects and to prevent the spread of misinformation. In the information dissemination, the main partners are employees working in the area of public relations and information at *Riigikogu* (Parliament), ministries, and other state authorities.

## VII. MAIN CHANNELS OF EURO COMMUNICATION

### *Euro website*

73. Since the results of different surveys show that the computer and Internet is used by about 70% of the Estonian population and the majority of them are using computers and the Internet on a continuous basis, special attention should be drawn to the use of that channel in the euro communication. The central point of the communication work will be the Euro website, which contains the most thorough information on the practical aspects of the euro changeover and which will also be the first channel for the dissemination of information materials not yet published. At the same time, the Euro website is also the internal work environment and information source for the working group on euro communication.

74. **The euro website <http://euro.eesti.ee> probably contains all the necessary information on the changeover, taking into account the interests and needs of different target groups. On the Euro website, one may find diverse and balanced information on the euro and explanations as to how the adoption of the euro will take place in Estonia. On the website, one may also pose questions and express opinions. The website is in three languages - Estonian, Russian and English.**

75. **The Euro website as a central information source is referred to by the websites of state institutions and professional associations, the Estonian Banking Association**

and commercial banks. In order to increase the use of the special website, a communication campaign will be carried out in 2010, during which the banners of the Euro website will be added to other public portals. In the second half of 2010, the so-called new media channels such as interactive communication portals Twitter, Facebook, etc. will also be added to the communication channels in order to enhance the visibility of the Euro website. The Euro website is also continuously referred to as the most thorough information centre in the course of the public presentations of the working group on communication.

76. The target group of the website comprises all the Internet users of Estonia – those who are in favour of euro and the sceptics, members of the Estonian and Russian speaking population and foreigners, individuals, and business people.

77. The content and general presentation of the website is based on the results of the previously conducted surveys. According to the surveys, the special euro website as an information channel ranks first for the youngest age group and ranks second for the age group of people under 39 years of age with higher education. In accordance with the questionnaire results and user statistics of the website, the Estonian population is most interested in the following areas in the context of the euro changeover:

- pros and cons for Estonia in relation to the euro changeover
- how the euro changeover will actually take place
- price recalculation rules and examples
- rules for conversion of the Estonian kroon into euros
- experience of countries using the euro
- Convergence Report
- Estonia's euro changeover plan

78. The Euro website was opened in February 2006. In February 2010, the updated Euro website was again introduced to the public, when it was presented in the form of a press briefing to the economic journalists of leading media channels.

79. The Euro website will be continuously complemented and updated throughout 2010. To administer the website, a work team of the euro website has been formed within the euro communication working group. The website administrator deals with the practical everyday work.

### *Euro information hotline*

80. In the euro changeover communication, the euro information hotline is an information channel available for all the target groups and is independent on the skills and technical equipment of those in need of information. The phone service standard has established that questions concerning the European Union should be answered and the information search relevant to the topic should be advised immediately or, in case of more complicated enquiries, within 48 hours at the latest.

81. The euro information hotline is a free-of-charge information service provided at the EU Information Centre of the Estonian National Library. Calling phone number

800 330 is free of charge from the fixed-line and mobile phone numbers of all Estonian phone operators. In 2009, the euro information hotline was open Monday to Friday from 11:00 to 19:00. The base financing of the euro information hotline is the allocation intended for a specific purpose, granted to the National Library through the budget of the State Chancellery.

82. In addition to the phone service, the database of questions and answers <http://rahvusraamatukogu.ee/> is available on the website of the Euro Information Centre and in the general search system of the National Library.

83. In order to make the use of the information hotline more active and to increase awareness of the channel, an information day on the euro changeover (2 information days if necessary) will be organised where the questions asked by phone will be answered by leading officials and specialists in the field; also, a web quiz will be launched. The information days will be preceded and followed by further information in the media, and they will be accompanied by a small-scale advertising campaign. The service will be provided and printed information materials will be disseminated on a highly-visible information stand at the entrance of the National Library, on Tallinn library bus, at youth information fair *Teeviit* (Signboard). The advertising leaflet will be updated.

84. To improve the visibility and raise awareness of the euro hotline phone as an information channel of the euro changeover campaign, it is also necessary to advertise the service from the funds of the euro changeover campaign, provide competence training to the phone consultants, advise employees in answering more complicated enquiries, and help to organise the information days. To improve the visibility of the channel, the phone service logo is presented in the printed matter of the communication campaign and in the media.

#### *Presentations in public events and to target groups*

85. With regard to several target groups, direct communication under information briefings is one of the most efficient methods of information communication. At the same time, euro-related presentations of spokespersons are also planned to take place in public events and conferences to disseminate the information to the wider public. For this work, the euro communication group or Euro Team has been formed, comprising representatives of the Ministry of Finance, Eesti Pank, other banks, the Consumer Protection Board and State Chancellery. It is also planned to engage the Chamber of Commerce and Industry in the communication work as one of the main implementers of the fair pricing campaign. If one of the target groups will have a need for more specific information, it is planned to use specialists from other working groups of the expert committee or from the state sector as a whole as presenters.

86. The target groups, for which information should primarily be disseminated through direct presentations, are the enterprise sector, media, pensioners and other social benefit recipients, the youth, and risk groups. Direct communication should also be used, for example, to supply more detailed information to the employees of local governments or state institutions.

**87. Complete information on euro-related presentations will be included in the current work schedule of the working group and will be presented on the Euro website to the general public on a continuous basis. This gives all interested parties the possibility to come and listen to a presentation that is of interest to him or her.**

*Printed matter*

88. To supply information to different target groups, it is planned to produce various information materials to be disseminated through the Euro website and the networks of state authorities and social networks as well as through the dissemination channels of the private sector partners. All households and companies will also receive a central information brochure by direct mail. In addition, it is also planned to use direct mail for the target group of pensioners.

