



OUR
MONEY



PARTNERSHIP PROGRAMME

Let's join forces to prepare for the new €50



EUROPEAN CENTRAL BANK
EUROSYSTEM

www.new-euro-banknotes.eu
www.euro.ecb.europa.eu



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I. WHAT IS THE PARTNERSHIP PROGRAMME AND HOW COULD IT HELP ME?

> Let's join forces!

The Partnership Programme is designed to help banknote equipment manufacturers (BEMs) and suppliers, professional organisations and associations, commercial banks, retailers as well as their clients and users prepare and plan for the introduction of the new Europa series banknotes.

How could the Partnership Programme help me?

The Partnership Programme offers a wide range of educational materials and communication tools which will help you inform your employees, clients and stakeholders about the new €50 banknote and its security features. The Programme will serve as a reminder to adapt machines and equipment.

- > All material is offered free of charge.
- > Most of it is available in the official languages of the EU.
- > It can be easily downloaded from the dedicated partners section (www.new-euro-banknotes.eu/Direct-Access/Partners, password-protected).

As a partner you will also receive regular updates on the introduction of the new €50.



II. HOW DOES THE PARTNERSHIP PROGRAMME WORK?

Under the Programme, the ECB and the other central banks in the Eurosystem:

- communicate extensively, both directly with partners and also through the media, on the Europa series, and the need to adapt cash-handling machines and authentication devices to the new €50;
- provide both digital and print materials about the new euro banknotes as well as the "€ OUR MONEY" logo in formats that will help the partners to communicate with their target groups;
- offer the partners the possibility to distribute ready-to-use digital and print media with information about the new euro banknotes;
- organise seminars for BEMs and other parties to provide information on the new €50 banknote and on the support measures offered by the national central banks of the Eurosystem for the timely adaptation of banknote equipment to the new banknote;
- invite partners to sign a Memorandum of Understanding which commits them to providing timely assistance in adapting banknote handling machines, vending and ticketing machines and authentication devices to the new €50 banknote.

Under the Programme, the partners will be able to ensure that ECB materials are distributed to their stakeholders, clients and the public.



> What do I have to do to prepare for the new euro banknotes?

BEMs and vendors of machines and devices need to:

1. start planning for the adaptation of equipment as early as possible;
2. distribute information material to customers as early as possible, either directly or via distributors, about the unveiling, the introduction of the new €50 and the need to adapt the machines;
3. provide customers with software and hardware updates, giving them sufficient time to update machines and devices.

Users of banknote handling machines and authentication devices need to:

1. contact suppliers or manufacturers in order to start preparing for the adaptation;
2. inform and train employees, in particular cashiers and cash handlers, to recognise the new euro banknotes and their security features;
3. inform clients, partners and stakeholders about the introduction of the new €50 before it is issued.

What to do if I plan to buy new banknote equipment?

If you are planning to purchase banknote handling machines and/or authentication devices, you should check with the suppliers if these are ready, or can be adapted, to accept the new banknotes.

Lists of banknote authentication devices and handling machines which have been officially tested by the Eurosystem central banks for their ability to recognise

€5, €10 and €20 banknotes are available on the ECB's website. (www.ecb.europa.eu/euro/cashprof/cashhand/devices/html/results.en.html).

The lists will continue to be updated in 2016 and 2017 to include validated equipment able to process the new €50 banknote, based on the results of further tests by the Eurosystem central banks.



III. HOW DO I JOIN THE PARTNERSHIP PROGRAMME?

> Who can be a partner?

> **Banknote equipment manufacturers and suppliers**, the vending machine industry, cash-in-transit companies and all those who provide banknote equipment or services, as they should inform their clients about the importance of adapting banknote handling machines and authentication devices to the new euro banknotes.

> **Commercial banks**, which are an important source of information about finance and have considerable expertise in cash handling. As such, they play a key role in informing the public about the new banknotes and their security features.

> **Retailers**, who play an important role because they receive cash from their customers and pass it on to them as change. They should also be familiar with the security features of the euro banknotes and able to tell their customers how to recognise genuine banknotes.

