

**REPORT ON THE FULFILMENT OF THE COMMUNICATION
STRATEGY FOR THE ADOPTION OF THE EURO**

FEBRUARY 2011

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I STRATEGIC GOALS AND TASK SETTING

- In February 2010, the Euro Communication Working Group that was established under the National Changeover Committee (NCC) prepared the document “Communication strategy for the adoption of the euro in Estonia”, which served as a basis for executing information activities from February 2010 until February 2011. This document was approved by NCC on 23.03 2010 and presented together with budget application to the Government of Estonia. The Government approved the euro communications budget plan at its 25.03 2010 meeting
- The following essential tasks for carrying out information activities were phrased in the strategy:
 - The communication operations and messages focus on the practical aspects of the adoption process – issues that people are likely to encounter in relation to the changeover.
 - As for target groups, the main focus remains on the general public and businesses, as their timely awareness and readiness is crucial for a smooth changeover.
 - Informing other target groups depends on the peculiarities of their information needs, requiring the use of specific information materials and channels. The information about the changeover provided to the so-called risk groups is tailored to their specific needs.
 - An action plan for euro communication will be compiled as a practical outlet of the strategy, and based on that various communication forms and channels such as the local and national press, television and radio, information phone, Internet, mails, booklets and brochures, outdoor advertisements and partners in the public, private and third sectors will be used to inform target groups. Direct communication in the form of lectures, discussions and roundtables shall be used for some target groups – especially their representative organisations.
- The strategy phrased the key goals of the activities regarding the euro communication as follows:

to ensure that the entire Estonian population is aware of the impacts and practical changes accompanying the euro changeover. The distribution of information that covers the needs of all population groups and businesses must make the changeover in Estonia as smooth as possible, prevent false interpretations and ensure the people’s support for the changeover process.
- The goal was to reach 90% in the level of awareness and 65% in the level of support for the euro changeover among the Estonian population by the end of the information campaign.

II. GENERAL ASSESSMENT ON THE FULFILMENT OF STRATEGIC GOALS

- From February 2010 until February 2011, the Euro Communication Working Group carried out all the communication activities included in the strategy and the detailed action plan compiled based on the strategy.
- Furthermore, several additional, previously unplanned communication activities were carried out, as they became necessary due to changes in the general economic situation during the campaign, the emergence of new topics, changes in several focus points and the feedback received from public opinion polls. A media analysis was also conducted with the help of foreign experts to analyse and improve the information activities. This resulted in the extensive awareness of all the target groups of euro communication and full changeover readiness, which was also confirmed by the smooth and problem-free adoption of the euro. According to the euro monitoring survey conducted in January 2011 by the research agency Faktum & Ariko, 90% of the Estonian population considered the euro changeover totally or rather smooth, while only 3% experienced personal difficulties with the changeover. The European Commission also assessed the euro changeover arrangements highly in work reports and on the political level, and the report was completed in February.
- The high quality and appropriate timing of communication activities are also confirmed by unanimously positive reviews from the press and the results of public opinion polls. The public opinion poll conducted by Faktum & Ariko from 6–15 December 2010 indicated that the level of the population's awareness regarding the practical aspects of the euro changeover had risen to 94%, thus exceeding the strategic goal. A sudden leap in awareness had occurred within the last month – in December, the share of those who were well-informed increased to 56% compared to 36% in November and 38% of people considered themselves sufficiently informed in general aspects. This completely corresponds to the goals set in the strategy and the results of the tasks established for the different stages of the media campaign. According to the survey in January, the level of awareness posted already 97% of the population. People have received the majority of information about the euro changeover from television (90%), printed press (81%) and the radio (74%).
- Surveys have also indicated that the communication activities targeted at the non-Estonian population have proved to be efficient, although this is a complicated target group. The strategy pays attention to the fact that many Russian-speaking residents of Estonia do not follow local media channels and are considerably more sceptical about the euro, due to which a different approach had to be employed to deal with this target group. The necessary outputs were also found (see Chapter Non-Estonian speaking population)
- According to the December survey of Faktum & Ariko, the level of awareness among the non-Estonian speaking population had increased to 96%, while 54% of them considered themselves well-informed (only 25% in July). In January's survey, the share of the well-informed in this group had already risen to 63%.
- The surveys confirmed the strategic presumption that a constant improvement in the awareness of target groups increases general support for the euro, especially in case of risk groups.

- Other target groups and risk groups were successfully informed by using a differentiated approach based on their needs and channel preferences. Questionnaires and the press have not pointed out a single problem related to any specific target group that could have been caused by insufficient awareness. The representative organisations of socially sensitive target groups have also stated after the changeover that no problems occurred and that the distributed information materials and aids were efficient.
- The information events organised for local governments and in cooperation with them have yielded the result that the local government entities considered the euro changeover smooth and were sufficiently informed.
- One of the primary target groups of the communication activities was the business sector, for which the key points of euro awareness were broken down into several thematic stages:
 - the roundtable of the business sector's umbrella organisations that discussed the transition-related issues regularly (generally once a month); also, thematic meetings and cooperation between the Ministry of Economic Affairs and Communication and the organisations of entrepreneurs;
 - guaranteeing the technical readiness of information systems and accounting;
 - distribution of information regarding the obligation to display dual prices;
 - distribution of information regarding the Fair Pricing Agreement;
 - practical aspects of the euro changeover (cash training, etc)
- In these areas, the information activities were mostly conducted in close cooperation with other institutions, organisations and companies, including other working groups of the National Changeover Committee. No major technical problems have occurred in the business sector because of the adoption of the euro – hence, this multilateral cooperation can be viewed as efficient.
- An indirect goal of the business sector's campaign was to ensure the correct fulfilment of the obligation to display dual prices and to encourage entrepreneurs to avoid the artificial distortion of prices after the transition through the Fair Pricing campaign, thus reducing the risk of additional inflation.
- Monthly monitoring by the Consumer Protection Board has yielded a consistent drop in the share of entrepreneurs who violate the requirement of displaying dual prices. In January 2011, only 17% of the examined companies failed to fulfil this obligation.
- Although the conclusion of the Fair Pricing Agreement and the accompanying campaign coincided with the period of inflation acceleration, which was caused by unfavourable external factors, the principles of the agreement received a lot of media coverage. This resulted in the high awareness of businesses and consumers about the requirements of price conversion and ethics. According to Statistics Estonia, in January 2011 monthly inflation remained unchanged compared to the previous month. This means that companies did not use the euro changeover to raise prices artificially and that this campaign section has fulfilled its goal.

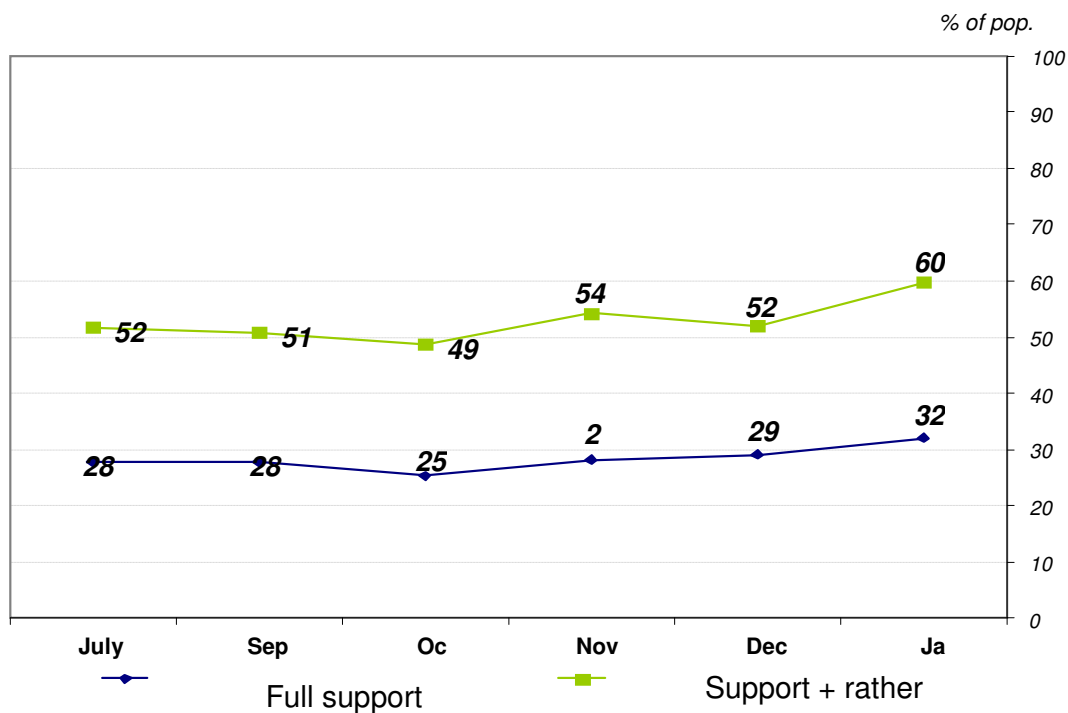
- The assessments of entrepreneurs themselves are reflected in the Eurobarometer survey conducted in September 2010, during which 353 businesses were questioned. The results of the survey were as follows:
 - 93.8% of entrepreneurs considered themselves well or very well informed about the aspects of the euro changeover (27.1% of them were very well informed, while 65.7% were quite well informed).
 - Satisfaction with the information received so far was good: 92.7% were very satisfied or rather satisfied (0.6% were not satisfied at all).
 - 62% of the entrepreneurs regarded the euro changeover as beneficial or very beneficial in the medium or long term. 21.9% thought that the adoption of the euro has no effect and 16% thought that the impact would be negative or very negative.