89. Timetable for publication of the printed matter in 2010 is planned as follows:

- In accordance with the work schedule of the working group, the Ministry of Finance plans in March to prepare and then also publish an information brochure aimed at the enterprise sector, which contains the main facts of the euro changeover and an overview of the main amendments to legislation concerning business people. The brochure also contains information on changes in the banking services and an overview of the principles of fair pricing and a display of prices in two currencies. It is also planned to publish a brochure with the same content in Russian.
- In line with that, the Estonian Banking Association, in collaboration with the working group on euro communication, prepares an information brochure aimed at banking customers, which contains the main facts of the euro changeover and changes concerning the banking services. In addition, the Banking Association intends to publish a small-format leaflet on the same topic. It is intended to make the materials available in a printed form in bank branches during the second half of the year.
- In June, it is planned to develop a brochure in English on the main practical aspects on the euro changeover; this is aimed towards tourists and foreigners living in Estonia.
- In July, the Consumer Protection Board, together with the launch of the fair pricing campaign and display of prices in two currencies, will publish two information publications both in Estonian and Russian - a guideline for consumers with regard to their rights upon accession to the euro area and an information leaflet for retailers on the fair pricing rules.
- In August, the Ministry of Social Affairs will publish an information leaflet to inform pensioners of the practical aspects related to the euro changeover, which will be sent to all pensioners by direct mail in November.
- In September, the Ministry of Social Affairs will publish an information leaflet on the practical aspects of the euro changeover and recalculation of benefits, aimed at the social benefit recipients.
- By September, the Ministry of Finance will prepare a brochure on the main facts and practical aspects of the euro changeover, aimed at all the households (also in Russian), which will be disseminated by direct mail.
- By order of the Ministry of Foreign Affairs, information flyers in English and Finnish on the main facts of the euro changeover will be published by October.
- In November, Eesti Pank will send a brochure published by the European Central Bank in Estonian and Russian on the aspects of the euro changeover by direct mail to all households.



### *Direct mail*

90. **One of the most important methods of euro communication is the information brochures sent by direct mail to the households and separately also to the target groups.**

91. **Up to one and a half months prior to €-day**, Eesti Pank in collaboration with the European Central Bank will send direct mails to households repeating the most important information on the adoption of euro, including a description of euro coins and banknotes with the introduction of security features. In addition to the information leaflet, each envelope also contains two so-called exchange calculation cards that represent image-changing cards in the size of a pocket calendar for the calculation of values in euros and kroons at the official exchange rate. Information brochures will be prepared in Estonian, Russian, and English, and their quantity orders are based on the population data collected by Statistics Estonia.

92. **The general public will be informed through the media of the beginning of the direct mailing; they will also be informed when the information leaflets have been sent to households. Should any of the households need information in another language than that used in the information leaflet that they have received, the household can notify of their wish at the contact address specified in the leaflet. The information materials are also available through the Euro website beforehand.**

### *Media channels (see also Annex C)*

93. Co-operation with the media is of vital importance in disseminating euro information because Estonian residents mainly receive their everyday information from the Internet and print media, and through television and radio channels. The presentation method of information is very important because the media shapes the attitudes of people in general.

94. At the same time, account should also be taken of the general development trends of the media environment, according to which the share of print media is gradually diminishing, being replaced mainly by television and Internet. According to the data of the survey conducted by TNS Emor, the number of Estonian Internet users in 2009 increased by nearly 55,000 people up to 861,000 people, accounting for 74% of the Estonian residents aged 6-74. In the last year, mainly people over 50 years old were introduced to the Internet; the number of Internet users among them increased the most. In the fourth quarter last year, the leading daily newspaper Postimees had on average 221,000 readers or 20,000 less than a year ago. However, the print media, and in particular the leading newspapers, have retained their position as an important opinion leader in society, forging close co-operation with their fellow subsidiaries on the Internet in disseminating information.

95. To reach as many people as possible and in consideration of the peculiarities of preferences of the target groups, the euro messages should be passed through all media channels. For this purpose, it is planned to organise regular information briefings, press conferences for journalists, and to organise interviews and write articles in publications.

96. The discussion of euro topics in various television and radio broadcasts is being planned. Attention should also be drawn to entertainment broadcasts with a large audience, where the discussion of some euro-related aspect may be informative for the general public.

97. **The emphasis and timetables of the media and advertising campaign for the euro changeover will be developed in collaboration with the media and the creative agency to be found by public procurement.** In the view of media advertising experts, the television is undoubtedly the best channel to communicate euro messages to the general public, but also radio, Internet, print media, and outdoor advertising should certainly also be used as parallel channels.

#### *Local governments and enterprise organisations*

98. **Local governments, enterprise organisations, and the Estonian Banking Association are some of the most important channels to disseminate information on the adoption of the euro, both for the general public and the enterprise sector.**

99. **The role of local governments is important everywhere and local governments are often the main source of information communication outside large cities. For this, it is important to ensure the understanding of local governments of the issues related to adoption of the euro by way of regular meetings and information days, and the dissemination of information materials, including through the euro website.**

100. **The enterprise organisations are the most important information channel for their members. The banks are in turn an important information source for all their customers - both residents and companies – owing to the special role of banking in the economy and the extensive office network. The communication activities of the Estonian Banking Association and banks are part of the calendar plan of euro communication. Information will be communicated to the enterprise organisations and banks through regular meetings and dissemination of information materials, including through the Euro website.**

#### **VIII. COMMUNICATION ACTIVITIES RELATED TO CONSUMER PROTECTION**

101. The main objective of the communication activities related to consumer protection is to avoid or minimise the impact of processes that support a price increase during the changeover from the kroon to the euro, and to create public pressure against price increase as a result of the communication work. In collaboration with the organisations and institutions related to Estonia's changeover to the euro, an understanding and feeling of security should be created among consumers that life will continue as before, but in a renewed environment.

#### *Control over display of prices in two currencies and price monitoring*

102. **The Consumer Protection Board (CPB) plans the following activities for the euro changeover:**

- a) **The organisation of monitoring and control over prices, their publication in two currencies, and correct calculation** (including fair pricing);
- b) **Price monitoring** – simultaneous display is regulated by a separate regulation, control over compliance with which constitutes an essential part in the aforementioned monitoring process.

103. **In 2005, the CPB launched price monitoring in larger shops and service institutions** for more essential food and convenience goods and services (catering, taxi, hair salons, swimming pools) in three cities (Tallinn, Tartu, Viljandi); altogether, the monitoring covers 94 articles. A guideline on performance of the monitoring has been prepared. Officials of the CPB carry monitoring out once a month, and the shop workers are not notified of it. Price observers carry with them a list of the goods and services to be observed.

104. **Since April 2010, price monitoring** is carried out on the basis of a complemented list of services and goods (altogether 150 articles – retail banking, car parks, non-prescription medicaments, shoemakers, fuel). Kuressaare and Jõhvi were added to the cities subject to monitoring. The employees of the CPB will carry out price monitoring.

