



REPUBLIKA SLOVENIJA
VLADA REPUBLIKE SLOVENIJE

and

**BANKA
SLOVENIJE**

**COMMUNICATION STRATEGY
ON THE INTRODUCTION OF THE EURO**

**for the period
2005 - 2007**

**Prepared by:
Interministerial working group**

Office of the Prime Minister of the Republic of Slovenia, Government Public Relations and
Media Office, Ministry of the Economy, Statistical Office of the Republic of Slovenia
Bank of Slovenia, Bank Association of Slovenia
Chamber of Economy and Industry of Slovenia and Slovene Consumers' Association

June 2005

Table of Contents

- 1. Introduction**
- 2. Provision of information for the public**
 - 2.1. Campaign objectives and form**
 - 2.2. Campaign schedule**
- 3. Situational Analysis**
 - 3.1. Recommendations by the European Commission**
 - 3.2. Public opinion surveys**
- 4. Content Outline for campaign**
 - 4.1.**
 - 4.2. Communication objectives of the campaign**
 - 4.3. Messages**
- 5. Target publics**
- 6. Campaign partners and multipliers**
 - 6.1. Campaign partner**
 - 6.2. Campaign multipliers**
- 7. Communication tools**
 - 7.1. Media relations**
 - 7.2. Public opinion surveys**
 - 7.3. Issue of publications, leaflets and calendars**
 - 7.4. Direct communication**
 - 7.5. Advertising, promotional materials**
- 8. Financial framework**
- 9. Evaluation of achievements**
- 10. Conclusion**

1. INTRODUCTION

By acceding to the EU, Slovenia also committed itself to adopting the euro as its currency. The first step towards achieving this objective is to participate in the ERM II for two years. Slovenia joined this mechanism on 28 June 2004 and will be allowed to introduce the euro on 1 January 2007, provided that it complies with all five Maastricht convergence criteria.¹

In January 2005, the Government of the Republic of Slovenia and the Bank of Slovenia adopted a “Plan for the introduction of the euro” that lays down all essential procedures associated with the introduction of the euro.

Since the introduction of the euro represents a large and complex logistical project, it involves the cooperation of several decision-making bodies and holders of activities. Technical preparations for the introduction of the euro are the responsibility of the **Coordinating Committee for Technical Preparations for the Introduction of the Euro**, a body set up on the initiative of the Ministry of Finance and the Bank of Slovenia on Slovenia’s entering the ERM II. The Committee is composed of several working groups, each of them being in charge of a particular essential area for which it has prepared an appropriate action plan and in the implementation of which it regularly coordinates its actions with the other working groups. Other ministries and government offices, supervisors of individual parts of the financial system, professional associations of financial services providers and representatives of the enterprise sector also participate in the activities of these working groups.

1.1. The communications working group

Provision of information for the public is one of the priority tasks of the “Plan for the introduction of the euro”, which is why a working group for communications was set up within the Coordinating Committee. Its members include representatives of the Government of the Republic of Slovenia (Office of the President of the Government of the Republic of Slovenia, Government Public Relations and Media Office, Ministry of the Economy), Statistical Office of the Republic of Slovenia, the Bank of Slovenia, Bankers’ Association of Slovenia, Chamber of Commerce and Industry of Slovenia and the Slovene Consumers’ Association, and will be joined later on by representatives of the Chamber of Craft Trades of Slovenia.

The group is headed by the press officers of the Government and of the Bank of Slovenia. The group’s task is to devise the national multi-annual communication strategy supporting the introduction of the euro, its implementation and coordination of communication and information activities.

¹ Low rate of inflation, balanced public deficit, public debt less than 60% of GDP, low long-term rates of interest, stable rate of exchange.

2. INFORMING THE PUBLICS

In informing the publics about the introduction of the euro, Slovenia will take into account the experience of the countries that have successfully carried out the transition to the new currency as well as some important facts that are particularly specific to its social environment:

- the Slovenian publics is already familiar with euro coins and banknotes,
- introduction of the euro is rated extremely favourably and is eagerly expected,
- short pre-adoption period.