- The strategy's goal to increase the share of people in favour of the euro changeover to 65% of the Estonian population was partially fulfilled. According to the public opinion polls conducted by Faktum & Ariko in January 2011, support for the changeover improved dramatically after the adoption of the euro – in January, 60% of the entire Estonian population supported the changeover (52% in December); among Estonian citizens this figure posted 65% and among Estonians, support even reached 70%. The non-Estonian speaking population has remained more sceptical about the euro changeover; their support for the euro posted 39% in January and it also affected the overall support for the euro.

- Upon setting the support goal in the communication strategy in March 2010, the working group only proceeded from the expected impact of the activities planned in the strategy. However, during the year the practical implementation of the communication activities was influenced by strong negative external factors that were impossible to consider in advance. Therefore, the final result of the monitoring period is all the more valuable. Throughout the monitoring period, public opinion was affected by the fiscal and financial stability issues of some countries in the euro area; inflation also picked up in the second half-year of 2010 owing to price rises on the global market.

- The communication strategies could alleviate the negative assessments and prejudices stemming from these developments, but not eliminate them entirely. For instance, thanks to explanatory work the people's fears of inflation decreased slightly, but they were immediately replaced by an uncertainty resulting from the Irish financial crisis. Therefore we can conclude that the Euro Communication Working Group achieved the best possible result by reacting to the situations flexibly.

- Developments in the support for the euro changeover according to Faktum & Ariko



III EURO COMMUNICATION ORGANISATION

- The communications working group of the National Changeover Committee was responsible for preparing and executing the information activities related to the euro changeover. While preparing for the euro changeover, the working group cooperated closely with other working groups of the National Changeover Committee and constantly exchanged information regarding the organisation of work. It also reported regularly to the National Changeover Committee on work results and scheduled activities; the constant exchange and coordination of information was also successfully arranged within the working group.
- To coordinate all activities, the working group arranged regular meetings since December 2009 – initially once a month and since August twice a month. The representatives and experts of cooperation partners were also invited to these meetings, whenever necessary. All the members of the working group presented the reports on their portion of the work in writing; all the meetings have been recorded by minutes.
- In January 2010, the working group founded two separate additional working teams – the Euroweb team and the opinion polls’ team. The tasks of the teams were developing the Internet environment of Euroweb, and elaborating and executing the programme of public opinion polls. The decisions made by the teams were confirmed at the working groups’ meetings.
- Upon planning and executing the activities regarding communication on the euro, the working group cooperated closely with the European Commission and the European Central Bank and arranged regular meetings with their representatives. Reporting to the

European Commission and the European Central Bank took place on a regular basis. A contract was concluded with the European Commission on 13.07.2010 to co-fund the arrangement of communication activities. Eesti Pank and the European Central Bank concluded a cooperation memorandum for the shared execution of information activities.

- Since December 2009, the Euro Communication Working Group has been led by the Deputy Secretary General of the Ministry of Finance, Tanel Ross; it also includes representatives from the Ministry of Finance, Eesti Pank, the State Chancellery, the Government Communication Office, the Ministry of Social Affairs, the Ministry of Foreign Affairs, the Ministry of Economic Affairs and Communication, the Consumer Protection Board and the Estonian Office of the European Commission.
- For the practical implementation of the projects regarding euro communication, in 2010 the Ministry of Finance hired project-based personnel – the project manager of euro communication, the project assistant, the administrator of the Euroweb and the coordinator of euro communication – all of them also belonged to the communications working group.
- In January 2011, the communications working group consisted of:

Chairman:

Tanel Ross, Ministry of Finance, acting Deputy Secretary General of Development and Foreign Relations

Members:

Martin Põder, Ministry of Finance, Head of the Department of the European Union and International Cooperation

Ingvar Bärenklau, Ministry of Finance, Project Manager of Euro Communication

Livia Vosman, Ministry of Finance, Head of the Public Relations Department

Ülle Kroon, Ministry of Finance, Coordinator of Euro Communication

Kristi Rugam, Ministry of Finance, Project Assistant of Euro Communication

Riina Soobik, Ministry of Finance, Euroweb Administrator

Jana Rosenfeld, Ministry of Finance, Public Relations Department, Adviser on Media Relations

Kaja Kell, Eesti Pank, Head of the Publications Office

Ingrid Mitt, Eesti Pank, Senior Specialist of the Public Relations Office

Hanna Vaga, Eesti Pank, Specialist of the Public Relations Office

Viljar Rääsk, Eesti Pank, Senior Specialist of the Public Relations Office

Gea Otsa, Ministry of Economic Affairs and Communication, Public Relations

Counsellor

Liina Kersna, Director of the Government Communication Office

Villu Känd, the Government Communication Office, Head of the EU Information Unit

Eve Paavel, Government Communication Office, EU Information counsellor

Anne Sulling, State Chancellery, Adviser to the Prime Minister

Pille Vaher, Head of the Public Relations Department of the European Commission

Representation in Estonia

Triinu Rajasalu, Ministry of Foreign Affairs, Director General of the Public Diplomacy Department

Kersti Luha, Ministry of Foreign Affairs, Director of the Press Office
Hanna Turetski, Consumer Protection Board, Head of the Consumer Policy and Public Relations Department

IV. COMMUNICATION ACTIVITIES BY TARGET GROUPS

- The communication strategy aimed the information activities at the following target groups:
 - general public
 - non-Estonian speaking community
 - entrepreneurs
 - consumers
 - pensioners and recipients of social benefits
 - children and young people
 - people with special needs
 - local municipalities
 - tourists and foreigners

A. *General public*

Media campaign

- The media (advertising) campaign for the general public was structured so as to fulfil the general communication goal by the coverage of channels – to guarantee that at least 90% of the Estonian population would be aware of the aspects of the euro changeover.
- The target group of the campaign was the whole Estonian population, with an emphasis on target groups such as the elderly, people with lower incomes and the non-Estonian speaking community. These target groups had also been more negative towards the euro according to public opinion polls and their awareness was lower compared to other target groups.
- According to the initial plan the advertising campaign was carried out in three different thematic stages, based on which the Ministry of Finance also arranged procurements to find cooperation partners. In Autumn 2010, public opinion polls revealed a need for additional information distribution in media channels. Therefore, an additional testimonial campaign was carried out at the turn of the year and in January 2011, where the message was conveyed by well-known opinion leaders. The frequency of showing information clips regarding the security features of euro banknotes was also increased in January to raise people's awareness of security features and authentic banknotes.

Thus, the advertising campaign was divided into four thematic parts:

- The fair pricing campaign (August–September)
- The campaign introducing the practical aspects of the euro changeover – Euronews (September – November)
- The euro area's image campaign together with the introduction of euro banknotes and security features (November – January) 2011)

- An additional testimonial campaign about the meaning of the euro changeover (December – January 2011).

The channels for part I of the campaign (the Fair Pricing Campaign) were the radio, the Internet, printed press and outdoor advertisements; parts II and III also included TV channels. A total of 9 clips introducing the euro were shown on TV: 4 clips with practical information (“Euronews”), an image clip, 3 clips introducing security features and a testimonial clip. The “Euronews” clips were aired since the beginning of October, the image clip since the beginning of November, the clips on security features since the end of November and the testimonial clip since the beginning of January 2011.

Media plan

- The emphasis of the first campaign (Fair Pricing Campaign) was set on outdoor media and the Internet, while printed media and the radio were used as additional channels. The campaign was targeted at consumers and entrepreneurs.
- The key channel of the second campaign (communication of practical information) was television, supported by the radio, printed advertisements, the Internet and outdoor media solutions at the end of the year (roll-up stands in the shops of primarily non-Estonian speaking regions, such as Lasnamäe and Ida-Virumaa). The campaign was targeted at the entire population of Estonia.
- The key channel of the third campaign (image + security features) was television, supported by printed media and outdoor media. The campaign was targeted at the entire population of Estonia.
- The key channel of the fourth campaign (testimonial) was television – a TV clip with Heinz Valk and a radio campaign with Lembit Ulfsak. The campaign was mainly targeted at the elderly and people with lower incomes.

Technical execution of the media campaign

- The initial plan to execute the design of the first and second stages of the media campaign and the media plan with a single cooperation partner did not succeed owing to disputes regarding the execution process of the public procurement. Three different public procurements were thus carried out to find the campaign’s media partner, the contractor for the first stage and the contractor for the second stage of the campaign. At the end of the year, separate procurements were also arranged to find a contractor for the execution of the fourth stage. The procurement to find a contractor for the third stage was arranged by the European Central Bank.
- The overall media plan of the campaign was prepared and executed by the media agency OÜ Trendmark; the visual solution of the first stage was executed by the advertising agency Velvet OÜ and the second stage was executed by Idea AD AS. The solution for the third stage was carried out based on the commission of the European Central Bank by Tank Group AS.
- The TV-commercials of the fourth stage were made by AS Kuukulgur, the radio commercial was made by the agency Velvet OÜ.
- The pervasive visual element of the campaign was the sign “Tere Euro” (“Hello Euro”), which was elaborated in 2005 by the agency Leo Express (the company’s current name is Newton Marketing OÜ). As the sign had already been incorporated into the campaign, the working group decided to continue with the same visual identity. In March 2010, Newton Marketing gave a stylistic makeover to the sign. In July 2010, the same authors

used the same stylistic key to make the sign “€ hinda ei tõsta” (“€ will not increase prices”), which became the central element for the first stage of the advertising campaign (the Fair Pricing Campaign).