105. In order to carry out price monitoring, exercise control over the expression of prices in two currencies, and the exactness of the exchange rate, procurement for the monitoring and control software has been initiated. **The results will be published in each month's final issue of the newspaper *Maaleht*, and also on the website of the CPB** [www.tka.riik.ee](http://www.tka.riik.ee). In addition, press releases of the monitoring results will be published and, in the event of any anomalies, active measures will be applied to communication with the public. The messages of the campaign are developed in collaboration with the Estonian Institute of Economic Research.

106. **Six months prior to and six months after the euro changeover it is required to display prices in both currencies in the process of the euro changeover.** During the first six months, about 800 points of sale of goods and services will be controlled throughout Estonia. It will be carried out by way of 5 actions within 5 or 7 days. The first such action is scheduled to take place from August to September 2010, when the following aspects will be controlled:

- the appropriate presentation of prices in two currencies at the point of sale,
- correct recalculation of prices of goods and services from kroons into euros (at the central exchange rate of the Bank of Estonia – 15.6466),
- in addition, within a period of 14 days (period of dual circulation of two currencies) control is exercised over the correctness of settlements and compliance with the fair rounding rules, by making check purchases.

107. **In the second period, when the euro is already in circulation, the control period continues with 5-day actions** – every month about 100 points of sale, i.e. about 600 points of sale within 6 months. To perform the control, voluntary consumer organisations will be engaged as co-operation partners in that period. The volunteers are informed and they notify of their readiness for co-operation by the beginning of March 2010. The co-operation between the CPB and volunteers will be based on a service-outsourcing contract to be concluded between the organisations. The CPB will organise the training of those who perform the control and their provision with the necessary information materials. The objective is to perform random controls on the territories of all the local governments of Estonia. At the end of each action, it is planned to announce the results by press releases and through the website of the CPB.

### *Fair pricing campaign*

108. **The Estonian Chamber of Commerce and Industry in collaboration with the Estonian Traders Association, Estonian Banking Association, and Consumer Protection Board (initiation group) will prepare a social agreement on fair pricing, the so-called Good Practice Agreement in March.** Enterprise and professional associations as well as companies can join the agreement. Companies that have joined the agreement will receive the right to present the sign “Fair price” at a point of sale. The initiation group will compile the statutes of that sign. The initiation group will prepare the technical and marketing inputs of the fair pricing campaign under the euro communication plan and make proposals for campaign messages aimed at both business people and consumers.

109. **The signing of the Good Practice Agreement is planned to take place in August 2010,** after the obligation to display prices in two currencies has become effective. It must be preceded by a communication campaign of at least two weeks. By signing the agreement, an advertising campaign of consumer protection messages will be launched in the media, with its planned culmination in December 2010.

110. The CPB will organise random control over the correctness of using the sign in accordance with the Consumer Protection Act.

### **IX. SOCIALLY SENSITIVE TARGET GROUPS**

111. The Ministry of Social Affairs defines pensioners, recipients of social benefits, and people with special needs (e.g. visually impaired people) as its target groups.

112. **The recipients of various social benefits make up the largest group.** The target group is very large and varied, made up of the recipients of family benefits (e.g. child support, parental benefits), recipients of benefits for disabled people as well as the unemployed who receive unemployment benefits and unemployment insurance (see Annex 1). For example, there are 170,000 recipients of family benefits and 34,000 recipients of parental benefits in Estonia. There are almost 100,000 registered unemployed in Estonia. Prior to the changeover to the euro, all these people need information in respect to the new rates of financial aid and benefits. The plan calls for preparing information leaflets for providing information to the target group and arranging meetings between the specialists of the Ministry of Social Affairs and the representative associations and societies of the target group.

113. **The target group of pensioners** is made up of almost 300,000 people who receive various kinds of pensions. In order to inform the target group, the plan also calls for meetings between the Ministry of Social Affairs and the associations and societies of pensioners as well as arrangement of information days. Information leaflets will be prepared in respect to the practical aspects of the changeover to the euro. Direct mail is the most efficient means of informing pensioners. The Ministry of Social Affairs together with the Social Insurance Board will post a letter to each pensioner containing information about the amount of the pension in euros and its calculation.

114. **Information leaflets will be prepared for people with special needs; in collaboration with Eesti Pank, euro sets containing practical tips will be distributed to visually impaired people.** The specialists of the social area of the Ministry of Social Affairs will also meet with social workers of local governments to whom information materials will be distributed.

115. **A media plan will be prepared for informing all target groups, the implementation of which is the responsibility of the Ministry of Social Affairs.** Information materials will be distributed to target groups through local pension offices, the Estonian Health Insurance Fund, and the Estonian Unemployment Insurance Fund. This information will also be available on the websites of the Ministry of Social Affairs, the Social Insurance Board, and the Estonian Unemployment Insurance Fund.

## **X. YOUNG PEOPLE**

116. **Students form a separate target group for euro communication. In order to increase the awareness of students in respect to euro cash and cash changeover, printed matter, special web portals targeted at young people, and meetings in the form of seminars and lectures both at schools as well as at Eesti Pank and the State Chancellery of the Republic of Estonia are used as information channels.**

117. **The main target group of the exhibition of the European Central Bank is students and therefore, one part of the exhibition is the arrangement of a competition aimed at schools. Through encouraging students to participate in a competition called the euro race, they will be propelled to think along euro themes and, thereby, foster their knowledge about the euro. With the help of a representative of the European Commission, euro-themed issues will be included in the questionnaire of inter-school quiz tournaments. In addition, students will be able to obtain new knowledge with the help of web materials and interactive games available on the website of the European Commission. The School Column on the website of Eesti Pank is also used for the purpose of informing students.**

118. **For informing students and their teachers in respect to the aspects of the changeover to the euro, the plan calls for using a training programme launched by the Estonian Newspaper Association, in the framework of which a euro-themed student newspaper containing a set of exercises will be issued by professional journalists and it will be introduced in seminars to be arranged throughout Estonia. School teachers will prepare their classes on the basis of the student newspaper. The launching of the project is planned for September 2010.**

119. **The open house day dedicated to the euro theme prior the changeover to the euro and which is to be arranged by Eesti Pank in autumn will also be targeted at students. Traditionally, the open house day takes place at the beginning of the school year when the sharing of knowledge is combined with entertainment.**

120. **In order to inform students and reach the target group more efficiently, the Estonian Ministry of Education and Research will also be engaged in the implementation of various projects.**