> **Travel industry professionals and bureaux de change operators**, who are a vital source of information about currencies for travellers.

> **Professional organisations, banking associations, consumer associations** or other official bodies which, by their nature, provide information on cash-related matters.

This Programme brought together over 500 industrial and commercial partners in 2015. We are counting on you to make the €50 Programme even more successful.

> Who should I contact?

You can register online at www.new-euro-banknotes.eu/Direct-Access/Partners.

Once your registration has been confirmed, you will be able to send any inquiries or requests for print publications to:

European Central Bank

Directorate General Communications
Sonnemannstrasse 20
60314 Frankfurt am Main
Germany

Phone: +49 69 1344 5312

Fax: +49 69 1344 5775

Email: partnershipprogramme@ecb.europa.eu

The national central banks will also provide support to partners at a local level on all matters related to the adaptation of the machines. In order to contact your national central bank, please go to:

www.new-euro-banknotes.eu/partners/contacts



Why are the Europa series banknotes being introduced?

Euro banknotes and coins are recognised as a reliable means of payment and store of value, and are trusted by 338 million people in the 19 euro area countries.

To stay ahead of counterfeiters and maintain the integrity of the euro banknotes, which were first introduced in 2002, the European Central Bank (ECB) and the national central banks (NCBs) of the euro area started introducing the Europa series of euro banknotes in 2013. The new €5 was introduced in May that year and was followed by the new €10 and €20 in September 2014 and November 2015 respectively. The new banknotes continue to offer optimal protection against counterfeiting, and are even more secure. They include improved security features

that take into account advances in banknote security and technology.

The new series derives its name from Europa – a figure from Greek mythology and the origin of the name of our continent. Her portrait appears in the hologram and watermark of the new banknotes.

The new €50 is being officially unveiled on 5 July 2016 at the European Central Bank. Again, the proactive support of BEMs and suppliers is being sought to ensure that equipment updates go smoothly and preparations are made in good time.

IV. WHAT'S AVAILABLE IN THE PARTNERSHIP PROGRAMME?

Communication material

Information on the new euro banknotes can be communicated in various ways. Your organisation simply chooses its preferred source material, taking account of its needs and those of its customers, partners, employees and other stakeholders. All communication tools will be available in a partners section at www.new-euro-banknotes.eu/Direct-Access/Partners.

VIDEOS



Name: ILLUMINATING EUROPA SERIES: UNVEILING THE NEW €50

Available as of: 5 JULY 2016

Description: 90-second trailer presenting the new banknote and its security features.

Where to use: websites, intranets and social media.



Name: DISCOVER THE NEW €50 BANKNOTE, FULL VERSION

Available as of: SPRING 2017

Description: lively and colourful 30-second clip featuring people from across the euro area saying what a new €50 note means to them. The film concludes with the security features.

Where to use: websites, intranets and social media. The ECB will include it on its YouTube channel.



Name: DISCOVER THE NEW €50 BANKNOTE, SHORT VERSION

Available as of: SPRING 2017

Description: 12-second version, without soundtrack, focuses purely on the note design and security features and is intended to inform people in places where they might first come across the new banknote.

Where to use:

- > **ATM** screens, which are ideal for informing customers about the new banknotes.
- > **Screens** in retail outlets. This will not only remind employees about the new banknote, but will also inform customers, thus avoiding any confusion at checkouts when people see the new notes for the first time.
- > **Screens** on vending and ticketing machines will serve to reassure users that the new machines have been updated and are ready to accept the new notes.
- > **Screens** in other public places, e.g. on public transport.

When to use films?

The ECB suggests that partners start showing the film two weeks before issuance and keep it on the screens for at least two weeks afterwards – during that time most people should have had the new note in their hands at least once.

IMAGES



Available as of: AUTUMN 2016

Description: A wide range of images showing people using banknotes in their daily lives. Web-quality images of euro banknotes (72dpi, jpeg format) will be also provided to partners.

Where to use: newsletters, social media, websites and intranets.

Do you want to receive high-resolution banknote images?

