

Confidential

**INTERIM REPORT TO THE
EUROPEAN MONETARY INSTITUTE'S
WORKING GROUP ON PRINTING AND ISSUING
A EUROPEAN BANKNOTE**

ON

**THE SELECTION OF A THEME FOR
THE EUROPEAN BANKNOTE SERIES**

*by the
Theme Selection Advisory Group*

May 1995

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EXECUTIVE SUMMARY

The Theme Selection Advisory Group was established by the EMI to consider appropriate themes for the series of European banknotes. In all, the Group considered 18 themes which were evaluated against certain criteria (the 18 themes are listed and the criteria are described in the Report). Three themes were selected and ranked as follows:

- I. "Ages and Styles of Europe": portraits of ordinary men and women taken from European paintings, drawings, sketches etc. on one side of the banknote and architectural styles on the other side.

The theme minimises both a national bias and a gender imbalance and facilitates the incorporation of portraits taken from paintings and great architectural styles, two of the many disciplines for which Europe is noted.

- II. "Heritage of Europe": The illustration of famous men and women from the past on one side of the note and a mix of related achievements in distinct disciplines (e.g. music, painting, science, architecture, literature, medicine, education) on the other side of the note.

The theme incorporates portraits of famous figures which is in keeping with the banknote design traditions of the Member States. It is broader than theme (I) insofar as it allows 7 distinct disciplines to be portrayed. However, the selection of figures which avoid both a national bias and a gender imbalance will be more difficult in this case than in theme I.

- III. "Abstract Theme and Security": The theme would be abstract (e.g. geometric shapes, non-figurative design elements, etc) with a high degree of design flexibility in order to facilitate the harmonious incorporation of a wide range of security features, viz. kinograms or holograms, optical variable inks, foils, etc.

This theme completely avoids both a national bias and a gender imbalance and allows quite a different approach to be taken to the design of the banknote.
(A critique of the above themes is given in paragraph 6 of the report.)

While all of the members of the Group supported the first ranked theme, a small number of members declined to support the second and third ranked themes.

Finally, it was the generally held view among the Group that the European flag or the 12 stars should be incorporated in the design of the note as a universally accepted symbol of Europe.

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1. Introduction

At its meeting on 15 November 1994, the Council of the European Monetary Institute (EMI) mandated the Working Group on Printing and Issuing a European Banknote (BNWG), working closely with a group of internal and external expert advisors, to make proposals for design themes for the European banknote series by November 1995.

Following the Council's mandate, a Theme Advisory Selection Group of experts from appropriate disciplines - historians, art experts, psychologists and both banknote and general graphic design professionals was established (a list of members is attached - see Annex 1) with the following terms of reference:

- enumerate and evaluate the merits of themes which might appropriately provide a sense of unity or "family" to the series of seven banknotes;
- select the three best themes and rank them;
- each theme should be capable of visual representation on a banknote in a way that affords maximum protection against counterfeiting;
- the BNWG is free to accept or modify any of the proposals of the Advisory Group.

The Advisory Group was asked to complete the theme selection part of its work by end April 1995 in order to give the BNWG sufficient time to reach an agreement on its recommendations to the EMI Council in early June.

2. Theme Criteria

The Group agreed that the theme of the new banknote series and the subsequent design features should meet with certain criteria that follow from the mandate:

- the theme should symbolise Europe, carry a message of European unity and be capable of visual representation;
- there is a need to be aware of the sensitivities of the countries which may not be in a position to join the single currency area, at least initially;

- the banknotes must meet legal requirements and should, accordingly, be capable of performing their function as a means of payment and be acceptable to the public.

In addition to these criteria, the Group agreed that it would be desirable to assess the proposed themes against a set of complementary criteria:

the acceptability criteria: The themes and the design elements should be acceptable to the EU public (for example having a banknote with a portrait of Napoleon would not be acceptable in some countries);

the legibility of the message on the banknote: illustrations of the themes should be legible and understandable by everybody;

the artistic criteria: The theme should facilitate the portrayal of design features which are artistically acceptable and aesthetically pleasing. In this regard the major constraint will be the format of the banknote and the space allocated to security features.

Finally, the Advisory Group considered that national/regional bias and gender imbalance in theme proposals should be avoided, if possible.