## **XI. COMMUNICATION ACTIVITIES FACILITATING CASH CHANGEOVER**

121. **One of the key issues in the changeover to the euro is the practical issues relating to the cash exchange both in respect of the appearance of the new currency and the conditions under which currency can be exchanged. In order to facilitate cash changeover, Eesti Pank has devised several activities within the framework of the communication action plan, including both in mass media as well as communicating directly with target groups. For implementing the projects, Eesti Pank will use different partners, such as the Estonian Banking Association, commercial banks, professional associations, local governments, and larger commercial undertakings.**

### *Training of cash handlers*

122. **Knowledgeable and trained cash handlers or those people who are directly involved in handling cash in their daily work, such as tellers, sellers, service representative, and many others will ensure the smooth adoption of the euro banknotes and coins. In the second half of the year, Eesti Pank plans to conduct a training programme. The ultimate goal of the training session is to increase public awareness in respect of the issues of security of the new currency and thereby, prevent circulation of counterfeit money.**

123. **The plan calls for conducting training sessions in three categories:**

- **I level lecture (May-June 2010) with cash trainers from commercial banks and the largest commercial undertakings as the target group. The details of the training session will be decided with the target group through direct contact.**
- **II level lecture (September-January 2010) with cash handlers throughout Estonia as the target group. During the training session, the security features and parameters of euro banknotes and circulation coins will be introduced. It will also be explained how to behave if suspicion arises about counterfeit money. Within the framework of the event, an overview of the general practical arrangement and schedule of the changeover to the euro will be provided to the target group. Training seminars will be organised in county centres throughout Estonia. A preparation of a more detailed schedule and notification thereof will be done in collaboration with local governments and if necessary, also with various professional associations and societies.**
- **III level in mass media (December-January 2010) with the Estonian general public, i.e. ordinary citizens who will be informed through mass media, information brochures, exhibitions and other supporting euro communication projects as the target group.**

124. **For conducting a training session, special training materials prepared by the European Central Bank and brochures prepared to inform the general public will be used as aid materials.**

### *Coin collection campaign*

125. **Around October 2010, credit institutions in collaboration with the Estonian Banking Association will launch a coin collection campaign, the goal of which is to provide an opportunity for people to bring in their kroon coins that are at home or**

saved in a savings box before the date of the changeover to the euro (€-day). The Estonian Banking Association in collaboration with banks will launch a campaign reminding people that the easiest way for a cash exchange is to deposit all cash in their bank accounts prior to the changeover.

126. The plan calls for engaging the members of the Estonian Traders Association and voluntary organisations in the implementation of the campaign.

## **XII. ONE-OFF PROJECTS**

### **1. Cash exhibitions**

#### *Euro exhibition of the European Commission and the European Central Bank*

127. Within the overall framework of euro communication, the euro-themed exhibition of the European Commission and the euro-cash themed exhibition of the European Central Bank will be brought to Estonia, the goal of which is to expand the public's general knowledge of euro cash and the European Union.

128. Exhibitions will provide a thorough overview of both the euro area as well as euro cash. At the exhibition, an overview will be provided of the design of euro banknotes and circulation coins, security signs, their printing, and also of the history of the euro, the European economy, and the Economic and Monetary Union. In addition to text stands, several interactive technical aids are used.

129. Exhibitions will be targeted at the general public of Estonia, but special attention will be paid to students and young people when arranging exhibitions; therefore, age appropriate technical aids are used in the exhibitions.

130. Exhibitions will be displayed in the most popular exhibition sites in at least three Estonian cities, which would ensure that as many people visit them as possible. An official opening of the exhibition with speeches and presentations on the topic is planned for each city.

131. In addition to press releases and advertisements in the media, people will also be notified of the opening of the exhibitions through directly informing educational establishments and youth organisations. Outdoor advertising will also be used as supportive communication activities. Also, co-operation with the organisation arranging the exhibition will ensure usage of as many current means of providing information as possible. Exhibitions will also be supported by euro-themed leaflets to be distributed at the exhibition.

132. The plan calls for conducting the exhibitions as follows:

- August-September 2010 exhibition of the European Commission in Narva
- September - October 2010 joint exhibition of the European Central Bank and the European Commission in Tallinn
- November-December 2010 exhibition of the European Commission in Tartu

*Travelling exhibition of the museum of Eesti Pank “Estonian Currency from the Mark to the Euro”*

133. The projects supporting euro communication will also include a travelling exhibition of the museum of Eesti Pank entitled “Estonian Currency from the Mark to the Euro”. The travelling exhibition of the museum of Eesti Pank, which received first prize in the festival of exhibitions of Estonian museums in 2006, was prepared in collaboration between Eesti Pank and Dr. Ivar Leimus, an expert in the history of the currency of Estonia. The exhibition will display the payment instruments in circulation in Estonia from the first currency of its own – the Estonian mark introduced in 1919, the Estonian kroon which was in circulation after the currency reform of 1928 until 1940, the new Estonian kroon introduced in 1992, and concluding with the euro, the changeover to which is still pending. The exhibition designed by Tiit Jürna is in Estonian, Russian, and English and it is illustrated with many exhibits. In the exhibitions, it will be possible to assemble puzzles from currencies of different periods, watch a movie about the making of the kroon introduced in 1928 and its handling in Eesti Pank prior to its being released into circulation.

134. The exhibition will be targeted towards the general public of Estonia, and its goal is to increase awareness of the payment instruments that used to be in circulation, are currently in circulation, and will be in circulation in the Republic of Estonia in the future. The exhibition will be supported by special exhibition leaflets.

135. The travelling exhibition will move throughout the whole year according to the agreements with local libraries or local governments in different places in Estonia. The opening of exhibitions will be announced in press releases and information will be supported by exhibition posters. The schedule of exhibitions will also be made available on the website of Eesti Pank and on the euro website. An agreement has already been reached to have exhibitions in Jõhvi Library in May 2010 and in Narva Museum in the second half of 2010.

## **2. Event of the so-called Schumann circle**

136. The European Commission and the representation of Estonia to the European Union will arrange a festive event for the general public in Brussels on 6<sup>th</sup> July, the goal of which is to celebrate the final resolution of the Council of the Ministers of Finance of the EU regarding Estonia’s accession to the euro area.

137. Both foreign journalists as well as representatives of the Estonian media will be invited to the approximately 2-hour open-air festive event, in order to ensure media coverage of this crucial event. The representatives of the Commission and the Republic of Estonia will hold speeches at the event.