2.1. Campaign objectives and form

The basic objective of the campaign is to inform and educate the publics in the period before and during the introduction of the euro and to provide follow-up advice. An important goal of the campaign is also to build people's confidence in the euro and to ensure a smooth changeover. In building this confidence, Slovenia will also make use of its positive experiences gained in the introduction of its own national currency as well as the experiences of the member states of the euro area.

In its initial stage, the campaign will be primarily informative and educational and will be focused on stressing the advantages of the common currency, the common monetary area and operation of the European Central Bank, Eurosystem operating rules, and getting people acquainted with euro banknotes and coins.

In the last few months before the changeover, information activities (getting people and technology ready for the changeover, identification of counterfeits, preparing people for the new standard of value) will be upgraded by advertising. Introduction of the new currency will be followed by activities of advisory nature, since the public will need assistance in the form of practical information, data, advice, instructions on how to act on the changeover, where the old banknotes and coins can be changed, etc.

The campaign will address Slovenia's population as a whole and will be particularly focused on certain population groups (less informed, rural population, people with special needs, minorities and ethnic groups, etc.).

2.2. Campaign schedule

The campaign will comprise five stages²:

- **preparatory stage (June – December 2005):** it will comprise the provision of information for the public concerning the beginning of a dual display of prices of prices, including public procurement procedures necessary for the implementation of subsequent activities, regular following of the media, activities carried out together with the selected twinning country, setting up a common web site (www.evro.si), designating a logo and eventual slogan of the campaign unless the European Central Bank defines a common logo and slogan for all countries adopting the euro at the same time;
- **introductory stage (1 January 2006 – 1 September 2006)** in which informative and educational activities will be in the forefront of overall procedures;
- **final stage of the two-year participation in ERM II (June 2006) and fixing of the rate of exchange:** general information to the public about the functioning of the

² The Bank of Slovenia and the Government of the Republic of Slovenia: Plan for the Introduction of the Euro (January 2005)

economic and monetary union and the compliance with convergence criteria and, at the same time, also the first concrete activities associated with the adoption of the euro, information to the public of such activities and the process of changeover;

- **the period between the termination of the two-year participation in ERM II and the adoption of the euro** (scheduled for the time span between **July 2006 and 1 January 2007**): essentially a continuation of the preceding stages, focused, however, on making the public acquainted with the progress of preparations in banks, design of the common face of coins and banknotes, and giving practical advice on the change of national currency units for the euro;
- **the period between the introduction of the euro (1 January 2007) and the end of currency exchange and conversion transactions in banks**: communication with the public, oriented primarily to giving practical advice on exchange/conversion.

3. SITUATIONAL ANALYSIS

3.1. Recommendations by the European Commission³

The European Commission has made provisions for a special assistance for implementing communication programmes of introduction of the euro by the new Member States. The main recommendations and principles of support and cooperation with the new Member States may be observed in two communication strategies: umbrella communication strategy - COM (2004)196⁴ and COM (2004)552 final⁵.

The key differences with regard to the first introduction of the euro are the following:

- euro banknotes and coins are already in circulation and are well familiar and frequently used also in the new Member States;
- since people are already familiar with the euro, introduction of the euro by the new Member States is expected to take place much faster; the majority of the new Member States will probably resort to a “big bang” approach;
- due to a presumably small number of automated teller machines, POS terminals (there is still a widespread use of cash (instead of payment- and ATM cards) and vending machines), there will be less demand for urgently needed adjustments in individual sectors.

3.1.1. Partnership

The European Commission recommends entering into a variety of partnerships for the implementation of communication strategy. We believe that the most suitable type of partnership within the campaign conducted in support of the introduction of the euro is the so-called ad hoc partnership, where the government of a Member State and the European Commission entered into a partnership within individual projects where necessary.

A twinning project with a selected country will run within this partnership as well.

³ European Commission: First Report on the practical preparations for the future enlargement (10. November 2004)

⁴COM(2004)196 – “Implementing the Information and Communication Strategy for the European Union”, adopted in April 2004.