3. Symbol of Europe

Although not specifically included in the terms of reference of the Group, the idea of incorporating a European symbol into a theme was considered. While other symbols were discussed (e.g. the map of Europe without internal borders, the myth of the abduction of Europe, etc.), there was a general consensus that the European flag/stars should be a feature on the notes. It is believed that the flag is already implanted in the collective mind as signalling “something” that is European. It acts as a “signal de ralliement” for different nationalities with varied historical backgrounds who now find themselves with common interests, values and destinies. Regardless of its precise meaning as a graphic model, its real value is that it is accepted as a signal of “common identity”. It would be desirable that the new banknotes should reach such a status.

The transition stage to the new currency will be a difficult period during which two series of notes will co-circulate and the public will have to adapt to a new scale of values. In this context, the new banknotes should be immediately acceptable and legible, both in relation to the themes and design features and symbols. The European symbol most familiar to people (86% of Europeans according to Eurobarometer polls) is the European flag with the 12 stars.

European banknotes should be recognisable both within and beyond the European Union. Themes, including graphics, patterns and designs should project an easily identifiable message which unequivocally spells "Europe" at a glance. The Group considered that the European flag/stars should probably be on all denominations of the first European banknote series as the symbol of Europe.

4. Enumeration of the Proposed Themes

In all, the Group identified 18 themes which were assessed against the criteria listed in paragraph 2 above.

During the discussions on themes, the Group acknowledged that, while the list of 18 themes was not exhaustive, it was nonetheless representative of what was considered to be the best material. It was also noted that there were themes within themes and that certain themes could complement other themes.

The following is a list of the 18 themes:

<u>THEME NO</u>	<u>THEME TITLE</u>
(i)	Ages and Styles of Europe
(ii)	Heritage of Europe
(iii)	Abstract Theme and Security
(iv)	Aims, Ideals and Aspirations of the European Union
(v)	Collective Memory of Europe and Cultural Achievements of Europe
(vi)	Fauna and Flora and their Natural Environment

- (vii) Great European Figures Associated with a Single Discipline
- (viii) Aspects of Europe
- (ix) Great European Poems and Narratives
- (x) Several portraits on both sides of each banknote denomination

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- (xi) Landscapes
- (xii) Cities which played an important role in the development of Europe
- (xiii) Monuments
- (xiv) Myths and Legends
- (xv) European Scripts and Written Works
- (xvi) Maps of Europe through the Ages
- (xvii) The "Founding Fathers" of the European Union
- (xviii) Cosmology

A description and an edited evaluation prepared by the members of the Group of each of the themes enumerated above is contained in Annex B of Annex 2.

5. Ranking of Themes

On a first consideration, themes numbered (xi) to (xviii) were deemed to be more of a secondary or complementary rather than of a primary nature. In some cases they were either too obviously nationalistic or would very likely give rise to a gender imbalance in the portraits. In other cases they were considered to be design features rather than themes. A technique known as paired comparison (a description of which is given in Annex 3) was employed by the Group to rank the remaining 10 themes and, as a result, 3 themes were ranked first, second and third. (The theme numbers of themes iv to x are also indicative of their rank order resulting from the paired comparison exercise).

6. Critique of the Three Themes Ranked First, Second and Third

The following is a critique of each of the first three themes prepared by the Group members who proposed them:

(I) **"Ages and Styles of Europe":** The theme could incorporate portraits of ordinary men and women taken from European paintings, drawings, sketches etc. on one side of the banknote and architectural styles on the other side. Should each portrait belong to a different moment of European history, the other side of the banknote could incorporate an artist's representation of the architectural style typical of the period (e.g. Classic, Gothic, Renaissance, Baroque, Neo-classical etc). This side of the note would thus convey, without specific reference to any given building, a clear message on the architectural richness and unity of Europe.

Taken together, the portraits should form an ideal European family e.g. children, youths, men and women in the prime of life and elderly people. They should cover a long period of European history (i.e. from classical to modern times) and represent the great variety of physical types which characterise European society.

The portraits should be completely nameless. Art and cultural historians would help the Group to find people who cannot be identified, thus avoiding possible traps and pitfalls. Finally, the portraits should be aesthetically beautiful and impressive.

Advantages

Discussions within the Group have proved that there is an acute awareness of the national difficulties involved in the choice of a theme for a common European banknote. With very few exceptions the proposed themes would inevitably privilege some nations and disadvantage others. Indeed one proposal frankly admits the existence of the problem and tries to circumvent it by radically widening the choice of portraits (8 portraits on a single note); even so, some Member States may be more represented than others. The theme "Ages and Styles of Europe", however, minimises both national bias and gender imbalance.