## **3. Euro conference and delivery of the euro banknote star**

138. Approximately 100 days before €-day, in September, Eesti Pank and the Ministry of Finance in collaboration with the European Commission and the European Central Bank will arrange an international euro conference. An overview of

the political economy and practical meaning of the euro both in the context of Europe as well as Estonia will be presented at the conference.

139. **Representatives of EU institutions as well as the heads of Estonian state and public authorities, professional associations, financial institutions, the Parliament of Estonia and executives of large companies are expected to participate at the conference.**

140. **A festive ceremony will be arranged immediately prior to the euro conference, in the course of which the President of the European Central Bank will give a euro banknote star to the President of Eesti Pank. Prior to the ceremony, a large euro banner will be displayed on the façade of the Ministry of Finance of Estonia. This is an important and prominent building in the centre of Tallinn, the €-symbol on the façade of which will help cement the occurrence of an important change. The euro banner will remain on the façade from September until the end of February 2011. Invitations to the festive presentation of the euro banner and the ceremony following it have been extended to the presidents of the EU member states, heads of financial institutions, and representatives of media publications.**

### **XIII. INFRASTRUCTURE SUPPORTING COMMUNICATION ACTIVITIES**

#### **1. Visual identity of the introduction of the euro**

141. The central visual element of the communication of the introduction of the euro is the sign “Hello Euro”, developed by a creative agency in 2006. According to the resolution of the working group of euro communication, the sign “Hello Euro” will be used for all materials to be developed during the campaign and it will also be used during advertising campaigns. The sign as a whole consists of the word combination “Hello Euro” and the image of the national side of the Estonian 50-cent euro coin. The element will prevail through all communication related to the changeover from the kroon to the euro, and will bring the euro theme closer to people.

142. An agreement will be concluded with a creative agency for the upgrading of the “Hello Euro” sign and related illustrations. The principles of use of the sign also need to be renewed (e.g. use of the sign with other logos) and a thorough instruction manual or style book be developed.

#### **2. Public opinion surveys**

143. **The goal of public opinion surveys is to ensure the meeting of the goal of the communication strategy for the changeover to the euro – to ensure that all the people of Estonia are adequately informed of the effects of the changeover to the euro and practical changes.** For important information to reach all citizens in an understandable way and free of distortions, and for people to be able to make relevant practical preparations and avoid risk, the knowledge, attitudes, and information consumption habits will be taken into consideration when planning communication and the changes therein will be monitored during the information campaign.

144. The plan calls for the conducting of qualitative surveys among critical target groups, omnibus surveys for receiving feedback on the dynamics of the attitudes and activities of the campaign, and media monitoring with comments for monitoring of the media space. For arranging communication in order to receive inputs, the plan calls for an analysis of the questionnaires and surveys conducted by other parties.

### ***Qualitative survey***

145. A qualitative survey (focus group survey, i.e. group interview or in-depth interview) needs to answer the “why” and “how” questions, including:

- explain what the citizens’ expectations and fears are relating to the changeover to the euro and uncover the reasons for these attitudes;
- help to find messages for supporting justified expectations and alleviation of ungrounded fears;
- help to find information channels which are appropriate for reaching various target groups and taking into consideration their customary information consumption;
- help to find appropriate spokespersons and opinion leaders.

146. Qualitative surveys will be conducted in March among the target groups deemed as critical, using previous surveys as the basis: micro entrepreneurs, non-Estonians of Eastern Virumaa, pensioners living in the countryside, and low-salary and less educated people.

### ***Omnibus surveys***

147. The goal of an omnibus survey is to monitor general support for the euro and the differences in attitudes of socio-demographic groups. The survey will also research the knowledge of practical issues and important facts relating to the changeover to the euro and the visibility of information methods. If necessary, the results of the survey will help to correct the emphasis, choices of channels, or messages of the campaign.

148. The gauging of attitudes, general support, and visibility of the campaign will take place within the framework of an EU monitoring survey. Polls are planned for the following periods: April (when it is known that Estonia has met the changeover criteria and active notification has started), June/July (when official resolutions have been adopted in respect of accepting Estonia into the euro area) and from September, on a monthly basis. The base level is the result of the monitoring conducted at the request of the State Chancellery of the Republic of Estonia at the end of November.

149. In January 2011, the goal of the follow-up survey to be conducted after the changeover to the euro and the end of dual circulation is to assess to which extent the goal of the communication campaign has been met. The follow-up survey is also expected to result in feedback regarding the visibility of information measures, and how to evaluate their efficiency.

### ***Media monitoring***

150. Media monitoring will be a regular overview of media coverage on the topic of the changeover to the euro with analyses and recommendations for the arrangement of communication or its correction. The monitoring period is two weeks and for key events,

once a week. Monitoring will begin in May when a convergence report is prepared and it will last until the end of January when the primary effect of the changeover is evident. If necessary, the monitoring period will be extended until February.

151. From January 2010, the State Chancellery of the Republic of Estonia and the Ministry of Finance will add a separate key word “Euro” to the framework of the ongoing monitoring service to be commissioned on a regular basis. Media coverage will be monitored for up to six months after the changeover to the euro.

### ***Eurobarometer***

152. In addition to the aforementioned survey, public opinion, attitudes, and level of understanding will be monitored through the follow-up analysis of the results of Eurobarometer.

153. Eurobarometer surveys to be conducted at the request of the European Commission will explain the following:

- the readiness of business people to the changeover to the euro,
- the readiness of the general public to the adoption of the euro
- the practical implementation of the changeover during the period of dual circulation
- evaluation of the practical occurrence of the changeover, visibility, and usefulness of information methods.

### ***Other surveys and polls***

154. A communication working group will also monitor the results of the surveys and polls to be conducted by other business or public sector institutions, taking into consideration their results and if necessary and possible, devise polls in collaboration.

### ***Client and membership polls***

155. For identifying the exchange of information about relevant polls to be conducted among the clients and/or members of store chains and commercial banks as well as representative organisations of companies and professional associations (Chamber of Commerce and Industry, Employers’ Confederation, Estonian Banking Association, Estonian Assembly of Accountants, etc.) and for determining their needs and opportunities for co-operation, it is necessary to hold consultations with the respective working groups of the associations and expert committee.

156. A secondary analysis of surveys among public sector entities will provide information about media consumption, training, and advising of different target groups.