⁵COM(2004)552 final – »Communication from the Commission to the Council, the European Parliament, the European Economic and Social Committee and the Committee of the Regions on the implementation of an information and communication strategy on the euro and Economic and Monetary Union«, August 2004

3.2. Public opinion surveys

3.2.1. Politbarometer (Faculty of Social Sciences, Public Opinion Survey Centre)

The data show that after 2004, when measurements of confidence in institutions within the Politbarometer survey also included the euro, respondents had most faith precisely in the euro, giving it preference even over their national currency. According to the latest information (PB April 2005), as many as 59% of respondents have and 8% of them have no confidence in the euro, and tolar enjoys the confidence of or is distrusted by 58% and 9% of respondents, respectively. On a scale from 1 (minimum confidence) to 5 (maximum confidence), the euro scored 3.84 and the tolar 3.57 on the average.

A review of the information for this period shows that the euro enjoys an above-average confidence of older and more educated respondents, pensioners, residents of Ljubljana and Maribor and the male part of the population. The euro is trusted below the average by people younger than 30, respondents with completed elementary education and women.

3.2.2. Eurobarometer (October 2004)

A telephone survey, commissioned by the European Commission and carried out in the new Member States on the subject of introduction of the euro⁶ has shown that the **rate of interest in and familiarity with the euro in new Member States is low** and so is the awareness of the benefits of the common European currency.

Among the new Member States, Slovenia is one of the **highest-ranking countries** in respect of the following findings (Eurobarometer survey conducted in the new Member States – euro; October 2004):

- the highest level of familiarity with the euro (level of information) (above 60%),
- the most frequent use of the euro (usage rate) (almost 70%),
- introduction of the euro is rated as highly positive (57%),
- a high level of satisfaction with the fact that the euro is going to be introduced and that it will become the country's new currency (66%),
- it is generally believed that Slovenes will consider themselves more European (70%).
-

The study shows that

- not many difficulties are expected on a personal level (no 78%)
- there is no excessive fear of abuse (no 67%)
- there is no fear of losing national identity (no 57%)
- there is no fear of losing control over economic policy (no 56%).

Women, elderly people, less educated people and rural population prevail among those expressing concern for or fearing abuse.

The anticipated consequences of the introduction of the euro include the following:

- price stabilization (37%)
- increase in inflation (44%)

⁶ The survey "Introduction of the Euro in the new Member States", EOS Gallup Europe, Sep. 2004 (sample including 10,102 respondents).

4. CONTENT OUTLINE AND COMMUNICATION OBJECTIVES OF THE CAMPAIGN⁷

4.1. The communication standpoint:

The subjects to be discussed within the programme (particularly in the initial stage) include:

- providing general information about the physical appearance, circulation and use of the new currency,
- explaining the benefits of the new currency,

and common values (e.g. single currency, values such as the road to welfare, growth, stability, price transparency, practicality and the common European identity), and subsequently also

- contribution to eliminating doubts and concerns (for instance regarding abuse),
- practical consequences on a personal level (wages, bank account, conversion, etc.),
- social, economic and political effects,
- changeover scenario.

4.2. Communication objectives of the campaign

The communication campaign has the following objectives:

- to provide general information for the public about the operation of the economic and monetary union, benefits of the common currency and reasons for decision to adopt the euro, the role and significance of the European Central Bank after entering the euro area;
- to provide information about the project of introduction of the euro and characteristics of individual stages of its introduction
- to give practical advice on the introduction of the euro in order to build people's confidence and pave the way for a swift adoption of the euro (transactions involving cash in hand and in bank during the period of dual circulation, operation of automated teller machines, identification of banknotes and coins and their counterfeits, method of exchange, etc.).

4.3. The contextual standpoint for messages

The main message of the campaign that is common to all campaign operators and their partners must point out the advantages brought about by the introduction of the euro both to Slovenia's residents and its economy.

These advantages are the following:

- a (private or business) travel may be undertaken with no need to change money, regardless of whether the trip is made to European or non-European countries;
- adoption of the euro will help Slovenia's economy to avail itself of the immense European market and, at the same time, provide it with a stable macroeconomic environment (including by complying with convergence criteria);
- better price transparency in the broad euro area;

⁷ The Bank of Slovenia and the Government of the Republic of Slovenia: Plan for the Introduction of the Euro (January 2005)

- the euro has become established as a strong international currency, equal to the U.S. dollar and the Japanese yen, which makes doing business easier also on non-European markets;
- the euro as a symbol of common identity, common values and successful European integration.