For users who have a legitimate interest in reproducing euro banknote images, the ECB has produced digital images in 300 dpi, TIFF format and marked "specimen".

To obtain such images, please go to www.ecb.europa.eu/euro/html/hires.en.html

PUBLICATIONS



Guide for Cash handlers
(12 pages, 105 mm x 198 mm)



Lenticular card
(Credit-card size, 85 mm x 54 mm)



Leaflet
(6 pages, 110 mm x 210 mm)



Poster
(A3, 297 mm x 420 mm)

Available as of: Q4 2016

Description: printer-friendly PDF versions of four different publications: Leaflet, Poster, Guide for Cash handlers, all available in 23 languages, and Lenticular card, available only in 15 languages. The aim of these publications is to increase familiarity with the new €50 banknote and its security features.

Where to use: websites and retail outlets. You can also cross-link to the digital flipbook version available at: www.new-euro-banknotes.eu/Educational-Downloads/Publications

Do you need hard copies?

Should you prefer print media, please send an email to partnershipprogramme@ecb.europa.eu indicating how many copies you would like; they will be distributed as long as supplies last. Publications showing the new €50 banknote will only be available as of the beginning of 2017.

KEY DATES FOR THE NEW €50



Available as of: 5 JULY 2016

Description: the Eurosystem will organise a series of events and actions leading up to the €50 issuance.

Where to use: websites, intranets and newsletters.

“€ OUR MONEY” LOGO



Already available

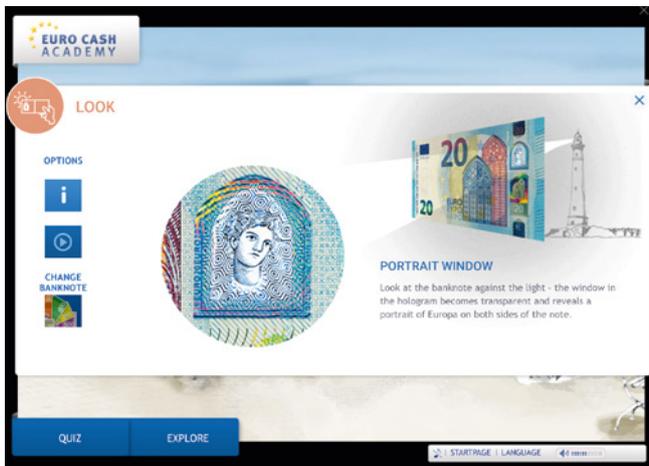
Description: since 2001 the European Central Bank has used the “€ OUR MONEY” logo to denote authoritative information about euro banknotes and coins. It is a good way to add a stamp of authority to your creative material.

The “€ OUR MONEY” logo in 23 languages is available in the restricted area of the euro banknotes website. If you use the logo on your website, we kindly ask you to follow the instructions provided. (www.new-euro-banknotes.eu/partners/logos).

Where to use: all communication tools.

Learning material

EURO CASH ACADEMY



Website module



Smartphone app

Available as of: SUMMER 2016

Description: it is a website module and a smartphone app which allows people to explore the euro banknotes and their security features both online and offline. Players can either do a simple quiz or explore a virtual town square and discover the security features hidden in the landscape.

Where to use: websites, intranets, mobile phones and tablets.

WEBPAGES WITH BANKNOTES AND COINS INFO

Available as of: 5 JULY 2016

Description: educational webpages enabling people to learn about euro banknotes, discover security features in short videos and compare banknotes.

Where to use: websites and intranets.

VIDEOS AND IMAGES OF SECURITY FEATURES



Available as of: 5 JULY 2016

Description: short videos and images of the security features of the new €50 banknote.

Where to use: for inclusion in training material.

Do you want to embed webpages with banknotes and coins info or the Euro Cash Academy on your website?

With iFrames, you can do exactly that – in 23 EU languages. They can be embedded seamlessly into a website or intranet on either a permanent or temporary basis. Please go to the partners section at www.new-euro-banknotes.eu/Direct-Access/Partners/Downloadable-content or email us: partnershipprogramme@ecb.europa.eu for more information on how to do that.