### ***Current surveys***

157. In implementing the euro communication strategy, the following customary, regularly performed, public opinion surveys will be followed, the most important of which are

- EU monitoring <http://www.the.State.Chancellery.of.the.Republic.of.Estonia.ee/?id=372> (commissioned by the State Chancellery of the Republic of Estonia, implementation by EMOR, from 2005, last questionnaire November 2009)
- Eurobarometer [http://ec.europa.eu/public\\_opinion/euro\\_en.htm](http://ec.europa.eu/public_opinion/euro_en.htm), incl.:

Within the framework of:

- “Introduction of the Euro in the New Member States” (annual survey, commissioned by EC DG ECFIN, implemented in Estonia by: Saar Poll; latest surveys May, September 2009)
  - “Readiness for the Changeover to the Euro, Practical Experience of the Changeover to the Euro, and Visibility and Usefulness of Information Methods in Recently Acceded Countries: in Slovakia 2008/09, Malta and Cyprus 2007/08, Slovenia 2006/2007” (commissioned by EC DG ECFIN), the following surveys have been conducted: (i) readiness of companies for the changeover to the euro; (ii) readiness of the general public for the adoption of the euro; (iii) practical occurrence of the changeover during the dual circulation period; (iv) evaluation of the practical occurrence of the changeover; visibility and usefulness of information methods
- Public attitudes and perceptions in the euro area countries (commissioned by EC DG ECFIN, latest public survey May 2008)

<b>Survey</b>	<b>Period / date</b>	<b>Conducted by</b>	<b>Responsible entity</b>
Qualitative surveys 4 target groups	February-March 2010	research company	Commissioned by: State Chancellery of the Republic of Estonia
EU monitoring  6 surveys + 1 feedback survey	April 2010 June/July 2010 September 2010 October 2010 November 2010 December 2010 January 2011	research company	Commissioned by: State Chancellery of the Republic of Estonia
Media monitoring with comments 10 months	Every two weeks- (during key events, weekly) May 2010 to January 2011	Communication office	Commissioned by: Eesti Pank, Minister of Finance
Key word “euro” in media monitoring	January 2010 – June 2011		Commissioned by: State Chancellery of the Republic of Estonia
Eurobarometer - Readiness of companies - Awareness of the general public - dual circulation	Polls: June, (report: July) Polls: Sept., (report: Nov.) Polls: January, (report: March)	Gallup Organisation partner in Estonia Saar Poll	Commissioned by European Commission, DG ECFIN

period - follow-up survey	Polls: January, (report: March)		
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### **XIII.3 Political economy communication of the introduction of the euro**

158. The goal of euro communication is to provide practical information about the introduction of the euro to the population of Estonia and to create awareness of the economic and political importance of accession with the euro area. Derived from the goals of the euro communication strategy, the **political economy** messaging will be based on the following principles.

- The positive political and economic effect of the introduction of the euro is a pervasive theme in all press conferences and communication of the Government and Eesti Pank dealing with the **political economy** situation.
- The communication working group periodically updates the standard presentation of the introduction of the euro and frequently asked questions (FAQ). As a rule, the **political economy** benefits from the accession to the euro area are used as a part of presentations and other euro communication about the introduction of the euro.
- The calendar plan of euro communication will be regularly updated with the publishing of articles (incl. county newspapers) and other communication with a positive effect on the introduction of the euro, while also giving consideration to public opinion surveys.
- The communication working group will propose that Eesti Pank arrange a seminar or another event in collaboration with economists (e.g. Estonian Mathematical Society) regarding the issues related to the introduction of the euro, incl. key economic policy issues after the accession to the euro area.

#### **Annex A: List of euro communication means**

##### Exhibitions

European Commission's euro exhibition  
European Central Bank's euro exhibition  
Eesti Pank's exhibition of Estonia's currencies

##### Websites

Euro website (Euroveeb) and new media solutions  
Euro-themed subsite of the Consumer Protection Board  
Thematic websites of the state and private sector

##### Printed matter

A brochure targeted at the private sector, containing key facts about the changeover to the euro and an overview of the changes in legal acts concerning the companies, both in Estonian and Russian.

A brochure targeted at bank customers, containing key facts about the changeover to the euro and changes concerning bank services. A small-sized leaflet on the same topic, both in Estonian and Russian.

An English-language brochure targeted at tourists and foreigners living in Estonia containing key practical aspects about the changeover to the euro.

Guidelines of the Consumer Protection Board for the consumers about their rights upon the accession to the euro area. In Estonian and Russian.

An information leaflet of the Consumer Protection Board for retailers containing fair pricing rules. In Estonian and Russian.

An information leaflet of the Ministry of Social Affairs for informing pensioners about the practical aspects of the changeover to the euro. In Estonian and Russian.

An information leaflet of the Ministry of Social Affairs about the principles of the practical aspects of the changeover to the euro and the recalculation of social benefits. In Estonian and Russian.

An information set of the European Commission for visually impaired people.

A brochure targeted at all households with key facts and practical aspects of the changeover to the euro. In Estonian and Russian.

An information letter of the Ministry of Social Affairs for all pensioners about the rules of the recalculation of pensions. In Estonian and Russian.

A brochure of the European Central Bank to be distributed by direct post to all households about the aspects of the changeover to the euro. In Estonian and Russian.

English and Finnish-language flyers of the Ministry of Foreign Affairs about the key facts of the changeover to the euro.

#### Media (see also Annex B)

Television and radio

Online publications

Print media

Outdoor advertising

#### Various euro keepsakes

- 1) T-shirts with the “Hello Euro” logo.
- 2) Golf shirts with the euro sign.
- 3) Silver piggy banks with the golden euro sign.
- 4) Umbrellas with the “Hello Euro” sign.
- 5) Key rings with the “Hello Euro” sign.
- 6) Recycled paper bags with the “Hello Euro” sign
- 7) Pencil box with colour pencils and the “Hello Euro” sign.
- 8) Keychain with the euro sign.
- 9) Synthetic wallets with the euro sign.
- 10) Plastic euro coin holders
- 11) Ballpoint bubble blower pen with the Hello Euro sign.
- 12) Printed posters with the topic of the European monetary union.