Strategies and goals of the campaign’s execution:

- The advertising that supported the first campaign – the Fair Pricing Campaign – approached a very sensitive and emotional subject: will the euro entail an increase in prices? The launch of the campaign coincided with the time when several basic commodities started appreciating in Estonia owing to a price hike on the global market. Thus, it became all the more important to minimise the changeover’s impact on the price level, explain the factors that influence inflation in Estonia and emphasise what the country has done to avoid the artificial price distortions that may potentially accompany the changeover, and what the goals of the dual display of prices and the Fair Pricing Agreement are. It was very important to keep emphasising and explaining that the price rise was not related to the adoption of the euro – the members of the working group tried to convey this message constantly through the media and public performances.
- However, according to the Meta Advisory Group (Agu Uudelepp) who compiled the regular media analysis for the working group, a threat nevertheless existed that the media would not be interested in delving into the actual causes of the inflation acceleration and would prefer to present a simplified view, which predominantly links the price rises to the adoption of the euro. The assessment pointed out that the first stage of the campaign also maps out all the following steps. Therefore, the approach in distributing further messages had to be failsafe, so that the campaign would not depend on external factors.
- The content of the second campaign was the distribution of information related to the practical aspects of the euro changeover. Although according to September’s euro monitoring survey by Faktum & Ariko, already 32% of the questioned people considered themselves well-informed and 53% were generally informed of euro topics, the check-up questions of the survey and the mini-quizzes arranged during the project of information stands revealed that people tended to overestimate their knowledge. The actual level of factual knowledge was lower and during public performances nearly all elementary facts always needed to be repeated. This was also referred to by the dynamics of self-evaluations reflected in the surveys.
- The distribution of information regarding practical aspects maintained a rather neutral attitude towards the euro and also created a favourable ground for explaining more sensitive topics via communication channels.
- Based on December’s survey by Faktum & Ariko, 61% of the people who answered considered the content of the TV-clips regarding the practical aspects of the campaign understandable and pleasant. This allows us to conclude that the second stage of the campaign was extremely necessary to acquire practical information and avoid the aggravation of negative attitudes towards the euro.
- The third stage of the advertising campaign that was launched at the beginning of November spoke about the values of the euro area and its positive impacts, and introduced the appearance and security features of euro banknotes and coins.
- Simultaneously with the media campaign, direct mails were sent to the whole population with information materials and euro calculators.
- The testimonial campaign, which was the fourth stage of the campaign and was launched on the radio in the second half of December and on TV at the beginning of January, explained the necessity of the euro for Estonia and its people and emphasised that while

the kroon has served us successfully, the adoption of the euro is an important step for integrating with Europe.

- The previously mentioned survey results, evaluations and developments confirmed that the campaign had been planned correctly: the emotional beginning (I campaign) was followed by a less emotional phase to explain the practical aspects of the euro changeover (II campaign); the next phase (III campaign) was more emotional again, discussing the euro as a currency and the values of the euro area; the additional campaign (IV campaign) arranged due to the emotional doubts of the target group (nostalgia for the Estonian kroon and the euro area's crisis) emphasised the importance of the euro for Estonia.

Direct mailing

- From 5–17 November, the Ministry of Finance commissioned AS Eesti Post to carry out unaddressed blind mailing to the mailboxes of all individuals, totalling nearly 570,000 addressees. The sent items included a summarising brochure with information on the euro and an electronic euro calculator accompanied by a letter from the Minister of Finance and the European Commissioner responsible for economic and monetary affairs.
- For this purpose, the Euro Communication Working Group had conducted a public procurement to purchase euro calculators (580,000 pcs) and procurements to find the organiser of direct mailing, the transportation of calculators and customs procedures and the intermediation of the guarantee service. The working group also prepared the information brochure, and arranged its design and printing in cooperation with the European Commission.
- In local government entities and city districts of Tallinn, where the share of the non-Estonian speaking population exceeds 50%, all households also received a Russian information brochure, totalling ca 170,000 addressees. An additional network for distributing information brochures was offered by local governments, primarily for material in the Russian language.
- Based on similar distribution principles, in the second half of November all households received a direct mail from the European Central Bank with information materials that shed light on the appearance and security features of the euro banknotes and coins. The mailing also included two euro calculators operating on the hologram card principle. The Estonian leaflet was sent to 561,000 mailboxes, the Russian leaflet to over 172,000 addressees. English direct mailing brochures were additionally distributed in various hotels, tourism information centres and on Tallink's ships.
- The project of the so-called social calculators was conducted simultaneously with direct mailing with an aim to provide calculators and euro information materials to people who do not live with their own household. Within this project, materials were distributed to every Estonian social welfare institution, military units, prisons and unions of student organisations. 1,800 euro calculators were also distributed via the Road Administration to bus drivers who drive regular passenger routes in order to facilitate ticket sales in buses during the period of dual circulation.
- After the first direct mailing, however, it became apparent that Eesti Post's database on individuals does not cover the actual location of households sufficiently. As the progress of direct mailing was also actively reflected in the Estonian media, a number of applications for additional euro calculators arrived. The Ministry of Finance decided to register all the additional applications via Eesti Post and satisfy them regardless of the reason for not receiving the initial item.
- At the end of November, Eesti Post registered about 22,000 additional applications to receive calculators; the Ministry of Finance also received additional applications related to

the project of the so-called social calculators. To satisfy these applications, 30,000 additional euro calculators were ordered and delivered by Eesti Post to addressees on 22–26 January 2011.

- The whole project was accompanied by strong attention from the general public and the media. While during the launch phase of the project one could often hear opinions that “nobody actually needs the calculators”, by the time of the changeover this argument had disappeared from public discussion. On the contrary, there has been a great need for additional calculators. The calculators have proven themselves as helpful aids particularly after the changeover.
- Since November, pursuant to the contract concluded with the Ministry of Finance the guarantee replacement of euro calculators is performed all over Estonia by the electronics store chain Euronics (Sandman Group AS). To fulfil the manufacturer’s liability requirements related to the calculator procurement arising from the Waste Act, in December 2010 the Ministry of Finance concluded a contract with the waste management organisation EES Ringlus.

Public performances

- From January 2010 until the middle of January 2011, 198 euro-related seminars, training sessions, conferences and other public performances have taken place all over Estonia within the framework of communication on the euro, covering all the target groups of euro communication. The main performers have been the representatives from the Ministry of Finance, the Chamber of Commerce and Industry and Eesti Pank, but also from many other government agencies and the private sector.
- The list of all public information events is available on the Euroweb: <http://euro.eesti.ee/EU/Prod/Euroveeb/Avaleht/Vasakmenuue/Euroteavituskal.jsp>.
- Moreover, our cooperation partners have also arranged several information events on a local and institutional scale, mainly in local governments and financial institutions.
- Major training projects have included the series of cash training by Eesti Pank, Eesti Pank’s seminars for local governments, information distribution to local governments and euro exhibition seminars by the Ministry of Finance, seminars for school graduates and schools by the Ministry of Finance (project "Ajaleheleht") and euro seminars and Fair Pricing Agreement seminars by the Chamber of Commerce and Industry.

Coordinated media communication

- Since February 2010, the Ministry of Finance has arranged regular briefings and press conferences for the Estonian media, thus providing an overview of the state of transition preparations and important future activities. Fifteen briefings have been arranged by the Ministry of Finance, the Consumer Protection Board and the Chamber of Commerce and Industry during the period 1.02.2010–24.01.2011; in addition, media has covered the opening of all touring exhibitions.
- Generally, the briefings have been followed by abundant media attention in all main news channels, including the Russian-speaking media. During the euro-briefing weeks the amount of media coverage has exceeded ordinary levels.
- In 2010, the ministries and institutions related to the organisation of the euro changeover issued about a hundred euro-related press releases that have all received media coverage.
- As a part of the activities related to euro communication, tens of articles and several interviews have been published in the Estonian media regarding the euro changeover with the representatives of ministries and institutions (mainly Tea Varrak, Tanel Ross, Ingvar

Bärenklau, Rait Roosve, Siim Raie, and many others). The number of articles and interviews published in county channels increased in the second half of 2010.

- Eesti Pank has arranged two visits to journalists in connection with the adoption of the euro. In June 2010, a journalists' visit to the Suomen Rahapaja OY was arranged to show them the beginning of the production process of the Estonian euro coins. In September, journalists visited the European Central Bank, where the operation principles of the European Central Bank and the European System of Central Banks were explained.
- In September 2010, several festive events were arranged in Tallinn to celebrate the adoption of the euro, including the visit of the President of the European Central Bank Jean-Claude Trichet and the European Commissioner for Economic and Monetary Affairs Olli Rehn. Both the foreign and local media took a keen interest in the events that took place from 19–20 September.
- At the end of 2010, interviews by opinion leaders were published in the media to explain the economic and political meaning of the introduction of the euro.
- Publications have received plenty of background information so that they can independently write articles on daily euro-related topics (for instance, euro information stands in county centres; euro exhibitions and seminars in cities; training sessions for euro cash handlers in counties, etc). Replying to the queries of the media has been a daily work assignment for the euro communication personnel.
- At the end of last year and the beginning of this year, the foreign media became much more interested in Estonia due to the changeover. The Finnish, Swedish, Latvian, Lithuanian, German, Polish, French, British and US press have shown the greatest interest in Estonia. Many interviews have been arranged and queries have been answered; on 31.12 the State Chancellery organised a separate English press conference for the foreign journalists that arrived to the festivities.