The other assumption prompting this proposal is the perception of Europe among non-Europeans. To almost everybody in the world, Europe is noted for fine arts, beautiful paintings, famous sculptures and great architectural styles. While American and Japanese tourists may be unable to name European leaders, they usually know the names of Europe's most famous museums. Therefore, it is advisable to choose a theme which stresses this common cultural heritage of European nations and carries a clear European message to other continents.

(II) **"Heritage of Europe":** The illustration of famous men and women from the past on one side of the note and a mix of related achievements in different disciplines (music, architecture, literature, etc) on the other side of the note.

The proposal is to select famous historical figures from a different speciality for each denomination within the series (e.g. Ludwig van Beethoven and music, Rembrandt and painting, Sir Isaac Newton and science, Otto Wagner and architecture, Charlotte Brontë and literature, Marie Curie and medicine and Maria Montessori and education). The designs on the front and back of the note would complement each other.

All seven denominations could incorporate, as a background, a map of Europe without borders or a graphic image, based on a satellite photograph, as a symbol of togetherness which the public might easily understand. Such a single design feature would contribute substantially to the optical unity of the series.

Advantages

Portraits would be retained on the notes which is in keeping with the banknote tradition of almost all the Member States.

The portraits on banknotes should endow the notes with a certain prestige above and beyond their simple fiduciary value. The public might prefer to have portraits of historical figures on their notes, rather than portraits of unknown persons.

Disadvantages

The selection of figures which avoid both a national bias and a gender imbalance will be more difficult in this case than in theme I.

(III) "Abstract Theme and Security": Having an abstract design (e.g. geometric shapes, non-figurative design elements) would facilitate the incorporation of a range of security features in a harmonious combination. The aim would be to achieve the highest design flexibility and to concentrate fully on the harmonious combination of kinograms or holograms, luminous inks, gold or silver inks, optical variable inks, foils, special patterns, features in the paper, etc.

The theme and the design of the series of European banknotes would be based on the objective of counterfeit deterrence. Not only would the surface of the note be optimally used to incorporate security features, but each denomination would be designed in a user-friendly fashion. This would make each value easy to identify without having to sacrifice any valuable space for messages that have nothing to do with the purpose of a banknote.

Advantages

- This theme makes it easy to incorporate security features. The European banknotes could then be the most secure banknotes in the world.
- This theme allows a futuristic/forward-looking design.
- Targeted publicity campaigns could be used to counteract any problems which may arise in terms of acceptance by the public of an abstract series of notes.

The public will accept abstract motifs more easily if they are informed that the abstract design is necessary for security reasons.

- Such a series of banknotes would mark a breakaway from current banknote designs, thus providing the public with the opportunity to distinguish, at a glance, the new notes from the old notes especially during the transitional period of co-circulation.

Finally, the theme completely avoids a national bias and a gender imbalance.

Disadvantages

Experience with security features which are combined in banknotes suggest that they give rise, in the minds of the public, to a false sense of confidence in the quality of the security of the banknote. Such findings derive, in part, from the fact that security features incorporated into an abstract design can prove difficult to identify.

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The examples given above of how themes might be visually represented (e.g. names of writers, painters etc) are suggestive only, since design features will be considered separately when a theme has been endorsed by the EMI Council.

Theme Selection Advisory Group

ANNEX 1

MEMBERS OF THE ADVISORY GROUP ON THE SELECTION OF DESIGN THEMES

MEMBER	TITLE AND ADDRESS
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ANNEX 2

ENUMERATION AND EVALUATION OF THE MERITS OF THEMES

<u>THEME NO</u>	<u>THEME TITLE & CONTENTS</u>
(i)	“Ages and Styles of Europe”: Portraits of ordinary men and women taken from European paintings, drawings, sketches etc. on one side of the note and architectural styles on the other side.
(ii)	“Heritage of Europe”: The illustration of famous men and women from the past on one side of the note and a mix of related achievements in different disciplines (music, architecture, literature etc) on the other side.
(iii)	“Abstract Theme and Security”: The theme would be abstract with a high degree of design flexibility in order to facilitate the harmonious incorporation of a wide range of security features.
(iv)	“Aims, Ideals and Aspirations of the European Union”: The theme is derived from the objectives, ideals and aspirations of the European Union as set out in the Treaty of Rome and the treaties which followed (e.g. common citizenship, the value of diversity, enhanced trade etc).
(v)	“Collective Memory of Europe and Cultural Achievements of Europe”: Pictures which unequivocally symbolise the collective representation of Europe on one side of the note (e.g. the Acropolis, a map of Europe without borders, the stars) and portraits of great European achievers up to the 20th Century on the other side.
(vi)	“Fauna and Flora and their Natural Environment”: The portrayal of different fauna and flora and natural environmental scenes from the Member States is the essence of this theme.