These are, of course, only the guidelines that should be incorporated in all our activities. Each operator shall adapt concrete slogans to his own particular public.

5. TARGET PUBLICS

The campaign will address Slovenia's entire population and will also be particularly focused on individual population groups.

- **the Slovene public-at-large** a (*Government of the Republic of Slovenia, Bank of Slovenia, Slovene Consumers' Association, Bankers' Association of Slovenia, Statistical Office of the Republic of Slovenia*)
- **professional communities** – the banking and the corporate sector, traders, other service activities (*Bank of Slovenia, Bankers' Association of Slovenia, Chamber of Commerce and Industry of Slovenia, Chamber of Craft Trades of Slovenia, Statistical Office of the Republic of Slovenia*)
- **the mass media**
- **young people** – experiences of countries that have already introduced the euro have shown that the young have the least problems with getting used to the new currency and may be of a great assistance to the adult generation (*Government of the Republic of Slovenia, Bank of Slovenia, Slovene Consumers' Association*)
- **persons with special needs** (*Government of the Republic of Slovenia, Slovene Consumers' Association*)
- **minorities and national communities** – both constitutional minorities (Italian, and Hungarian) as well as ethnic groups from the territory of the former Yugoslavia and Romanians should be taken into consideration (*Government of the Republic of Slovenia, Bank of Slovenia, Slovene Consumers' Association*)
- **persons beyond easy reach** (rural population, pensioners, housewives, hospital patients, prisoners, less educated persons, etc.) – groups that are generally less informed and show less interest in social developments (*Government of the Republic of Slovenia, Bank of Slovenia, Slovene Consumers' Association*)
- **aliens in Slovenia, foreign tourists** (*Government of the Republic of Slovenia in cooperation with WTO*)
- **civil society** and other opinion leaders (politicians, members of parliament, civil service, managers, businessmen, teachers and professors at all educational levels, local government bodies) as multipliers in providing information to those groups that are hard to cover by general information (*Government of the Republic of Slovenia, Bank of Slovenia*)

6. CAMPAIGN PARTNERS AND OTHER MULTIPLICATORS

6.1. Campaign partners

The main campaign partners are the Government of the Republic of Slovenia (Office of the President of the Government of the Republic of Slovenia, Government Public Relations and Media Office, Ministry of the Economy) and the Bank of Slovenia. Both campaign partners collaborate with the Chamber of Economy and Industry of Slovenia, Bankers' Association of Slovenia and Slovene Consumers' Association in campaign preparations and implementation. Activities will be coordinated in respect of the time frame and contents among individual above-mentioned institutions, both by means of coordination on a national level and through a coordinating subgroup for public relations.

6.2. Campaign multipliers

At all stages of the campaign, the campaign operators will cooperate with many partners – multipliers:

- **cooperation with ministries** (particularly with the Ministry of Education, Science and Sport, Ministry of Health, etc.), **government agencies and offices** (Office of the Republic of Slovenia for Consumer Protection, Office of the Republic of Slovenia for Youth) with the **Delegation of the European Commission in the Republic of Slovenia** and the **European Parliament Information Office** will be coordinated by the Government PR and Media Office ;
- **cooperation with financial and banking institutions** and the European Central Bank will be coordinated by the Bank of Slovenia;
- **organizations in charge of persons with special needs** (coordinated by the Government PR & Media Office);
- **cooperation with the corporate sector** will be coordinated by the Chamber of Economy and Industry of the Republic of Slovenia;
- **cooperation with national, local, regional and specialized media:** by all partners on the occasion of major activities that require a larger media effect;
- **cooperation with non-government organizations** will be coordinated by the Government PR & Media Office within annual calls for proposal. .

The public will also be addressed in hospitals, prisons, military barracks, employment bureaus, local government bodies, pensioners' associations, working groups of peasant women, WTO and Tourism Association of Slovenia, embassies, consulates, etc. Communication with them will be coordinated through the competent ministries.