The Euro Conference

- On 20 September, a high-level Euro Conference was arranged in the Estonia Concert Hall in cooperation between Eesti Pank, the European Central Bank, the European Commission and the Ministry of Finance.
- **About 550 guests and journalists from Estonia and abroad participated in the conference. It focused on the future of Europe from the perspective of the euro area's expansion. The conference included presentations by the Prime Minister of the Republic of Estonia Andrus Ansip, Governor of Eesti Pank Andres Lipstok, President of the European Central Bank Jean-Claude Trichet, the European Commissioner for Economic and Monetary Affairs Olli Rehn, Governor of the Bank of Finland Erkki Liikanen, Governor of the National Bank of Poland Marek Belka, Senior Advisor of the International Monetary Fund's European Department Anne-Marie Gulde-Wolf, Minister of Finance Jürgen Ligi and the Director of the Economic Analysis and Research Department of Bank Austria Peter Mooslechner.**

The Eurosystem's key event – handing over the Euro Star

- On 19 September, a festive ceremony was organised for the members of the Eurosystem (the NCBs of the euro area) and the representatives of the EU's central banks to hand over the Euro Star in cooperation between Eesti Pank and the European Central Bank – by handing over the symbolic Euro Star to the Governor of Eesti Pank Andres Lipstok, the

President of the European Central Bank Jean-Claude Trichet welcomed Estonia into the Eurosystem.

- The same event also celebrated the beginning of the media campaign of euro banknotes and introduced the information clips produced for this purpose.
- Participants included representatives from the agencies and banks that prepared the transition, the European Commission and the EU's central banks, totalling about 200 people.
- Tens of journalists from Estonia and abroad were also present and the ceremony was broadcast live by the news portal of Estonian Public Broadcasting.

Euro debates

- Under the leadership of the Ministry of Finance and in cooperation with the Estonian Debating Society and the newspaper *Postimees*, debates on the euro were organised simultaneously with touring euro exhibitions with an aim to encourage the media to cover the transition more analytically, provide swift answers to the questions raised in the media about the Estonian economy's and euro area's development tendencies, expand people's knowledge about the euro and reduce insecurity in the future.
- The debates were covered in online format by the Internet issue of *Postimees* and later also by many other media publications. The debates brought several important balanced economic policy messages to the public, thus giving a remarkable contribution to the public euro-related debate.
- The debates were carried out as follows:
 - at the Science Centre Ahhaa in Tallinn

13.10 topic: Will the euro increase prices? (Tanel Ross and Andrus Säälük from the Ministry of Finance)

27.10 topic: Will the euro boost the economy? (Märten Ross from Eesti Pank and Hardo Pajula)

- at the bookstore Apollo in the Solaris shopping centre in Tallinn

17.11 topic: Is the euro area sustainable? (Tanel Ross from the Ministry of Finance and Juhan Lepassaar from the State Chancellery)

Euro information provided by banks

- The Banking Association and commercial banks arranged about 25 conferences, seminars and performances on the topic of the euro. In addition, commercial banks have distributed information independently and visited local governments to shed light on the transition-related issues of banking services.
- Several thematic articles have been published in the banks' customer magazines in cooperation with the Euro Communication WG.
- To date, the greatest endeavour of the Banking Association is related to the collection campaign of kroon coins, which was launched on 29 September to decrease the load of cash exchange at the turn of the year. The campaign enabled all private persons to deposit their kroon coins to their accounts for free. From October until 11 January 2011, over 200 tonnes of coins at a value of about 30 million kroons have been returned to banks thanks to the campaign.

- Simultaneously, the citizen initiative Let's Do It! My Estonia (Teeme Ära! Minu Eesti) launched a charity coin collection campaign to support families in need through the project Foodbank (Toidupank). During this campaign, collection boxes were placed into shopping centres, banks and state agencies, and institutions were invited to make coin donations to the Foodbank. The Estonian Traders Association and G4S also participated in the project and donations were collected until January 31, 2011. As at 26 January, the coin donations to the account of the Foodbank amounted to 313,047 kroons, i.e. 20,007 euro, but the collection boxes have largely not been accounted for yet. The final donated sum will probably be determined in March 2011.

The project of euro stands

- In October 2010, in cooperation with other state and local government institutions the Ministry of Finance conducted the project of euro information stands in 17 Estonian shopping centres. The project was carried out in 14 county centres and in three shopping centres in Tallinn (the Rocca al Mare, Ülemiste and Viru Centres).
- During the information days the shopping centres displayed information stands where government officials and local government workers distributed euro-related publications, souvenirs and answered any questions about the euro. People were also requested to participate in a short euro quiz to examine their level of awareness of the key facts regarding the euro changeover.
- In October, the project served to distribute euro information to about 20,600 people, 13,100 of them in county centres and about 7,500 in Tallinn. The euro quiz covered 2,129 people in county centres, 1,541 in Tallinn and 3,670 people in the entire Estonia. Prizes were drawn among participants.

Additional PR and communication activities

- In November-December 2010, the working group carried out several smaller information projects to increase the population's support for the adoption of the euro. The execution of the projects was counselled by Meta Advisory Group OÜ.
- In cooperation with local governments and county governments, the euro topic was covered at local Christmas events. The local governments of Kärđla, Kuressaare, Viljandi and Tartu participated in this project; the organiser of the Christmas market in the Town Hall Square of Tallinn was also involved in the distribution of euro souvenirs.
- At Christmas events, the homeless were given euro souvenirs and information materials in Tallinn, Tartu and Pärnu.
- A giant poster was attached to the facade of the Ministry of Finance in December 2010 with the message "Euro – our money", which remained there until the end of February 2011.

Euro communication at the turn of the year

- In order to coordinate euro communication, the NCC's Euro Communication Working Group assembled a special communication group that included communication specialists from the Ministry of Finance and Eesti Pank.
- The goals of the communication group were to facilitate the smooth execution of currency exchange and help solve potential crisis situations by coordinating and organising public communication regarding the changeover.

- A special communication plan, which established the work organisation, infrastructure, goals and key messages of communication, was prepared to communicate at the turn of the year and in a possible emergency situation. In addition, all the contacts and office hours of the parties related to the euro changeover were included in the plan; a work schedule and programme of communication activities was fixed in the document (see Appendix 1). The headquarters of the communication group were created at Eesti Pank.
- The communication group guaranteed a constant information exchange with the institutions that were involved in the changeover and harmonised its activities with them.
- From 31.12 to 2.01 the changeover communication group fulfilled its tasks successfully by providing round-the-clock information to the NCC and the general public about the technical progress of the changeover. As no emergencies or crisis situations occurred during the changeover, there was no need to resort to crisis communication.
- The communication group compiled and issued regular press releases, replied to queries and the euro information phone. The headquarters also coordinated the movement of information with institutions that were involved in the currency exchange process, and prepared and carried out summarising press conferences.

Media coverage of the euro topic during New Year festivities

- The state gave its contribution to celebrating the adoption of the euro by supporting the preparation of the New Year's programme of Estonian Public Broadcasting on the channel ETV1 with 350,000 kroons. Pursuant to the agreement, the New Year's TV-programme covered the transition-related events and helped to create a festive mood in association with the introduction of the euro.
- The most important part related to the changeover aired on the programme after midnight when the Prime Minister withdrew his first euro banknotes from an ATM. This was broadcast via the European Broadcasting Union in over 70 countries. In addition, the Ministry of Finance, the Governor of Eesti Pank and the Prime Minister gave live interviews to the Estonian Television from the New Year festivities.
- Moreover, the live broadcast from and in front of the Estonia Theatre included brief broadcasts from various places all over Estonia. This included the replacement of kroon cash with euro cash in an ATM in Pärnu and a visit to the Kroon farmstead in Jõgevamaa, where the symbolic sign "Euro farmstead" was delivered.
- According to the data of Estonian Public Broadcasting, the New Year's programme had a record number of viewers in Estonia – on average, it had 200,000 viewers and at its peak moments – after the midnight – 247,000 viewers. In addition, two summarising one-hour programmes were compiled of the most important moments of the New Year's programme; these aired on 3 and 4 January 2011 and collected 40,000–50,000 viewers.
- Besides supporting the broadcast of the Estonian Television, the Ministry of Finance also contributed to the entertainment activities carried out in the public area in front of the Estonia theatre. From 21.00 to 01.00, about a thousand euro-related souvenirs were distributed by drawing and euro information materials were handed out by a special euro kiosk.
- On New Year's night, the arrival of the €-day was also celebrated by the symbol € shown by lighting visible from the windows of the Ministry of Finance and the Ministry of Foreign Affairs. This outdoor advertisement, executed by simple measures, acquired TV and media coverage.