- (vii) “Great European Figures Associated with a Single Discipline”: Each denomination would be inspired/characterised by portraits of historical figures associated with a single discipline (e.g. painting).
- (viii) “Aspects of Europe”: The proposed theme describes one or more significant aspects of the near future of Europe (e.g. communications).
- (ix) “Great European Poems and Narratives”: Pictorial representation of great poems of European literature. The theme would be drawn from the characters, ideas and lines of seven great European poems (e.g. Don Quixote).
- (x) Several portraits on both sides of each banknote denomination: In order to counter the nationalist bias in the portrayal of figures, the design of each banknote would include a number of figures on both sides of the note.

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- (xi) Landscapes: The theme would include either identifiable European landscapes or European rivers or landscapes from a geological viewpoint.
- (xii) Cities which played an important role in the development of Europe: The theme would be represented by cities which played an important role in the cultural, economic and financial development of Europe.
- (xiii) Monuments: The theme would be represented by famous European monuments.
- (xiv) Myths and Legends: The theme would be based upon images and characters from European myths and legends.
- (xv) European Scripts and Written Works: The theme incorporates ancient scripts and written works from each of the Member States.

- (xvi) Maps of Europe through the Ages: The theme would be illustrated by maps of Europe through the ages, which would show our different cultures and origins.
- (xvii) The “Founding Fathers” of the European Union: The theme would be illustrated by the portrayal of prominent figures associated with the foundation of modern Europe.
- (xviii) Cosmology: The theme would relate to scientific study of the world and the universe.

Theme Title

“Ages and Styles of Europe”

Subject Matter

The theme could include portraits of ordinary men and women taken from European paintings, drawings, sketches etc on one side of the banknote and architectural styles on the other side. Should each portrait belong to a different moment of European history, the other side of the banknote could incorporate an artist's representation of the architectural style typical of the period (e.g. Classic, Gothic, Renaissance, Baroque, Neo-classical etc). This side of the note would thus convey, without specific reference to any given building, a clear message on the architectural richness and unity of Europe.

Taken together the portraits should form an ideal European family e.g. children, youths, men and women in the prime of life and elderly people. They should cover a long period of European history (i.e. from classical to modern times) and represent the great variety of physical types which characterise European society.

The portraits should be completely nameless. Art and cultural historians would help the Group to find people who cannot be identified, thus avoiding possible traps and pitfalls. Finally, the portraits should be aesthetically beautiful and impressive.

Advantages

- Discussions within the Group have proved that there is an acute awareness of the national difficulties involved in the choice of a theme for a common European banknote. With very few exceptions the proposed themes would inevitably privilege some nations and disadvantage others. Indeed one proposal frankly admits the existence of the problem and tries to circumvent it by radically widening the choice of portraits (8 portraits on a single note); even so, some Member States may be more represented than others. The theme “Ages and Styles of Europe”, however, minimises both national bias and gender imbalance.

- The other assumption prompting this proposal is the perception of Europe among non-Europeans. To almost everybody in the world, Europe is noted for fine arts, beautiful paintings, famous sculptures and great architectural styles. While American and Japanese tourists may be unable to name European leaders, they usually know the names of Europe's most famous museums. Therefore, it is advisable to choose a theme which stresses this common cultural heritage of European nations and carries a clear European message to other continents.

Theme Title

“Heritage of Europe”

Subject Matter

The illustration of famous men and women from the past on one side of the note and a mix of related achievements in different disciplines (music, architecture, literature etc) on the other side of the note.

The proposal is to select famous historical figures from a different speciality for each denomination within the series (e.g. Ludwig van Beethoven and music, Rembrandt and painting, Sir Isaac Newton and science, Otto Wagner and architecture, Charlotte Brontë and literature, Marie Curie and medicine and Maria Montessori and education). The front and back of the note would have the same theme. It would, of course, be necessary to ensure that a portrait of the figure is available.