7. COMMUNICATION TOOLS

This section provides only a general definition of communication tools. A more detailed description by individual operators' activity will be given in the action plan. which is to be developed subsequently..

7.1. Media relations

- press conferences
- briefings, press releases
- radio call-in shows
- topical supplements to newspapers and specialist magazines

- topical television shows

7.2. Public opinion surveys

Questions about the euro are already included in a monthly public opinion survey called Politbarometer (commissioned by the Government PR & Media Office), which will be carried on also during the campaign. Moreover, the Bank of Slovenia will carry out additional quarterly public opinion surveys (starting with January 2006).

7.3. Issue of publications, leaflets and calendars

- two publications dedicated for the general public are to be sent to all households,
- publications and leaflets for specialist publics,
- informational posters,
- ECB publications.

7.4. Direct communication

- organization of round-table discussions and various conferences, (international) seminars, lectures, training events, business conferences for the specialist and the general publics;
- Periodical regional public debates intended for the general public;
- open free telephone line
- setting up of a single central web page for the euro www.euro.si with links to specialized websites of all campaign partners and ECB
- presentations on trade fairs and similar public events, commercial centres, in schools, hospitals, nursing homes, pensioner's and other associations, military barracks, etc.

7.5. Advertising, promotional materials

Preparation of promotional materials (T-shirts, badges, plastic coins with Slovene motifs, "euro accepted" stickers, pouches for coins, calculators, etc.).

The final stage of the campaign will also include television spots, radio and newspaper ads, a wide range of promotional and informational materials as well as materials issued by the EU and the European Central Bank.

Partners of the communication campaign estimate that they can together carry out particularly the following activities:

- set up a common web site www.euro.si
- issue informational posters & some publications
- organize round-table discussions and presentations
- work together in the open telephone line
- prepare promotional materials & coordinate advertising activities.

8. FINANCIAL FRAMEWORK

The working group estimates that indicative costs of the entire campaign, in the period 2005-2007, will amount to SIT 400 million. This figure includes the currently anticipated activities of all key operators (Government of the Republic of Slovenia, Bank of Slovenia, Bankers' Association of Slovenia, Chamber of Commerce and Industry of Slovenia, and Slovene Consumers' Association).

Funds for the performance of activities by budget spending units⁸ in 2005 have already been provided for by the Budget of the Republic of Slovenia for 2005.

Funds required for activities of all campaign operators in 2006 total SIT 330 million SIT. Funds for activities performed by budget spending units in 2006 and in the first quarter of 2007 will be provided by the state budgets for 2006 and 2007.

The Government of the Republic of Slovenia and the Bank of Slovenia will strive to obtain additional funds for the campaign in partnership with the European Central Bank and the European Commission.

9. EVALUATION OF ACHIEVEMENTS

Efficiency of the activities carried out will be evaluated during the campaign. The scope of evaluation will include an assessment of the achievement of

- general objectives (level of familiarity, acceptance of or confidence in the euro by means of regular monthly public opinion surveys conducted before, during and after the campaign) and
- implementing objectives (monitoring the statistics of visits to the central web site, the number and contents of questions asked on open telephone numbers, the quantity of issued and distributed copies of publications and promotional material, the number of participants in round-table discussions, public presentations, etc.). Media will be monitored and coverage will be analyzed.

⁸ Office of the President of the Government of the Republic of Slovenia, Government Public Relations and Media Office, Ministry of the Economy.

10. ACTIVITIES OF INDIVIDUAL CAMPAIGN PARTICIPANTS

10.1. Government of the Republic of Slovenia

For several years the Government Public Relations and Media Office has conducted information-communication activities, and has established the appropriate information infrastructure (e.g. Europhone, website, cooperation with non-governmental organisations etc.).

10.1.1. **Publications:** two general publications to be distributed to all households: the first to be published in the beginning of the campaign, the second, very practically oriented, just before the actual introduction of euro; both will be prepared in cooperation with the Bank of Slovenia;

Information posters issued in different stages of campaign, with targeted information and adapted to the general or special public; to be distributed in shops, companies, libraries, bus and train stations, airports, health centres, homes for the elderly, societies, schools, guesthouses ... (in short, in all public places and especially in the vicinity of payment spots).