B. The non-Estonian speaking community

Providing information in Russian

- The Russian information campaign was carried out in media channels simultaneously with the Estonian campaign for the general public, which started in August by introducing the fair pricing topic and continued in September with a campaign on the practical aspects regarding the euro. During this campaign, information was distributed via advertisements/commercials and information materials in Russian.
- The main source for euro information is the Euroweb, which is also available in Russian and is frequently updated.
- The series of information activities targeted at the non-Estonian speaking population of Ida-Virumaa was launched on 18 August with an exhibition about the euro in Narva. With the assistance of the agency JLS, this included an introduction campaign of the exhibition and the accompanying seminars in the local media; several articles about the exhibition and the euro were published in newspapers, interviews and other materials were published in the local media.
- The euro exhibition in Narva was visited by 16,000 people and the four seminars held within the framework of the exhibition had a total of 300 participants. The European Commission deemed the visitation rate of the exhibition fully satisfactory and the local awareness activities very efficient. The positive atmosphere that accompanied the exhibition in Narva probably caused an increase in the support for the changeover among non-Estonian speaking people to 38% in September compared to 32% in July, as indicated by the surveys conducted by Faktum & Ariko. In October, the support of the non-Estonian population dropped to 33% again, which, according to the survey, was primarily caused by the swift rise in consumer prices.
- In order to continue distributing information in Russian in the region of Ida-Virumaa, the Ministry of Finance concluded an employment contract with the guides who had worked at the Narva euro exhibition. Pursuant to the contract, from September until the year-end the shopping centres of Astri in Narva and Jewe in Jõhvi displayed euro information stands; information materials were distributed, questions about the euro were answered and lectures regarding the euro were carried out in the region.
- In September and October, the Chamber of Commerce and Industry arranged a series of euro seminars for entrepreneurs to introduce the Fair Pricing Campaign. Seminars were simultaneously organised in the Russian language in Tallinn, Narva and Jõhvi.
- In October and November, several Russian lectures about the euro changeover were carried out in city districts in cooperation with the Tallinn City Government. Interest in these events remained modest despite the information spread about them by the city districts. This probably refers to the sufficient availability of information through other channels; partially, it might also have been caused by the general lack of interest in this topic among the non-Estonian speaking community. According to the surveys conducted by Faktum & Ariko in September and October, 80–81% of non-Estonians considered themselves well or generally well informed about the changeover. By December, the level of awareness had already risen to 96%.
- The project of information stands that was carried out in October in the shopping malls of major Estonian cities, and especially in Tallinn, paid special attention to providing information in Russian.
- In November, the Ministry of Social Affairs issued an Estonian and Russian information brochure for the recipients of social benefits about the principles of recalculating benefits and pensions (website of the Ministry of Social Affairs and an information leaflet).

- From October until December, the Ministry of Finance distributed an information leaflet in Estonian and Russian with the main facts about the euro changeover through a broad network; at the end of November, an information leaflet in three languages was issued with foreigners in mind.
- In November, all Estonian households received a thorough information brochure regarding the transition and a euro calculator via Eesti Post. Russian brochures were sent to all residents in those local governments and city districts of Tallinn where the share of non-Estonian speaking people exceeds 50%. In other regions, the opportunity to receive Russian brochures was guaranteed through county governments and local governments; in addition, electronic versions on the Euroweb are also available. In Tallinn, Russian brochures are available in the information points of the city government and all city districts.

Russian-speaking media

- The local Russian-speaking media covered the key processes of euro communication on the same grounds as the Estonian media. The Russian-speaking media participated in regular media briefings.
- All press releases regarding the euro were translated to the Russian language and published on the Euroweb.
- In August, the Ministry of Finance organised a roundtable with the representatives of the Russian-speaking media to find out more about their needs and improve cooperation regarding euro communication. As a result, a separate media plan was compiled (including local and local governments' newspapers) and several media cooperation projects were launched. A euro-related series consisting of eight parts was aired on Radio 4, the Russian-speaking radio channel with the greatest audience, where experts answered to the questions of listeners.

C. Entrepreneurs

- At the beginning of June 2010, the Ministry of Finance conducted sent e-mails to all registered companies with the help of the Centre of Registers and Infosystems (to a total of 93,543 e-mail addresses), forwarding thorough materials on the transition, the regulation of the Ministry of Economic Affairs and Communications pertaining to the enforcement of the obligation to display dual prices and the accompanying guideline. After the posts, hundreds of specifying questions from entrepreneurs, mainly regarding the obligation to display dual prices and accounting arrangements, were answered swiftly. The printed version of the information booklet for entrepreneurs was distributed via a large network of partners.
- In order to discuss the issues regarding the euro changeover, the Ministry of Finance organised regular roundtable meetings with business organisations from March 2010 until January 2011, altogether 8 events. The topics and problems discussed at the meeting served as an important input for the meetings of the NCC and their work arrangements.
- During 2010, business organisations regularly arranged euro-related information seminars, trainings and club nights, where the lecturers included specialists from the business and public sectors.
- In May 2010, the Euroweb opened a section for entrepreneurs with information about all the questions regarding the transition, including the obligation of displaying dual prices and the topic of fair pricing.

- Since the launch of the Fair Pricing Agreement and the accompanying campaign on 28 August, a Euroweb-integrated website regarding the agreement topic was opened with a subscription environment based on digital signatures. The agreement entailed a targeted information and media campaign, and a separate series of informative events was carried out.
- From July to September, AS Deloitte Audit compiled the most frequently asked accounting questions and answers on the initiative of the business environment working group of NCC, and these were made available for everyone via the Euroweb.

Euro training of cash handlers

- In 2010, Eesti Pank arranged a training series for cash handlers in several parts. At first, a thorough training regarding the euro's security features was arranged for the top experts of the police and other institutions. After that, a training session for training specialists was carried out in June for the representatives of commercial banks and major retail store chains. During four seminars, top experts and training specialists received information from the top experts of the Bank of Finland, the Finnish Central Criminal Police and Nordea Bank Finland. Resulting from the great demand for training, an additional lecture was held in August.
- From September until the year-end, Eesti Pank arranged lectures for cash handlers in every county in cooperation with the county offices of Enterprise Estonia (EAS). The target groups of county lectures were cashiers, small traders and service establishments that directly handle cash. The lectures were also a suitable place for distributing over 50,000 copies of publications regarding the euro's security elements and appearance. County lectures were extremely popular and additional lectures had to be arranged in several cities – altogether 30 lectures were organised and the number of participants reached slightly over 3,000 cash handlers.
- In addition to the training series, the cash experts of Eesti Pank also visited several institutions to talk about the security features. Eesti Pank will continue to provide lectures to cash handlers based on received applications. In addition, information about the security elements is available for browsing and downloading on the Euroweb and the homepage of the European Central Bank.

D. Consumers

- A subsection for questions related to the introduction of the euro was opened in June on the website of the Consumer Protection Board.
- The Consumer Protection Board carried out monthly price observations and inspected the fulfilment of the obligation to display dual prices, and constantly informed the public of these results via press releases, press conferences and electronic channels. These activities continue to be carried out in 2011.
- The most important method of informing consumers was the information campaign launched in connection with signing the Fair Pricing Agreement, which was accompanied by the visual element “€ hinda ei tõsta” (“€ will not increase prices”). Informative messages to consumers were forwarded in cooperation with the Estonian Traders Association and its major member companies. In addition to the wide-scale media campaign, information activities also included messages in the advertising spaces and client magazines of the shopping centres and information forwarded through the media.

E. Pensioners and recipients of social benefits

- The key partners to handle this target group in the communication activity of the Ministry of Finance and the Ministry of Social Affairs were the various unions and associations of pensioners and recipients of social benefits, with whom the ministries have exchanged information and cooperated since the beginning of 2010.
- Three euro seminars were conducted in cooperation with the Association of Pensioners' Societies for the representatives of the pensioners' societies of Tallinn and counties.
- The representatives of pensioners were present at the information seminars carried out in local governments and county centres; a separate meeting with the pensioners of Ida-Virumaa took place in August.
- On 29 December, a euro-related lecture took place at the Third Youth Public University – it attracted about 1,000 listeners in the age of retirement.
- Information about pensions and benefits was also included in the letter accompanying the direct mailing to households.
- At the beginning of December, Eesti Pank sent publications about the euro's security features to 39 branch organisations of the Estonian Association of Pensioners' Societies.
- Communication activity of the Ministry of Social Affairs
- Communication with socially sensitive target groups was conducted by the Ministry of Social Affairs according to the following plan:

No	Activity	Week	Execution
1.	Performing to target groups	continuous	Spring-summer, in libraries 01.10 Elderly Festival 06.10 House of the Deaf
2.	Article for medical staff	Week 33	Published on 17.08
3.	An information event for the employees of the Ministry of Social Affairs	Week 39	29.09
4.	Performances at institutions governed by the Ministry of Social Affairs	Since week 38	21.09 – Labour Inspectorate 07.10 – Health Board 01.11 – Astangu Vocational Rehabilitation Centre
5.	Summary on the topics related to the euro changeover to the officials of the Social Insurance Board	Week 34	
6.	Press release about the delivery of materials to the Estonian Blind Association	Week 40	Took place on 07.10
7.	Materials for the visually disabled on the website of the Ministry of Social Affairs	Week 40	http://www.sm.ee/aktuaalne/euro.html

			http://www.sm.ee/rus/aktualno/eur.o.html
8.	First press release about the testing of SKAIS, the information system of the Social Insurance Board	Week 43	
9.	Regular press releases about the testing and launching of SKAIS	continuous	
10.	Press conference on the subject of security	Week 42	Took place on 09.11
11.	Brochures for the recipients of benefits	October–November	22.–25.11
12.	Information leaflet for pensioners	October–November	22.–25.11
13.	Regional seminars for social workers	October	07.10 – Jõhvi 13.10 – Otepää 20.10 – Haapsalu 28.10 – Türi
14.	Letter from the Deputy Secretary General of Social Affairs to local governments (social workers)	Week 41	Sent on 19.10
15.	Letter from the Deputy Secretary General of Social Affairs to local governments (IT-systems)		Sent on 03.12
16.	Conversion of pensions and security issues	October	ETV programme “Prillitoos” 28.11 05.12
17.	Article for social workers	November	Magazine <i>Social Work</i> , December 2010
18.	Conversion of pensions and benefits	Week 41–42	On the channels of the Estonian Public Broadcasting 20.10 radio channel Vikerraadio 20.10 channel Raadio 4 17.11 channel Raadio 4 13.13 channel Raadio 4 Newspaper <i>Videvik</i> on 04.11

- In October, regional seminars were arranged for the social workers of local governments, where the practical aspects of the euro changeover and the accompanying obligations of local governments were introduced. On week 41, the Ministry of Social Affairs sent all local governments a letter with the request to help people with their concerns about the euro changeover and especially pay attention to assisting the risk groups in the process of the actual cash exchange.