All seven denominations could incorporate, as a background, a map of Europe without borders or a graphic image, based on a satellite photograph, as a symbol of togetherness which the public might easily understand. Such a single design feature would contribute substantially to the optical unity of the series.

Advantages

- Portraits would be retained on the notes which is in keeping with the banknote tradition of almost all the Member States.

The portraits on banknotes should endow the notes with a certain prestige above and beyond their simple fiduciary value. The public might prefer to have portraits of historical figures on their notes, rather than portraits of unknown persons.

Disadvantages

- The selection of figures which avoid both a national bias and a gender imbalance will be more difficult in this case than in Theme (i).

Theme Title

“Abstract Theme and Security”

Subject Matter

Having an abstract design (e.g. geometric shapes, non-figurative design elements) would facilitate the incorporation of a range of security features in a harmonious combination. The aim would be to achieve the highest design flexibility and to concentrate fully on the harmonious combination of kinograms or holograms, luminous inks, gold or silver inks, optical variable inks, foils, special patterns, features in the paper, etc.

The theme and the design of the series of European banknotes would be based on the objective of counterfeit deterrence. Not only would the surface of the note be optimally used to incorporate security features, but each denomination would be designed in a user-friendly fashion. This would make each value easy to identify without having to sacrifice any valuable space for messages that have nothing to do with the purpose of a banknote.

Advantages

- This theme makes it easy to incorporate security features. The European banknotes could then be the most secure banknotes in the world.
- This theme allows a futuristic/forward-looking design.
- Targeted publicity campaigns could be used to counteract any problems which may arise in terms of acceptance by the public of an abstract series of notes. The public will accept abstract motifs more easily if they are informed that the abstract design is necessary for security reasons.
- Such a series of banknotes would mark a breakaway from current banknote designs thus providing the public with the opportunity to distinguish, at glance, the new notes from the old notes, especially during the transitional period of co-circulation.
- Finally, the theme completely avoids a national bias and a gender imbalance.

Disadvantages

Experience with security features which are combined in banknotes suggest that they give rise, in the minds of the public, to a false sense of confidence in the quality of the security of the banknote. Such findings derive, in part, from the fact that security features incorporated into an abstract design can prove difficult to identify.

Theme Title

"Aims, Ideals and Aspirations of the European Union"

Subject Matter

The new series of notes should incorporate a theme derived from the objectives, aspirations and ideals of the Community as set out in the Treaty of Rome and the treaties which followed. (These are set down in the prologues to the various treaties - please see the attached table.

It is thought that the theme should be visually represented by both portraits as a main feature and by secondary features. The portraits could be a series of seven portraits of ordinary people taken from many possible sources e.g. old photographs, composites from present day photographs, artists drawings based on people in public places etc. Three of the portraits could be women (a girl, a young woman and an older woman); three could be men (a boy, a young man and an older man) and one portrait of a child. The portraits would represent the citizens of the EU. The secondary features would be used to give a visual representation to the objectives of the EU (e.g. peace could be represented by a white dove, democracy by a parliamentary scene, rights and the rule of law by the scales of justice etc).

Advantages

There is a significant advantage in basing the theme and the design of the new notes on these concepts insofar as they reflect the essence of what the European Union represents. As one of the top three most used international currencies the new banknote series would, if it incorporates a theme based on these concepts, promote the aims and ideals of the EU throughout Europe and world-wide.

- All of the Member States have subscribed to these concepts. Indeed, in some countries, the people voted positively for the treaties.
- The very large and wide range of elements of the proposed theme together with the portraits offer the banknote designers a great deal of material with which to work in order to achieve a series of seven complete banknote compositions. Such a theme would also facilitate the creation of designs devoid of controversy in terms of gender, religion and nationalistic considerations.

Disadvantages

- These aims and ideals are not typically European.
- It may be difficult to give representation to some philosophical ideals.

**Treaty Establishing the European Economic Community
(Treaty of Rome)**

(i) Lay the foundations for an ever closer union among the peoples of Europe

Key Words/Expressions/Concepts

Ever closer Union
Peoples of Europe

(ii) Ensure the economic and social progress of their countries by common action to eliminate the barriers which divide Europe.

Economic progress
Social Progress
Common Action
Eliminate barriers

(iii) The constant improvement of the living and working condition of their peoples.

