



Euro Campaign Estonia 2011 Press kit



EUROPEAN CENTRAL BANK

EUROSYSTEM



The euro – our money

The European Central Bank and Eesti Pank launch a mass media campaign for the introduction of the euro in Estonia

Today, 19 September 2010, the European Central Bank (ECB) and Eesti Pank, the national central bank of Estonia, are launching a mass media campaign to support preparations for the introduction of the euro in Estonia on 1 January 2011.

With only 100 days to go until €-day, the campaign is being launched at this press event, which is being hosted jointly by the ECB and Eesti Pank and marks the first official visit of Jean-Claude Trichet, President of the ECB, to welcome Estonia into the euro area. To celebrate the occasion, Mr Trichet will hand over a “Euro Star” to Andres Lipstok, Governor of Eesti Pank. The event will be moderated by Marko Reikop and will feature Claudia Meriküla, Estonian model and star of the mass media campaign.

The aim of the mass media campaign, which will run until the middle of January 2011, is to provide the people of Estonia with comprehensive practical information on the appearance of the euro banknotes and coins, the security features of the euro banknotes and the changeover modalities. To this end, a wide range of communication tools have been developed in Estonian, Russian and English.

TV and print advertising

For the first time since the euro cash changeover in 2002, TV advertising has featured in the ECB’s range of communication tools. In total, four TV spots have been produced and, together with the print advertisements, they will form the backbone of the mass media campaign.

There is one 60-second introductory spot to familiarise viewers with the appearance of the euro banknotes and three 20-second spots to highlight their security features and introduce the “feel-look-tilt” test that people should use to check their authenticity.

Publications

As part of the campaign, the ECB will also provide over 20 publications, many of which have been produced specifically for the cash changeover in Estonia. One of these publications is the public information leaflet which will be distributed along with two euro conversion cards to every household. Surveys on the value of the information provided during previous cash changeovers have shown that the general public found this information leaflet to be very useful. In addition to the publications aimed at the general public, there are also a few that are dedicated to specific target groups. These include information materials for professional cash handlers and a talking card for the visually impaired.

Events and activities

Public relations events and outreach activities are a key element of the campaign. These include:

Euro Conference

This high-level discussion forum, which will deal with issues relating to the introduction of the euro in Estonia, will take place on 20 September 2010. The conference will be chaired by Märten Ross, Deputy Governor of Eesti Pank, and speakers will include Andrus Ansip, Prime Minister of the Republic of Estonia; Jean-Claude Trichet, President of the ECB; Olli Rehn, European Commissioner for Economic and Monetary Affairs; and Andres Lipstok, Governor of Eesti Pank.

Euro Exhibition

From 20 September to 31 October 2010, everyone in and around Tallinn will have the opportunity to familiarise themselves with the euro banknotes and coins by visiting the Euro Exhibition, which will be hosted by the AHHAA Science Center alongside the exhibition of the European Commission. The subject areas covered by the Euro Exhibition range from the history of money to the production of euro banknotes. There are also a number of interactive displays, including one on the security features of the euro banknotes, where visitors have the chance to compare genuine banknotes with counterfeits.

Back to school: Euro School

Schoolchildren in Estonia will have the opportunity to learn about the euro with Anna and Alex, the young heroes of the Euro School. A short story, in which the heroes track down a gang of banknote counterfeiters, was developed with the help of children from the European School Frankfurt and has been used as a basis for the online “Euro Run” game and a module of the Euro Exhibition. The story will be distributed to all schools in Estonia, together with other helpful materials on the euro, at the beginning of 2011. In addition, a “Euro Run” competition, open to all 8 to 12 year olds in Estonia, will be launched in February.

Let's join forces:

the Partnership Programme

Under the Partnership Programme, the ECB and the relevant national central bank join forces with public and private organisations to ensure that accurate and timely information on the euro cash is as widely available as possible. To this end, participating organisations are provided with communication materials that they can distribute to their clients, members and employees to help prepare them for the cash changeover. They can also reproduce parts or all of these communication materials for use in their own communication activities.

Euro web pages

Up-to-date information on the euro and its introduction in Estonia can be found at www.euro.ecb.eu and www.euro.eesti.ee.

Obtaining the campaign materials

The campaign materials are being handed out at this press event but may also be requested at a later date from either Eesti Pank (Viljar Rääsk, +372 668 0745, viljar.raask@eestipank.ee) or the ECB (Niels Bünemann, +49 69 1344 6594, niels.bunemann@ecb.europa.eu).

Europa: from mythical princess to modern-day figure

The mass media campaign, produced by the ECB, is centred around the mythical princess Europa stepping out of history and into the modern day. Europa is portrayed by Estonian model Claudia Meriküla.

According to Greek mythology, Europa was a Phoenician princess who was seduced by the Greek god Zeus in the form of a bull. She was then carried off by him on his back to the island of Crete, where he proclaimed her Queen of Crete. He also named the entire continent after her, which led ancient Greek geographers to use the word “Europe” as a geographical term.

Today, Europa continues to be a symbol of the European Union, featuring on the national sides of two euro coins: the Greek €2 coin, which was issued in September 2006, and the commemorative €10 coin, which was issued by the Belgian Royal Mint in 2004 to commemorate the enlargement of the European Union.

In the first of four TV spots, an ancient Greek depiction of Europa comes to life and transforms into a modern-day figure. She sets out on a journey, symbolically building bridges between the nations and people of Europe as she goes. The continuous building of bridges also represents the continuous evolution of Europe, a continent, which, with its common heritage and shared values, is becoming ever closer. The bridges not only reflect the “ages and styles of Europe” theme of the euro banknotes, but also represent the connection between past and future and symbolise a common European future. At the end of her journey, Europa arrives in Estonia, symbolising the introduction of the euro on 1 January 2011.



www.euro.ecb.eu

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