Digital euro pilot

Communication guidelines for pilot PSPs

1. Context and objectives of the document

The objective of this document is to provide guidance for payment service providers (PSPs) participating in the digital euro pilot (referred to as "pilot PSPs") on how to communicate, internally and externally, about their participation in the pilot, in a way that is accurate, factual and aligned with the Eurosystem's communications.

The Eurosystem recognises that public communications by pilot PSPs can contribute to a clear and accurate understanding of the digital euro pilot, provided that they are framed in an informative manner.

2. Scope of the communication guidelines and consultation requirement

These guidelines apply to all pilot PSPs, and to any technical service providers (TSPs) subcontracted by pilot PSPs, both during and after their participation in the digital euro pilot. The guidelines cover all forms of internal and external communication related to the pilot, including (but not limited to) the following activities:

- media engagement (e.g. interviews, press releases, statements);
- social media activity;
- websites, blogs and newsletters;
- public events, conferences and panels;
- marketing or promotional material;
- internal communications, including communications to pilot PSP's staff about the pilot.

Pilot PSPs shall inform the designated Eurosystem contact (s) prior to publishing any external communication that includes sensitive or potentially market-relevant information.

3. Communication guidelines

3.1 Core communication principles

All the pilot PSP's internal and external communications related to the digital euro pilot must be:
- respectful of confidentiality provisions set out in the foreseen PSP participation agreement,
- accurate and factual,

- non-speculative and non-forward-looking,
- neutral, and not suggesting or implying Eurosystem endorsement or knowledge of the pilot PSP's decisions.

These principles apply regardless of the communication channel used.

3.2   How pilot PSPs may communicate about their participation in the pilot

Following the Eurosystem's official announcement of the list of selected pilot PSPs, pilot PSPs may communicate externally about their participation in the pilot, provided that such communications remain factual, neutral and proportionate. In particular, pilot PSPs may:

- state that they are participating in the pilot;
- describe their role and activities on a general level, without providing technical or sensitive detail;
- refer to publicly available information published about the digital euro and the pilot by the Eurosystem, using and referencing only official Eurosystem sources. References to non-Eurosystem sources are subject to specific prior authorisation by the designated Eurosystem contact(s);
- amplify the Eurosystem's official publications through references to Eurosystem web publications or Eurosystem social media posts.

3.3   Restrictions on external communications

Pilot PSPs must not, in any external communication related to the pilot, be it proactive or a response to internal or external queries:

- present pilot activities, outputs or deliverables as the pilot PSP's own (including by branding them as pilot PSP products, proprietary solutions or results, or imply that such outputs are owned, produced or validated by the pilot PSP independently of the Eurosystem);
- suggest or imply knowledge of Eurosystem decisions, timelines, commitments, endorsements, partnerships or preferential treatment;
- use their participation in the pilot as a marketing or promotional tool for the pilot PSP's products or services, including by implying endorsement, certification or approval by the Eurosystem;
- mention operational, technical or implementation-related aspects of the pilot, such as internal processes, system design or functionalities, other than those already disclosed in public documentation;

- disclose confidential information, including information that has not been made public by the Eurosystem and that could be considered sensitive from a communications perspective.

3.4   End user engagement

Communications targeting onboarded end users must be aligned with the Eurosystem's approach to end user communications and follow the operational guidance provided by the Eurosystem. This guidance will be shared progressively throughout every phase of the pilot.

Pilot PSPs may tailor these communications to their local context, as long as they remain consistent with national communications coordinated by their NCB counterpart and support the engagement objectives of the pilot.

3.5   Use of visual identity, logo and style guide

Pilot PSPs must follow the Eurosystem's guidelines on the beta digital euro logo and other visual elements related to the pilot, as outlined in the pilot style guide. The style guide will be shared during the pilot development phase, before the pilot becomes operational.