Improvement of living and working conditions
Peoples of Europe

(iv) Removal of existing obstacles in order to guarantee steady expansion, enhanced trade and fair competition.

Steady expansion
Enhanced trade
Fair competition

(v) Strengthen the unity of their economies and ensure their harmonious development by reducing the differences existing between the various regions and the backwardness of the less forward regions.

Unity of economies
Harmonious development
Reduction of regional differences

(vi) Contribute by means of a common commercial policy to the progressive abolition on restrictions on international trade.

Common commercial policy
Abolition of restrictions on international trade

(vii) Confirm the solidarity which binds Europe and the overseas countries and to ensure the development of their prosperity in accordance with the principles of the Charter of the United Nations.

Solidarity with overseas countries
Development of the prosperity of overseas countries

(viii) Pursue and strengthen peace and liberty by pooling their resources and calling other peoples of Europe who shared their ideal to join in their efforts.

Peace
Liberty
Pooling of resources
Shared ideals with other peoples of Europe

The Single European Act

(I) Work together to promote democracy on the basis of fundamental rights (notably freedom, equality and social justice) recognised in the constitutions and laws of the member states, in the convention for the Protection of Human Rights and Fundamental Freedoms and the European Social Charter

Key Words/Expressions/Concepts

Promote democracy
Fundamental rights
Human rights
Fundamental freedoms
Freedom, equality and social justice

Treaty of European Union

(The Maastricht Agreement)

(I) Liberty; Democracy; respect for human rights and fundamental freedoms and the rule of law.

Liberty and democracy
Human rights
Fundamental freedoms
Rule of law

(ii) Strengthening and the convergence of the Economies of the EU member states, establishment of an Economic and Monetary Union; establishment of a single and stable currency.

Convergence of economies
Economic and Monetary Union
A single and stable currency

(iii) Establishment of a citizenship common to Nationals of the states

Common citizenship

(iv) Implementation of a common foreign and security policy; the promotion of peace and progress in Europe and in the world.

Common foreign and security policy
Promotion of peace and progress

(v) Creation of an ever closer Union among Europeans, in which decisions are taken as closely as possible to the citizen in accordance with the principle of subsidiary.

Ever closer union
Principle of subsidiary

2. The key words/expressions/concepts might usefully be broadly categorised as follows:

EUROPEAN UNION	SOVEREIGNTY	FAIR COMPETITION	OTHER COUNTRIES
<ul style="list-style-type: none"> Ever closer union Common action Work together Shared ideals with other peoples of Europe Common Citizenship 	<ul style="list-style-type: none"> Principle of subsidiary The value of diversity 	<ul style="list-style-type: none"> Eliminate barriers Removal of obstacles Enhanced trade Fair competition Abolition of restrictions on international trade 	<ul style="list-style-type: none"> Solidarity with overseas countries Prosperity of overseas countries Calling other peoples of Europe to join
POLITICAL		SOCIAL	ECONOMIC
<ul style="list-style-type: none"> Peace Liberty Promote democracy Fundamental rights Human rights Freedom Equality Respect for rule of law Promotion of peace and progress in Europe Common foreign and security policy 	<ul style="list-style-type: none"> Social progress Improvement of living and working conditions Social justice 	<ul style="list-style-type: none"> Economic progress Unity of economies Steady expansion Harmonious development Reduction of regional differences Common commercial policy Convergence Economic and Monetary Union Single and stable currency Pooling of resources 	

Theme Title

“Collective memory of Europe and cultural achievements of Europe”

Subject Matter

Pictures which unequivocally symbolise the collective representation of Europe on one side of the note (a map of Europe without borders, the European stars and/or a symbol representing the cultural heritage of Europe, e.g. the Parthenon or the classical symbol of the abduction of Europe by Zeus).

On the other side of the banknotes, great European cultural achievers up to the 20th Century (renowned world-wide) could be represented, together with pictorial symbols of their respective fields of achievement.

Advantages

- The banknotes would be identifiable as representing European unity and Europe as a whole by almost all Europeans and non-Europeans without the necessity of a written interpretation on the banknotes themselves.
- They would carry symbols with trans-national meaning.
- The designs of the notes would be basically different from the design of current banknotes (at least on one side).

Disadvantages

- The avoidance of a gender imbalance might prove difficult.

Theme Title

“Flora and Fauna and their Natural Environment”

Subject Matter

Different Member States already have themes and design features related to flora and fauna themes on their national banknotes. The Netherlands, for example, has a snipe and a sunflower, while Denmark has a butterfly, a squirrel, a lizard and a fish on different denominations.