10.1.2. **Web site** www.evro.si

We propose the production of a common web site with a recognisable address www.evro.si (www.euro.si), which will contain all key sections of content and a uniform programme tool (typo3) to enable the entry of content to several administrators. The web site is to be connected with all actors and linked to all relevant national and international web sites.

10.1.3. **Europhone – 080 2002** is a uniform, free telephone number active for the last seven years which people recognise as an address where they can pose a concrete question. At the moment it operates as an independent service to be merged to a uniform government call centre the Office will prepare together with the Ministry of Public Administration.

The Europhone staff answer also the questions of citizens posed through euro-postcards or through government or European web sites.

Europhone live – a 10-minute radio programme, live interview with a guest (in cooperation with local and regional radio stations).

10.1.4. **Presentations** in schools, shopping centres, hospitals, homes for the elderly etc.

The Office, assisted by Europhone staff, carries out targeted presentations for certain target groups.

10.1.5. **NGO Activities**

For the last seven years the Office has co-financed through annual public tenders the activities of non-governmental organisations providing information and education activities. The 2006 tender intends to provide a special support to NGOs implementing activities supporting the introduction of euro.

10.1.6. **Promotion Materials**

To support information activities it is suitable to provide some kind of promotion materials intended to motivate and raise interest (e.g. T-shirts, badges, plastic coins, stickers “Euro

accepted” (in Slovenian) available in all payment spots, coin pouches etc.), mini calculators for conversion.

Advertising

The experience of other countries shows that information in the final phase before the introduction has to be further supported with prime-time advertising activities targeting general and specialised public (TV and radio clips, printed advertisements, advertisements in cinemas and on the internet).

These activities will be implemented by the Government of Slovenia together with the Bank of Slovenia.

10.2. Activities of the Bank of Slovenia

10.2.1. There is already a **website** containing a special sub-section EURO with comprehensive information about euro, also in comparison with the countries already using euro, which will be updated in accordance with relevant issues (e.g. adoption of legal provisions referring to the currency). The Internet site already contains the information on euro banknotes, forged notes, and procedures for the selection of the national side of coins. The website will be linked to the common Internet site www.evro.si as well as to the website of the European Central Bank, especially to the links containing information on Euro banknotes and coins.

10.2.2. **Public opinion polling** on euro and change of currency – presumably quarterly in 2006 and the first half of 2007.

10.2.3. Publications:

- two publications containing information on the adoption of euro, on the common monetary area, the answers to the question why introduce euro, on the advantages of common currency, on how the exchange will be implemented and how long it will be possible (they will be prepared in cooperation with the Government of Slovenia and sent to all households);
- leaflet (small format, a sheet of A4 format) to be issued after the fixation of the tolar rate (presumably in October 2006) to notify people about the date of change, with more information on how long the exchange will last, where currency may be changed, and detailed instructions on the operation of cash machines – Bank of Slovenia together with the Bank Association of Slovenia, business banks – to clients.

The publications and the leaflet will be adapted also to the weak-sighted and published in the languages of both minorities and ethnic communities. They will be available also in business banks, on railway and bus stations, on airports.

- **posters** of euro banknotes and coins, small leaflets **on identification of forged** banknotes – sent to schools, homes for the elderly, banks, exchange offices, railway and bus stations, airports and other similar public institutions;
- materials of European central bank – both informational and promotional, targeting general and expert public, e.g. posters with euro banknotes and coins, translated into Slovenian.

10.2.4. Advertising

- preparation of TV spots, radio and newspaper advertisements in the framework of the joint advertising-promotion action

Promotion Material

In the beginning of double informative price marking the households will be provided mini calculators for the help in conversion of prices from tolar to euros; this is intended to help them in getting used to the new value standard

These activities will be implemented by the Bank of Slovenia together with the Government of Slovenia.