## Annex B: Calendar of events for euro communication

### Calendar of events for euro communication 2010-2011

Month	Focus of euro information	Communication projects	Entity in charge	Collaboration partner, representative organisations
January	Significance of the euro and compliance with the Maastricht criteria	Travelling exhibition of the Estonian currency from the mark to the euro (throughout the year)	Eesti Pank 12/2009	
		Preparation to launch the euro website in full format	Eesti Pank and web working group; 12/2009	
		Style book and visual identity of euro communication	Eesti Pank and Ministry of Finance; 12/2009	Corpore, Newton Marketing OÜ
		Readiness of euro communication activities (lecturers and presentations are ready to ensure euro communication according to needs).  FAQ for administrative use, standard presentations	Government Communication Office, Ministry of Finance, Eesti Pank; EuroTeam  Communication working group	
February	Significance of the euro and compliance with the Maastricht criteria	Presentation to the Estonian Association of Pensioners' Societies 9/02	Ingvar Bärenklau	
		Launching of the euro website in an upgraded format (from 15/02)	Euro website working group	
		Information seminar for journalists on the topic of compliance with the criteria and presentation of the new euro website. 19/02 Ministry of Finance	Ministry of Finance and Eesti Pank	Postimees, Eesti Päevaleht, Äripäev, Maaleht, Õhtuleht, Eesti Ekspress, Aktuaalne Kaamera, etc.
		Briefing in Eastern-Virumaa 19/02	Euro Team, Jana Rosenfeld	
		Seminar "Estonia's Changeover to the Euro: Expectations and Opportunities" 19/02 (Marek Helm, Kilvar Kessler)	Ministry of Finance	Association of Information Technology and Telecommunications of Estonia
		Training of euro hotline employees	Government Communication Office, EU information office	

		Presentation at the Day of Cities and Counties 17/02	EuroTeam, Ingvar Bärenklau	Association of Municipalities of Estonia
		Presentation to PR employees of ministries 17/02		
		Updating the “Hello Euro” sign, conclusion of a contract	Ministry of Finance	Newton Marketing
		Preparation of public procurement to find a contractor to develop an advertising concept	Ministry of Finance	
		Preparation and approval of a euro communication strategy 17/02	Comm. working group	Corporate strategy document 10/02
		Clarification of the venues of EC’s exhibitions; budget preparation	Ministry of Finance, Annika Vilu	
		Procurement to find a contractor to implement a focus group survey in 4 target groups. Focus group questionnaire.	Commissioned by: the State Chancellery of the Republic of Estonia, survey working group Eve Paavel	
<b>March</b>	Significance of the euro and compliance with the Maastricht criteria	Round table of companies 03/03	Ministry of Finance	Unions of companies ECCI, business unions, Customs and Tax Board, Enterprise Estonia Newton (printed file)
		Introduction of the euro leaflet to companies, also in Russian ( <i>also to simultaneously prepare the design of the leaflet for households!</i> )	Ministry of Finance; 12/2009, content text production	
		Beginning of county information days, (presentation by Euro Team)	Government Communication Office; 01/2010	
		Finding a contractor to conduct media monitoring with comments (monitoring 2010 May to 2011 Feb., from Sept. every week)	Commissioned by Eesti Pank	
		Economic conference “What will the Euro Change?” 17/03 Tallinn. Swissotel (presentation by J. Ligi)	Ministry of Finance	Postimees, Tark & Co
		Ida-Virumaa journalists in Eesti Pank	Eesti Pank	
		Briefing to journalists	Ministry of Finance, Eesti Pank	Media
		<i>Focus group surveys</i>	Commissioned by: the State Chancellery of the Republic of Estonia	Survey company
		Spring conference of accountants 30/03 (presentation by Sören Meius)	Ministry of Finance	Tallinn Conferences

<b>April</b>	Compliance with the Maastricht criteria	Updating the design of the Estonian euro coin	Eesti Pank Estonian Banking Association	Media Tallinn
		Euro seminar of the Estonian Banking Association for companies 8/03		
		Euro questions to the final competition of students' quiz 3/04	European Commission representation	Estonian Quiz Players' Union
		<i>EU monitoring survey as omnibus for measuring euro support</i>	Commissioned by: State Chancellery of the Republic of Estonia	Survey company
		Conference "Estonia after the Euro -2"	Estonian Co-operation Assembly	
<b>May</b>	Compliance with the Maastricht criteria and changeover rate	EC's euro exhibition (in Tartu)	Ministry of Finance	
		Briefing for journalists	Eesti Pank and Ministry of Finance	Media
		Agreements for Corporate Governance conclusion, preparation of materials for campaign	Consumer Protection Board, ECCI	Business unions
		<i>Prepare questions for Eurobarometer in June</i>	State Chancellery of the Republic of Estonia	
		Conclusion of an agreement with the Estonian Newspaper Association for the production of a euro-themed student newspaper. Working group's input in respect to the newspaper content	Ministry of Finance	Estonian Newspaper Association, Maige Prööm's phone no. 646 1005
<b>June</b>	EMU resolution and general principles for the changeover to the euro	Beginning of notification of large companies. Euro information in companies' client papers.	Ministry of Finance, and Chamber of Commerce and Industry	Estonian Business Association
		Beginning of training sessions for companies	ECCI	Local governments, business unions present
		Training cycle in county centres for small and medium-sized companies	Consumer Protection Board	
		Brochure for tourists introducing the changeover to the euro	Ministry of Foreign Affairs, Ministry of Finance (content text production)	Union of tourist companies, travel agencies, tourism information centres, Enterprise Estonia, transportation nodes
		Lawyers/ beginning of notification of accountants and other sensitive target groups	Ministry of Finance	
		Estonia's euro coin	Eesti Pank	
		<i>EU monitoring survey</i>	State Chancellery of the Republic of Estonia	Survey company