The following are a few examples of species, representing fauna, flora and their natural environment, that could appear on the European banknotes:

Fauna:

Owl, wildcat, badger, wild boar, fox, deer, brown bear, chamois, grey seal, flamingo, eagle, wolf, otter, hedgehog, elk.

Flora:

Tulips, red poppies, oak trees, olive trees, pine trees, cypresses, grapevines etc.

Natural Environments:

Nordic fjords, Spanish deserts, the Alps, meadowlands and fields, polar or Nordic territories, forests, lakes, Mediterranean coasts.

Advantages

- The theme facilitates the visualisation of the natural richness and the variety of the European continent.
- The theme could easily be adopted by new members of the European Union.
- It allows the public to clearly differentiate between the seven different values; banknotes with a fox, an eagle or an elk are easier to differentiate than banknotes with human heads.
- The nature theme is easily understood by everybody and is likely to be a popular theme. In all Member States the public is more and more concerned about nature and ecology.

Disadvantages

- Newly independent countries in other continents have portrayed animals on their banknotes because, at least in part, they have little else to incorporate into a design.

Constraints

- The theme may have a national bias insofar as most of the Member States have an animal or flower as a national symbol.

Theme Title:

“Great European Figures Associated with a Single Discipline”

Subject Matter

The series of notes would be inspired/characterised by portraits of historical figures chosen within a single discipline (e.g. music). If the chosen discipline was to be painting, a portrait of the painter would appear on one side of the note and details from one of his/her famous paintings on the other side (e.g. Manet and the Dame au chapeau noir, Dürer and his ‘portrait of a young man’ etc).

Advantages

- The theme is in the line with the existing banknote tradition of fourteen of the fifteen EU countries and as a consequence will be familiar to the EU public.
- The theme offers almost unlimited possibilities of choice since the term “discipline” could be extended or restricted, giving thematic flexibility as shown in the following non-exhaustive list:
 - art in general
 - a particular branch of art e.g. music, opera, painting, sculpture, architecture, literature (e.g. seven Nobel prize winners), theatre, ballet, film etc.
 - a particular style of art: baroque, impressionism etc
 - science in general, human sciences, exact sciences
 - a particular science: economics, medicine, geography, communication, philosophy, biology etc
 - a particular school of science
 - technologies in general or one in particular
 - politics: great historical movements such as humanism etc.

The chosen period could be either very extensive or very limited, thus giving chronological flexibility:

- through all ages
- restricted to one century e.g. 20th Century
- covering a period of several centuries.

- The theme gives great scope to artistic interpretation.

Disadvantages

- Famous historical figures will always be linked to their home country. Citizens of the eight countries without representatives on the notes might feel excluded.
- There is a danger that EU citizens would not be able to relate to this theme, since most well known historical figures appeal to a rather limited group of well educated people. The reproach of elitism could occur.
- Every person has a gender, religious conviction and political and philosophical orientation. In the case of this theme it may be difficult to find a well balanced mix.
- Ethics have evolved through the ages. Well accepted lifestyles and opinions of former centuries could give rise to criticism nowadays.
- The portrayal of famous politicians of the past may give rise to a positive public response in their own countries. If their fame is based on the conquest of a neighbouring country, they may have to be eliminated from the list of features.
- Misgivings might also arise in relation to science. Some scientific results were misused and other research areas may prove to be controversial (e.g. bio-genetics). Scientists should be beyond suspicion of plagiarism.

Theme Title

“Aspects of Europe”

Subject Matter

The proposed theme describes one or more significant aspects of the near future of Europe, for example communications.

In the history of the arts the time of the “allegory” has passed; therefore the various scenes on European notes should describe rather than symbolise. In this proposal, idealism is not envisaged.

The first European banknote should be marked by some decisive differences when compared with national banknotes. It would be quite arrogant to assume the public is not an emancipated audience. Accordingly, the theme, if it is to be recognised and accepted by the public, should not incorporate distant lofty ideas.

The choice of the theme should be directed towards things that are recognised as important and vital to the existence of a united Europe e.g. communications.

The various aspects of communications touch the lives of the great majority of the population. The truck driver recognises the autobahn, the Internet addict identifies with the digital highway, the train guard recognises the railroad, etc.