10.2.5. **Open discussions** with the participation of representatives of different institutions in 2006, in the end of the year also with the cooperation of representatives of European Union, European Central Bank (a bigger conference organised in November or December 2006)

10.2.6. **Youth Activities**

preparation of CD-rom on euro banknotes, importance of common currency, meaning and role of central bank and European central bank (in cooperation with the minister of education and sport and the Government Office for Information, association of banks and business banks)

10.2.7. **Education**

Lectures on recognition of euro banknotes and coins and their counterfeits for expert public, learning about the processes of identifying their genuineness, and acting upon the receipt of cash together with the practical part (September 2005 – January 2007).

10.2.8. **Training of major professional users** of cash in the non-banking sector (e.g. traders) – June 2006 – January 2007.

10.2.9 **Open Phone** (in cooperation with the Government of Slovenia)

10.2.10 **Media Communications** (press conferences, press releases) and seminars for journalists (in cooperation with the European Central Bank)

1. To implement the advertising and promotional action, the Government of Slovenia and the Bank of Slovenia will open an international public tender, while financial obligations and tasks which need to be performed for the implementation of the tender and later implementation of advertising and promotional action will be detailed in a special agreement.
2. A special agreement between the Government of Slovenia and the Bank of Slovenia will provide a detailed definition of the preparation of joint publications and all tasks which the two institutions must perform jointly or separately for a successful financial and technical completion of the project.

10.3. Statistical Office of the Republic of Slovenia

10.3.1. Monitoring the fulfilment of convergence criteria - low inflation rates

In April 2005, the what is termed EMU convergence index of prices (12-month average harmonized index of consumer goods prices) indicating the rate of meeting one of the criteria for the introduction of the euro and/or achievement of a high level of price stability will be published in the regular publication of data on the inflation in Slovenia, (First statistical publication and news on the websites under http://www.stat.si/tema_ekonomsko_cene.asp) . This index will separately be discussed in regular publications.

10.3.2. Data and information published on the websites www.stat.si

The Statistical Office of the Republic of Slovenia will more actively be involved in the campaign when the fixed rate of exchange for the euro is determined. No special activities shall be foreseen during the informative double pricing.

In view of the increasing use of websites by all types of users of the Statistical Office, this communication channel will be the central means of providing information. Prices in euros will be converted at the fixed rate of exchange and data published:

- In the SI-STAT web database www.stat.si/si-stat that will enable the user to examine the data on prices for products and services in tolar and euros in the monthly time series, it will be possible for the user to make their selection and obtain the same data for the more recent period when updating the data, i.e. every month with a regular publication.
- In the section Aktualni kazalniki (Actual indicators) http://www.stat.si/indikatorji_list.asp from the first website, the prices for basic consumer goods and services in Koper, Ljubljana, Maribor and Novo mesto will be published.
- In the section Dinamični preračuni (Dynamic conversions) under http://www.stat.si/indikatorji_preracun.asp where it is possible to reevaluate the amounts in tolar and to convert the rate of inflation into the adequate base, it will additionally be possible to make informative conversions from tolar into euros and vice versa.

10.3.3. Printed publications available also under www.stat.si/publikacije

In all series publications where data on tolar prices of consumer goods are published the chapter on data on euro prices will also be included when determining the fixed rate of exchange for the euro.

10.3.4. Leaflets for households and businesses included in the statistical survey

Leaflets that are sent to households and businesses selected for reporting statistical surveys will be included in the basic information about the introduction of the euro adapted to the type of reporting unit.

10.3.5. Cooperation with media

Within the framework of regular news conferences (the last working day of the month, however, in the last month of the quarter of a year two conferences per month) journalistic material folders will also include tables relating to the consumer goods prices in euros when

determining the fixed rate of exchange SIT/€. All the material from news conferences will also be published at the same time on websites under <http://www.stat.si/stat/nk> that will be received by registered subscribers as information via e-mail.

10.4. Activities of the Chamber of Commerce and Industry of Slovenia

10.4.1. Information on the websites of the Chamber of Commerce and Industry of Slovenia

The first means of information will be Internet. Under the websites of the Chamber of Commerce and Industry of Slovenia, Media Corner, there will be a special portal EVRO (EURO Portal) by means of which the media will be kept informed about the actual events in the field of preparations for the euro introduction (Portal will be set up in cooperation with the European Affairs Department within the Chamber of Commerce and Industry of Slovenia). On this website, online information and notices, all legal texts in connection with the introduction of the euro, rules, answers to the most frequent questions, all publications about the euro, announcements of events and links to other websites will be published according to individual areas.