- The Ministry of Social Affairs issued 3 special publications for the recipients of family benefits, social benefits and pensions, where the conversion principles of social benefits into euro were explained. The publications include information in two languages, their publication and distribution was arranged from the end of October until the beginning of November. The distribution network of brochures included institutions governed by the Ministry of Social Affairs (pension boards, offices of the Labour Inspectorate, etc), offices of the Unemployment Fund, the Health Insurance Fund and Eesti Post, and associations, societies and other institutions of target groups.
- Several programmes were aired for the target group from October until November on the subject of pensions and social benefits (Vikerraadio, Raadio 4, programme “Prillitoos” by ETV) and various articles were published in the printed press (county newspapers, *Videvik, Elukiri*).
- The website of the Ministry of Social Affairs also has a separate subsection regarding the euro.

F. Children and young people

Seminars of *Ajaleheleht*

- “The *Ajaleheleht* ühisraha euro” was published as a joint project of Eesti Pank and the Estonian Newspaper Association in order to inform the target group of school students. The Estonian Newspaper Association produced a study newspaper (*Ajaleheleht*) and a related collection of exercises for general education schools with the help of professional journalists. From September until November, these materials served as a basis for conducting 4 regional training seminars (in Tallinn, Tartu, Jõhvi and Tapa), which attracted teachers from altogether 140 Estonian schools.
- The study newspapers and the accompanying collection of exercises were meant as a study aid for older pupils in basic school and the students of upper secondary school. The seminars introduced the usage opportunities of the materials in class, so that teachers could later conduct thematic lessons based on these materials. The seminar materials were sent electronically to all Estonian schools.
- All the seminars discussed three topics: a lecture about the practical aspects and economic impacts of the transition, and an overview of the communication activities (project manager of euro communication); a lecture about various journalism genres (journalist/lecturer); an introduction to the contents of *Ajaleheleht* and exercises along with practical tips for organising lessons (project manager of the Estonian Newspaper Association). In addition, school teachers also received plenty of euro-related information materials and euro souvenirs to use for teaching.

Playful information materials

- Eesti Pank increased the awareness of children and young people via playful information materials. To this end, an information nook “Play and learn” (“Mängi ja õpi”) including various euro-related games was created on the Euroweb.
- From October until December, four educational euro-related cartoons for pre-school children and pupils of primary school were completed on the order of Eesti Pank. The

cartoons are distributed via the popular children's website lastekas.ee and YouTube; all the cartoons have also aired on the public Estonian TV channels ETV and ETV2.

- In cooperation with the magazine *Täheke*, Eesti Pank issued an insert dedicated to the euro, which introduced the euro coins and banknotes, exchange rate and other changeover facts through various games and riddles. **It was sent to grades I–IV in all Estonian schools; it also reached all the subscribers and was available for sale (total print-run 6,850 pcs).**

Events for children and young people

- Within the framework of euro communication, several public performances and presentations were arranged for school pupils in general education schools and kindergartens. Meetings took place with the representatives of university students (also within the framework of the debating project), and a euro-debate was arranged by the youth organisation European Movement Estonia.
- In Ida-Virumaa, the distributors of euro information from the Ministry of Finance carried out 23 information seminars in schools, upper secondary schools and youth organisations.
- In December, the Ministry of Finance, UNICEF Estonia, Eesti Pank and the Estonian Olympic Committee arranged a euro-related essay and cartoon competition "What I like about the euro?". The competition, arranged for different age groups, received 523 works; the winners were awarded on 25.01.2011 at a ceremony in the Ministry of Finance.
- As an entertainment event mainly for children and young people, the Ministry of Finance (in cooperation with OÜ Pulver) arranged a lottery of euro souvenirs on New Year's Eve in the festivities area in front of the Estonia Theatre. To participate in the lottery, one had to make a symbolic contribution in kroons to the charity project of Foodbank.
- In January 2010, the Society of Estonian History and Social Studies' Teachers, the Ministry of Finance and the Financial Supervision Authority announced a research competition for pupils, "Currency exchanges throughout Estonian history". The submission deadline of researches is 10 April 2011, i.e. the hundredth day of the euro in Estonia.
- At the beginning of November, Eesti Pank sent every Estonian educational institution, including hobby schools – a total of 1,554 addressees – an information package on the euro and its security features, along with several publications by the European Central Bank and the European Commission.
- The children's programme "Let's meet at Tom's place" introduced the euro banknotes and coins.
- The euro is also introduced in cooperation with Eesti Pank in the popular children's radio quiz "Mini-Tournament" – every game includes one question about the euro and every month the audience is asked one question about the euro. The prizes are euro souvenirs. The tournament airs on the radio channel Vikerraadio on every Friday until May 2011.
- In co-operation with the European Central Bank, Eesti Pank will continue to distribute information about the euro to pupils also in 2011. From this year's 14 February until 30 April, school pupils in the ages 9–12 can compete in the game "Euro-run" ("Eurojooks"). This is an interactive computer game, in which **the participants get to know the euro banknotes and euro coins with the national sides of the Member States; the questions concern the euro and its security features.** At the end of May 2011, four top players and their classmates will be invited to the final ceremony at Eesti Pank, where the final and the award ceremony of the winners will take place. Euro-related lectures will take place in selected schools within the framework of this game.

G. People with special needs

- In distributing euro-related information, separate attention was paid to sensitive target groups, especially the visually impaired who need special study aids. As for the hearing impaired and the deaf, the practical activities accompanying the cash exchange do not differ from the activities of other target groups.
- Relying on long-term experience, the European Central Bank has prepared special information materials for the visually impaired: audio materials for physical and electronic distribution. Upon distributing the materials and ordering additional materials, Eesti Pank has cooperated with the Estonian Blind Association and the Estonian Chamber of Disabled People, with whom Eesti Pank carried out the following activities:
 - The distribution of publications produced by the European Central Bank (ECB).
 - The distribution of audio-files and publications with audio-files introducing the practical aspects of the euro changeover.
 - The distribution of an electronic audio-file in Estonian and Russian.
 - Two publications were recorded on a CD in Estonian and Russian by the non-profit association Helikiri (“The euro for individuals” by the Ministry of Finance and “The euro and bank services” by the Banking Association) and were mailed. Altogether 3,000 audio CD-s were produced.
 - Ordering and distributing the CashTest euro measuring aids. This is an aid for the visually impaired to identify the euro banknotes and coins. All in all, 2,500 Estonian and 500 Russian CashTests were ordered. The distribution took place at the end of January.
 - The Ministry of Finance forwarded 400 euro coin holders to the Estonian Blind Association who distributed them to sub-unions.
- On 7 October, the Ministry of Finance and Eesti Pank conducted a seminar in the Estonian Chamber of Disabled People and also handed over the information materials and aids intended for people with the specified special needs. The event was attended by the representatives of the sub-organisations of the Chamber and the Estonian media.
- After the changeover to the euro, queries have been made to the unions of disabled people to discover potential problems in relation to the transition. So far, unions have not pointed out any problems; according to union members, they have also had sufficient information about the practical aspects of the changeover.

H. Local governments

- An information day was arranged for local governments on 28 July, where the specialists of the Ministry of Finance and Eesti Pank gave a thorough overview of the euro changeover. Based on the materials of the information day, a special subsection was created on the Euroweb where all presentations were available as video lectures and in Powerpoint format.
- In spring and early summer 2010, Eesti Pank arranged a series of euro-related lectures in all county centres. The aim of the lecture series was to satisfy the information need preceding the decision to join and to explain the changeover principles agreed upon at the time. Accession criteria were also explained. The performers were the members of the Executive Board, heads of departments and experts of Eesti Pank.

- The employees of local governments were also involved in Eesti Pank's cash training, which included more than 30 training days all over Estonia in autumn 2010 (see p. 17).
- In addition to these series of events, about 30 euro information events and training seminars were arranged in 2010 for local governments or with participants from local governments.
- In November, the Ministry of Finance carried out additional euro-related seminars to the local government unions of Põlva, Võru, Valga, Jõgeva, Tartu, Ida-Virumaa and Lääne-Virumaa based on their applications. Other local government unions were not interested in additional seminars.
- The Ministry of Finance regularly sent local governments and their representative organisations circular letters with information on the euro. Local governments also gave regular feedback. A roundtable was arranged twice with the representative organisations of local governments to map out potential problems.
- The Ministry of Finance sent local governments written guidelines about the necessary rearrangements in the IT, accounting and legal area. All the information materials intended for local governments were available via the Euroweb.

