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## EPC position on the development of an instant payments recognition label in response to the ERPB's invitation expressed at its 26 November 2020 meeting

In 2019, the EPC initiated work on a secondary SCT Inst recognition mark for person-to-person (P2P) and/or Point of Interaction (PoI) use cases, as part of its 2022 SCT Inst vision and then suspended this work due to new market and ERPB-related developments.

At the request of the ERPB, the ad hoc Multi-Stakeholder Group on Mobile initiated (instant) Credit Transfers (MSG MSCT) looked into this issue but could not agree on a single vision and hence reported two alternative visions to the ERPB in November 2020.

At its 26 November 2020 meeting the ERPB took note of the MSG MSCT's analysis on a pan-European label and invited the EPC to present to the June 2021 ERPB the outcome of any further work in light of market developments.

The Board of the EPC has in the first half of 2021 re-examined the need to develop such an instant payments recognition label in particular in the context of recent market initiatives.

It concluded that it saw no compelling necessity to further work in this area for the following main reasons:

- technical interoperability at the PoI is the main objective and priority to be pursued for which work is ongoing including within the MSG MSCT and under the aegis of the ERPB;
- emerging pan-European instant payment-based market initiatives are understood to plan to develop their own acceptance brands and ensure the necessary communication towards consumers and merchants;
- by analogy with the card world in which a range of individual brands compete at the PoI without the need for any umbrella, generic brand denoting card acceptance ("cards accepted here"), there equally seems to be no need for a generic label signalling instant payment acceptance at the PoI above the commercial marks of individual instant payment-based solutions;
- more specifically, such a generic recognition label would create a risk of potential confusion for end-users who may be led to believe that the display of this label at a PoI automatically means that any instant payment-based solution is accepted there which might not necessarily be the case for various possible reasons;

- furthermore, the development and pan-European deployment of as well as communicating about a generic instant payment recognition label would require substantial efforts and costs on top of the large investments to be made to ensure the success of each individual SCT Inst-based solution.