10.4.2. Education

The Chamber of Commerce and Industry of Slovenia will also notify enterprises of the impacts of the introduction of the euro at seminars. Media will also be invited to seminars, business conferences and lectures. Media will duly be informed of all the activities at the Chamber of Commerce and Industry via e-mail, Media Corner at the Chamber of Commerce and Industry of Slovenia and through communications to media.

10.4.3. Counselling

Within the sphere of Infopika (Infopoint) that will carry out counselling to enterprises in the introduction of the euro together with a group of specialists, the Media Corner of the Chamber of Commerce and Industry of Slovenia should be linked with the Internet site of Infopika publishing online the most frequent questions and answers concerning the introduction of the euro as help to journalists.

10.4.4. Publications

For the purposes of informing enterprises, several publications should be issued, particularly brochures and leaflets:

- Double pricing intended for enterprises at the end of 2005
- Guidebook for the introduction of the euro - extensive brochure (at the end of 2005/ beginning of 2006)
- Impact of the euro on individual sectors, several thematic brochures (beginning of 2006), 5-10 brochures
- »Euro Checklists«, lists for self-verification of enterprises according to individual sectors and areas (at the end of 2005/beginning of 2006), up to 5 leaflets
- Introduction and use of the euro cash, brochure (by September 2006)

The most extensive publication will be the Guidebook for the introduction of the euro in enterprises intended for all enterprises irrespective of their size and activity. The guidebook will contain practical information, instructions and examples from the practice.

10.4.5. Information via media

- Section Halo Evropa (Hello Europe section)

It is intended for the purpose of informing enterprises about the EU legislation; however, articles on the euro and events of the Chamber of Commerce and Industry can also be published under this framework.

- Magazine Glas gospodarstva (Voice of Economy magazine)

In the magazine Glas gospodarstva (Voice of Economy), the information about the introduction of the euro and of the activities of carried out by associations, regional chambers within the Chamber of Commerce and Industry of Slovenia and specialist services concerning the introduction of the euro.

- Television

Participation in thematic television broadcasts together with our specialists.

- Radio

Participation in thematic radio broadcasts together with our specialists.

- Print media

Cooperation with print media at national and regional level

10.5. Slovene Consumers' Association

As it results from the recommendations provided by the European Commission, the independent consumer information and awareness of the introduction of the euro by an independent consumer organisation and the independent control over the implementation of the new currency introduction process (including product and services price monitoring) carried out by an independent consumer organisation for the protection of consumer interests, are of great significance during the transition to the euro.

10.5.1 Price watch

Price watch and price conversion watch (double pricing) prior to, during the process itself and after the change of the currency as well as paying attention to irregularities:

- determination of the price watch methodology/adequate IT support
- preparation of price taking: first taking of prices and services (three separate consumer baskets: product basket, services basket, product and services basket) and data processing.

10.5.2. Direct counselling and support to consumers:

- web portal EVROPOPOTROŠNIK (EURO CONSUMER Portal)
 - consumer Evro telephone (Euro telephone)
 - reporting on the results of price watch in the magazine VIP
 - informing consumers (section Evro (Euro section) in the magazine VIP)
 - thematic euro enclosure in the magazine VIP
 - explanation of the legislation and regulations having an effect on the status of consumers when changing the currency in Slovenia
 - preparation of informative and educational material
- for all consumers
 - for elderly consumers
 - for younger consumers

10.5.3. Cooperation with media

- preparation of daily and weekly information
- regular monthly press conferences
- preparation of informative and educational contributions for consumers on TV, radio and in daily newspapers
- web portal EVROPOPOTROŠNIK (EURO CONSUMER Portal)

11. Conclusion

The Coordinating Committee for Technical Preparations for the Adoption of the Euro and the Governing Council of the Bank of Slovenia and the Government of Slovenia have already approved the communication strategy in support of the introduction of the euro.

The strategy, adopted and approved at all levels, will serve as a basis for the campaign action plan and more concrete arrangements for the implementation of the proposed activities among the partners.