I. Tourists and foreigners

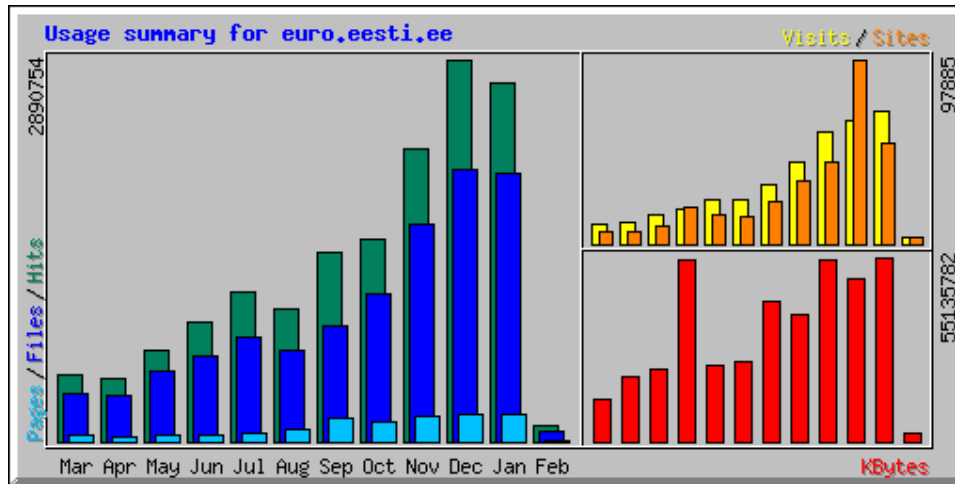
- The consular departments of the Ministry of Foreign Affairs, networks of tourist information points, key transportation centres and frontier crossing points were used to inform foreigners who visit Estonia or live permanently in Estonia about the fundamental facts regarding the euro changeover. Much practical information about the adoption of the euro in Estonia was also spread by foreign (mainly Finnish, Swedish, Latvian and Lithuanian) press.
- The key product for informing tourists and foreigners was a summarising booklet in English, Russian and Finnish, which was distributed since November 2010 with a print-run of 46,000 by all the above channels.
- English and Russian information and video clips about the transition were also available for everyone via the Euroweb.
- In December and January, the shipping company Tallink cooperated in distributing euro information through booklets, special posters and media clips airing on the ships' internal TV-channel on its ferryboats on the routes of Finland and Sweden. A similar information format was used (in English and Russian) by several large shopping centres on their own initiative.
- In cooperation with the Estonian Hotel and Restaurant Association, 75 members received information via e-mail about the operation of cash and card payments at the turn of the year.
- In cooperation with the Tallinn Airport, from December 2010 until February 2011 a campaign introducing the euro took place at the airport.

V COMMUNICATION INSTRUMENTS

A. *Euroweb and social media*

Usage statistics of the Euroweb, January 2011

- In December 2010, the Euroweb was visited by about 93,250 users and in January 2011 by approximately 87,560 users. Since then, the popularity of the Euroweb has been rising constantly. However, a small decrease occurred in August during the season of vacations. In addition, the number of users has probably dropped compared to December owing to the smooth transition.
- The sections about euro banknotes and coins, key facts and practical information have been the most popular sections throughout the year. The “Play and learn” section for children is also very popular.



As for tables, it is important to pay attention to hits, which indicates the number of users.

Facebook

- The campaign page of Hello euro! (Tere euro!) in the social network Facebook was created on 5 July 2010. Since then, important messages have been forwarded through Facebook (also as videos, links and images). As at 31.01.2011, the campaign had 565 followers. No separate advertising space has been purchased on Facebook in relation to the Hello Euro! campaign or any other sub-activity, such as touring euro exhibitions. Feedback and discussions mostly concern the topic of euro calculators.

Euroinfo phone

- A free euro information phone was opened in 1999 under the [European Union Information Centre](#) as a part of the Government's information policy, which aimed to raise the Estonian public's awareness about the European Union. The number of the euroinfo phone is **800 3330**.

- The employees of the euroinfo phone are trained to answer any questions about the euro changeover; it is also the first place to contact for information about euro calculators.
- **The phone is open from Monday to Friday from 10–19 and on Saturday from 12–19; questions will also be answered via the e-mail address elik@nlib.ee.**
- Due to an increase in the workload of the phone line, a parallel line was opened in November, thus enabling to answer several calls at a time. The working hours of the phone line were extended by one hour from 10.00 to 19.00.
- As an extraordinary measure, the line was also open according to its working day regime on 1 and 2 January; in addition, on the night of the changeover its flawless operation was guaranteed by the communication headquarters.
- The table below indicates the number of questions asked on the euroinfo phone across months and key risk groups:

Usage statistics of the euroinfo phone, 2010

	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec
Number of questions	42	28	62	30	86	98	79	59	104	129	1691	926
incl about the euro						86	55	46	97	118	1681	626
incl the elderly						3	8	3	9	9	128	15
incl Russian-speaking people						5	4	6	9	9	330	39

Publications and souvenirs

Publications

- On the whole, about 3.75 million copies of various publications were distributed within the project of euro communication by using a very wide range of distribution channels. They were distributed by all ministries and their divisions, the Riigikogu, Enterprise Estonia, the Estonian Chamber of Commerce and Industry and its sub-unions, the Banking Association and its member banks, the Estonian Traders Association, The Estonian Association of SME's, Eesti Post, Eesti Energia, the Estonian Trade Union Confederation, several shopping centres and many other private sector companies.
- In addition, printed materials were distributed during all public performances, seminars and conferences, euro exhibitions, via local governments and the Europe Direct information points, within the information stand project launched in shopping centres, in schools, libraries and other educational institutions, social welfare establishments, through the networks of social organisations and movements.
- In cooperation with the European Central Bank and Eesti Pank, a partnership programme was completed for companies and organisations who wished to forward information about the changeover to euro cash. Those who joined the programme could use the publications of Eesti Pank and the European Central Bank for distribution or in electronic form to compile information materials in their own organisations. The programme still welcomes new participants, which gives an opportunity to use and distribute information and printed files regarding the euro banknotes and coins.
- At the beginning of June, a publication for entrepreneurs (in Estonian and Russian) was sent to all entrepreneurs registered in Estonia via e-mail (over 90,000 addressees).

- In November, a publication for households was sent to the mailboxes of all individuals via Eesti Post (561,000 addressees); the additional distribution of Russian publications was arranged via local governments. The same scheme was also used at the end of November for the direct mailing of the European Central Bank's information materials introducing the security features.
- The list of distributed publications, the print-runs of the publications distributed by the Ministry of Finance and Eesti Pank:
 1. Brochure for households "Do you want to know how the euro is coming to Estonia?" Print-run 575,000 (Estonian), 195,000 (Russian); (published by the Ministry of Finance and the European Commission)
 2. Brochure for entrepreneurs. Print-run 33,500 (Estonian), 14,500 (Russian); (published by the Ministry of Finance)
 3. Information leaflet "What I should know about the euro changeover?" Print-run: 150,000 (published by the Ministry of Finance)
 4. A publication for tourists and foreigners. Print-run: 46,000 (published by the Ministry of Finance)
 5. Will the euro increase prices: myths and reality. Print-run: 46,500 (published by the European Commission)
 6. A brief overview of the euro. Print-run: 57,000 (published by the European Commission)
 7. The road to the euro. Print-run: 10,000 (published by the European Commission)
 8. Preparing a business for the euro. Print-run: 10,500 (published by the European Commission)
 9. How is the euro beneficial for us? Print-run: 3,000 (published by the European Commission)
 10. Euro-related crossword puzzles by AS Kuma. Print-run: 25,000 (published by the European Commission)
 11. A leaflet introducing the euro. Print-run: 100,000 (published by the European Central Bank)
 12. Hologram cards. Print-run: 100,000 (published by the European Central Bank)
 13. "Pay attention!" – a publication on security elements. Print-run: 60,000 ET, 20,000 RU, 1,000 EN (published by the European Central Bank)
 14. A leaflet about security features. – CCSL A pocket-size leaflet "Euro – our money". Print-run: 100,000 ET-EN-RU (published by the European Central Bank)
 15. A brief overview of the euro banknotes. Print-run: 60,000 ET, 20,000 RU, 1,000 EN (published by the European Central Bank)
 16. Children's book "Anna and Aleks catch money counterfeiters". Print-run: 5,000 ET-EN-LT-LV-RU
 17. A3 poster about the security features of euro banknotes: "Pay attention". Print-run: 60,000 ET, 20,000 RU, 1,000 EN
 18. A brief overview of the security features of euro banknotes. Print-run: 60,000 ET
 19. Speaking card for the visually impaired "Are you ready for the euro?" Print-run: 3000 ET, audio-file RU
 20. Publication for households "Are you ready for the euro?"; included two hologram cards. Print-run: 60,000 ET, 20,000 RU, 1,000 EN
- In addition, the following publications were (co)financed from the funds of euro communication:

1. Counterfeit euro money. What to do? Print-run: 2000 (published by the Ministry of Internal Affairs/OLAF)
2. The euro and banking services (in Estonian and Russian). Print-run: 127,270 (published by the Estonian Banking Association)
3. Family benefits. Print-run: 150,000 (published by the Ministry of Social Affairs)
4. Social benefits for the disabled. Print-run: 50,000 (published by the Ministry of Social Affairs)
5. Pensions and the euro. Print-run: 200,000 (published by the Ministry of Social Affairs)

- In addition, the Ministry of Finance has ordered the following publications from the European Commission to be distributed next year:

1. A brief overview of the euro. Print-run: 6,000 (published by the European Commission)
2. How is the euro beneficial for us? Print-run: 6,000 (published by the European Commission)
3. The road to the euro. Print-run: 4,500 (published by the European Commission)
4. The new map of the euro area. Print-run: 1,500 (published by the European Commission)

Souvenirs:

- As a part of the activities of euro communication, euro souvenirs were distributed during public performances, seminars and information days in the following amounts:
 1. T-shirts with the “Hello euro!” (“Tere euro”) logo, 2,000 pcs (sent by the European Commission)
 2. T-shirts with the € logo, 1,000 pcs (sent by the European Commission)
 3. Umbrellas, 600 pcs (sent by the European Commission)
 4. Piggy banks, 600 pcs (sent by the European Commission)
 5. Reflector with the “Hello euro!” (“Tere euro”) logo, 9,000 pcs (ordered by the Ministry of Finance)
 6. Pens with the “Hello euro!” (“Tere euro”) logo, 1,500 pcs (ordered by the Ministry of Finance)
 7. Memory sticks with the “Hello euro!” (“Tere euro”) logo, 700 pcs (ordered by the Ministry of Finance)
 8. Memory sticks with the € logo, 500 pcs (sent by the European Commission)
 9. Wallets, 500 pcs (sent by the European Commission)
 10. Shopping bags with the “Hello euro!” (“Tere euro”) logo, 500 pcs (ordered by the Ministry of Finance)
 11. Erasers, 2,000 pcs (sent by the European Commission)
 12. Boxes of colour pencils, 2,000 pcs (sent by the European Commission)
 13. Magnets, 2,000 pcs (sent by the European Commission)
 14. Coin holders, 600 pcs (sent by the European Commission)
 15. Neck strings, 2,000 pcs (sent by the European Commission)
 16. Key holders, 500 pcs (sent by the European Commission)
 17. Brim caps, 600 pcs (sent by the European Commission)
 18. Hooded sweatshirts, 600 pcs (sent by the European Commission)
 19. Business card clips, 100 pcs (sent by the European Commission)
 20. Laser pointers, 100 pcs (sent by the European Commission)
 21. MP3 players, 500 pcs (sent by the European Commission)

22. Bubble makers, 2,000 pcs (sent by the European Commission)
23. Mouse pads, 500 pcs (sent by the European Commission)
24. Shopping bags with the € logo, 300 pcs (sent by the European Commission)
25. Door card holders, 500 pcs (sent by the European Commission)
26. Document clips, 500 pcs (sent by the European Commission)
27. Suitcase tags, 100 pcs (sent by the European Commission)
28. Euro chocolate bars, 19,600 pcs (3 orders from the Ministry of Finance)
29. Euro chocolate bars: 10,000 (ordered by Eesti Pank)

VI EURO EXHIBITIONS

- The touring euro exhibitions played a very important role in providing euro information with their extensive display period (from August 2010 until January 2011). They encompassed three Estonian regions: Eastern Estonia, Northern Estonia and Southern Estonia. The content and execution of the touring exhibition was the responsibility of the European Commission, while the Ministry of Finance organised the opening events (except in Tallinn) and promotion of the exhibitions.
- Initially, the touring exhibition was planned to visit three cities – Narva, Tallinn and Tartu – but due to the success of the exhibition and the initiative of the shopping centre Põhjakeskus in Rakvere, the European Commission also decided to expand the exhibition to Rakvere.
- For the first time in history, the exhibitions of the European Commission and the European Central Bank united under the same roof in Tallinn, in the science centre AHHAA. The joint exhibition of the European Commission and the European Central Bank was extensive and comprehensive. The exhibition of the European Commission focused on the history of the euro, the Member States and the benefits of the single currency, while the exhibition of the European Central Bank gave a thorough overview of the euro banknotes and coins and their security features. The exhibition was enriched by interactive expositions.
- The exhibitions of Narva and Tartu were opened by the Minister of Finance Jürgen Ligi and the representative of the European Commission Pille Vaher; the opening of the exhibition in Tallinn included speeches by the European Commissioner for Economic and Monetary Affairs Olli Rehn, the Minister of Finance Jürgen Ligi, the President of the European Central Bank Jean-Claude Trichet and the Governor of Eesti Pank Andres Lipstok.
- As a part of the touring euro exhibition, 4 public information seminars were carried out in Narva and 3 public debates were arranged in Tallinn.

Euro exhibitions were carried out as follows:

- from August to September 2010, the European Commission's exhibition in Narva
- from September to October 2010, the joint exhibition of the European Central Bank and the European Commission in Tallinn
- from November to December 2010, the European Commission's exhibition in Tartu
- from December 2010 to January 2011, the European Commission's exhibition in Rakvere

Popularity of exhibitions

The number of visitors at the Astri shopping centre in Narva:

- Approximately 16,000 visitors in 28 days
- 4 information seminars, direct communication was very efficient

At the Science Centre Ahhaa in Tallinn:

- Approximately 11,050 visitors in 41 days
- Active participation by school groups (1,200 quizzes were completed)
- Debates on important topics: will the euro increase prices, will the euro improve the economy?

In the shopping centre Lõunakeskus in Tartu:

- Approximately 22,500 visitors in 28 days.
- 350 quizzes were completed (less school groups compared to AHHA), 10 souvenir sets were drawn among those who completed the quizzes.
- About 30,000 souvenir coins were minted.
- A debate on the topic of the euro's sustainability was organised as a part of the exhibition, but in the interest of media coverage it took place at the shopping centre Solaris in Tallinn.

In the Põhjakeskus shopping centre of Rakvere:

- Approximately 17,500 visitors in 36 days
- Practically no school groups visited the exhibition, as the exhibition period coincided with Christmas, New Year and school holidays; on the other hand, the exhibition was mainly visited by families.
- No seminars or debates were arranged as a part of the exhibition.
- About 22,000 souvenir coins were minted.

VII PUBLIC OPINION SURVEYS

The programme of public opinion surveys was executed pursuant to the plan compiled by the team of opinion polls under the Euro Communication WG as follows:

Survey	Period/end	Executing body	Responsible body
Qualitative surveys in 4 target groups	April–May 2010	Saar Poll	Ordered by: State Chancellery
EU monitoring survey	July 2010 September 2010 October 2010 November 2010 December 2010 January 2011	Faktum & Ariko	Ordered by: State Chancellery
Commented media monitoring	With two-week intervals (on a weekly basis during key	Meta Advisory Group	Ordered by: Eesti Pank, Ministry of Finance

	events) from August 2010 until January 2011 (incl)		
Keyword “euro” in media monitoring	January 2010 – June 2011		Ordered by: State Chancellery
Eurobarometer - Readiness of entrepreneurs - Awareness of the general public - Period of dual circulation - Follow-up survey	September 2010 September 2010 January 2011 January 2011	Saar Poll, the Partner of the Gallup Organization in Estonia	Ordered by the European Commission DG ECFIN

VIII. OVERVIEW OF THE BUDGET EXECUTION OF EURO COMMUNICATION

- The Government of the Republic allocated 11,660,000 Estonian kroons (745,210 euro) from the reserve fund of the state budget to the Ministry of Finance to carry out euro information activities. The communication costs incurred by Eesti Pank and other state agencies and commercial banks are added to this sum. In addition, the activities are also funded from the ECB’s budget and, within the cooperation agreement concluded with the European Commission, as an aid from the European Union.
- The cost items determined by the cooperation contract concluded between the Ministry of Finance and the European Commission are co-financed by the European Commission up to 50% from the period 15.06.2010 until 30.06.2011, calculated from the VAT-excluded sums of the incurred costs. This includes the media campaign, public opinion polls, all information materials produced for the public, the costs accompanying the arrangement of seminars and training sessions.
- Personnel costs are funded based on a different principle: the remunerations of some members of the Euro Communication WG is fully funded by the European Commission, and the remuneration of people who are involved in euro information activities besides their daily work is 50% funded by the European Commission.
- Some sub-projects of the euro information campaign were supported by the European Commission and the European Central Bank with specific items. For instance, they provided the exhibits and attractions needed for the euro exhibitions, generated publications for Estonia, and produced the TV-clips introducing the security features.
- By the end of January, all major projects had been carried out. The Ministry of Finance has spent 315,531.39 euro (VAT included) and Eesti Pank 140,657.51 euro (VAT included) on the media campaign (production of ads/commercials and the purchase of media surfaces). The procurement of euro calculators together with transport and customs services cost 379,105.57 euro (VAT included) and the execution of direct mailing to households and the preparation of introductory brochures cost 82,772.85 euro (VAT included).

- The final summary of the financial budget is not available as yet, as the fulfilment of several administrative procedures and the aid-eligible period of the cooperation contract is not over. The sum co-financed by the European Commission will be determined in Autumn 2011, when all the financial and activity reports have been submitted and the Ministry of Finance has received the payment for the aid-eligible expenses.