<b>July</b>	Arrival of the euro: introduction of euro bills and euro cents (security signs)	Festive event in Brussels 6/07, with Participation by Estonian media	Ministry of Foreign Affairs (EAEEL, Kadri Uustal), Ministry of Finance (Annika Vilu)	The European Commission
		Trip for journalists to the Mint of Finland Ordering of the maths exercise book with the "Hello Euro" design	Eesti Pank  State Chancellery of the Republic of Estonia	  OÜ Realister?
<b>August</b>	Arrival of the euro: prices in two currencies and campaign of fair rounding	EC's exhibition in Narva (16/08-12/09)	Ministry of Finance	EC
		Beginning of fair rounding campaign. Signing of the Corporate Governance agreement	Consumer Protection Board	ECCI, Estonian Traders Association, Estonian Association of SMEs
		Guidelines for consumers about their rights upon the accession with the euro area	Consumer Protection Board	
		Leaflet for retailers about fair pricing rules	Consumer Protection Board	
		Beginning of training of cash handlers	Eesti Pank; 12/2009	
		Informing visually impaired people, EC's euro set, Eesti Pank's information materials	Eesti Pank; 03/2010	Estonian Chamber of Disabled People, Estonian Federation of the Blind
		Leaflet for informing pensioners	Ministry of Social Affairs	Estonian Association of Pensioners' Societies, Aare Kitsing
		<i>Prepare questions for September's Eurobarometer survey</i>	State Chancellery of the Republic of Estonia	
		Agreements for producing games on the websites targeted at children	Ministry of Finance	Media Agency; Children's web OÜ
<b>September</b>	Arrival of the euro: students and general public	Training of journalists at ECB before the conference	Eesti Pank	Media
		Euro conference 20/09	Eesti Pank	European Commission
		Information leaflet for bank clients	Eesti Pank and Estonian Banking Association	Banks, media
		Leaflets about family, etc. social benefits	Ministry of Social Affairs	Family Union, Union of Parents
		Informational materials and souvenirs for students	Eesti Pank and Government Communication Office; 01/2010	Estonian Ministry of Education and Research
		EC's exhibition in Narva continues. From 20/09, EC and ECB's euro exhibition in Tallinn	Ministry of Finance, Eesti Pank	European Commission, ECB
		Euro questions in the final competition of the student quiz	European Commission's representation	Estonian Union of Quiz Players
		Launching of a seminar programme of the euro-themed student newspaper of the Estonian Newspaper Association in Estonian schools	Ministry of Finance	Estonian Newspaper Association project leader, Estonian Ministry of Education and Research

		Launching of euro hotline	Government Communication Office	
		Launching of the subsite of the euro themed website of the Consumer Protection Board	Consumer Protection Board	
		<i>EU monitoring survey</i>	State Chancellery of the Republic of Estonia	Survey company
<b>October</b>	Arrival of the euro: general public and coin campaign	Direct mail of brochures to all households about the aspects of the changeover to the euro and euro calculator. NB! Same also in Russian!	Ministry of Finance	Estonian Post
		EC and ECB's exhibition in Tallinn (20/09-31/10)	Ministry of Finance, Eesti Pank	EC, ECB, Ahhaa Science Centre
		Advertising campaign in media and outdoor advertising	Ministry of Finance and Eesti Pank;	Media agency found in public procurement
		Information fliers for tourists in English-Finland-Russian	Ministry of Foreign Affairs	
		Information material about social benefits as leaflets and on the web	Ministry of Social Affairs	
		Collection campaign of coins	Eesti Pank and Estonian Banking Association	Commercial banks
		Euro-themed round table for politicians-academicians	Eesti Pank	
		<i>EU monitoring survey</i>	The State Chancellery of the Republic of Estonia	survey company
<b>November</b>	Arrival of the euro: cash changeover details	ATMs	Eesti Pank	
		European Commission exhibition in Tartu (8/11-5/12)	Ministry of Finance	EC
		Advertising campaign continues with a focus on practical messages	Ministry of Finance and Eesti Pank	Agency
		Direct mail to pensioners about recalculation of pensions, distribution of leaflets	Ministry of Social Affairs	Estonian Post, banks, pension boards
		Direct mail of brochure to all households about the aspects of the changeover to the euro. NB! The same in Russian!	Eesti Pank	ECB, Estonian Post
		<i>EU monitoring survey</i>	State Chancellery of the Republic of Estonia	survey company
		<i>Questions for January Eurobarometer</i>	State Chancellery of the Republic of Estonia	
		Euro information in the event celebrating Tallinn's becoming a Capital of Culture	Comm. working group	SA Tallinn 2011 Mikko Fritze; advertising agency
<b>January 2011</b>	Festive event	Celebration of the changeover to the euro (government, foreign guests)	Government Communication Office, Ministry of Foreign Affairs	Media
		EU monitoring (follow-up survey)	State Chancellery of the Republic of Estonia	Survey company
		Summary press conference of the changeover to the euro ca 20/01	Ministry of Finance, Eesti Pank, Government Communication Office	

## **Annex C: Media plan for euro communication**

### **Media campaign for euro communication messages**

The dissemination of the main messages of euro communication through the media will occur on an ongoing basis according to needs, using the following channels: direct meetings with media representatives, information seminars, press conferences, dissemination of press releases, and other information materials via e-mail or over the Internet, writing of articles on the topic in the media, and the distribution of the respective background information to journalists.

We also expect that the topic will be covered in the press in conjunction with euro-themed conferences and other information events targeted at the general public and other target groups. The calendar of information events will be available to the public on the euro website, and it will be updated on an ongoing basis.

The central events of the euro camping (opening of the European Commission's exhibitions, Euro conferences) will be accompanied by sub-campaigns separately targeted at the media.

In the second half of 2010, the plan calls for the launching of an expansive advertising campaign of euro messages in collaboration with a partner to be determined in public procurement, covering the total population of Estonia using various media channels.

The main outputs of the campaign will include television and outdoor media as the best media types covering the whole of Estonia. Supporting media will include newspapers, the Internet and radio.

According to the recommendations of media experts, the campaign's layout may be as follows:

Media type	Brief overview
Television	Strong impact, 4-5 week television campaign covering about 95% of Estonians and 90% non-Estonians (aged 4+). During the campaign, about 70% of Estonians and non-Estonians will see the ads at least three times.
Outdoor media	Covers all Estonia (about 15 largest cities), 3-6 week campaign, expected viewing of the advertisement message, about 60% of people aged 12-74 years
Internet	Largest web environments and advertising networks covering 3-4 week campaign, viewing of the campaign 70-80% of people aged 6+
Newspapers	Largest daily newspapers; for better results, local newspapers need to be involved
Radio	Radio stations covering the whole country, about 2 week radio campaign

The use of different media types is recommended in order to reach various target groups in the best reliable way. Television will be crucial for achieving large coverage and influencing the values of the target groups, outdoor media for reaching the largest cities (Tallinn, Tartu, Pärnu, Narva, etc.) and achieving adequate frequency of the campaign's message. The

Internet will help to reach people more efficiently. Newspapers will provide reliability to the campaign and facilitate for the presentation of more detailed information. The use of radio will enable a high frequency of information exchange and in the case of special solutions, to involve radio listeners.

For the purpose of creating the advertising campaign, a public procurement will be held pursuant to Estonian law.

#### **Annex D: Budget for euro communication**

**See Additional file**