Advantages

- It avoids a national bias and there is no gender imbalance.
- It would facilitate designs which would be different from the designs of existing national banknotes.

Disadvantages

- Some of the designs could become outdated very quickly.

Theme Title

“Great European Poems and Narratives”

Subject Matter

The suggestion put forward of a set of themes “Great Poems and Narratives” is based upon the idea that there exists a wealth of collective memories and scenes from common stories which is unequivocally European. Ulysses trying to sail between Charybdis and Scilla; Don Quixote fighting the windmills; the dying Roland blowing his horn asking for help from the retreating armies whose rear he defended are examples of scenes that are all easily recognisable in Europe. The following is a list of poems and narratives which might be included in the theme:

THE WORKS AND THE DAYS: Hesiod’s ancient poem relating, for the first time, man and his efforts towards unity with the environment and the search for its meaning.

THE ODYSSEY: Homer’s poem about the daring and adventurous Ulysses.

DON QUIXOTE DE LA MANCHA: The paradigm of individual liberty and the obedience to an ideal - Cervantes.

LA DIVINA COMMEDIA: The poem of transcendental justice and of man face to face with destiny and personal will - Dante.

BEOWULF: The poem about heroic courage in defence of the values of the group against the alien foes.

DIE NIBELUNGEN: The fierce conflicts brought by the defence of honour, land and rights.

LA CHANSON DE ROLAND: The poem about fidelity and courage against treason and cowardice.

Milton’s PARADISE LOST, Hugo’s NOTRE-DAME DE PARIS are further examples of tales and poems which could equally well qualify as belonging to the common European imaginary.

Advantages

- These poems and narratives are practically timeless and of universal value.
- Reference to countries and historical personalities is either non-existent or irrelevant, thus avoiding a national bias.
- The theme facilitates a figurative treatment.

Disadvantages

- These poems and narratives might not be known to a large enough section of the EU public.

Theme Title

"Several portraits on both sides of each banknote denomination"

Subject Matter

In the case of European banknotes, a special effort should be made to identify those criteria which would act as a unifying force among different nationalities - even to the extent that people would feel a sense of pride in using common notes.

The banknotes could portray a wide gallery of characters prominent in the fields of science and culture, thereby paying tribute to learning, enterprise and the creative imagination of the mind.

These qualities - learning, enterprise and the creative imagination of the mind - constitute the European Union's greatest asset and give rise to the very strength of the entire Western civilisation.

As there will be seven notes and each note will bear several portraits, seven different fields of science or art could be represented. The objective would be that at least three prominent figures from each Member State would be portrayed on the European notes.

Advantages

- The proposed theme highlights the cultural heritage of Europe.

Disadvantages

- The public might find it difficult to differentiate the denominations because of the multiplicity of faces on the banknotes.

Theme Title

“Landscapes”

Subject Matter

Landscapes or European rivers could form a theme conveying the topography of Europe. Examples could include the following:

Landscapes

- The cliffs of Dover
- The Mont-Saint-Michel

Great European rivers with their historical and cultural background

- The Rhine
- The Thames

Advantages

- The designs could prove to be quite beautiful.

Disadvantages

- Locations could be easily identified and some countries would not have a “domestic” landscape on a banknote.
- Traditionally, landscapes have been used as a secondary feature complementing the main theme/feature.

Theme Title

"Cities which played an important role in the cultural, economic and financial development of Europe"

Subject Matter

Cities associated with the cultural development of Europe: Rome, Athens etc.

University towns: Padua, Bologna, Salamanca, Heidelberg etc.

Towns associated with the economic and financial developments between the 14th and 19th centuries: Bruges, Venice, Antwerp, Genoa, Amsterdam, London etc.

Cities associated with the development of the European Community: Rome, Brussels, Strasbourg, Maastricht etc.

Disadvantages

- Only seven cities would be represented and this would give rise to a national bias.
- Cities would be more appropriately used as secondary design elements than as a primary theme.
- There does not appear to be a great tradition of portraying towns and cities on banknotes.

Theme Title

“Monuments”

Subject Matter

Stonehenge	The Houses of Parliament in London
The Parthenon in Athens	The Eiffel Tower in Paris
The Pantheon in Rome	The Atomium in Brussels
The Cathedrals	

Advantages

- Monuments illustrate an historical style (e.g. gothic, baroque etc).

Disadvantages

- Only seven of the fifteen Member States would be represented.
- Some monuments can convey different and even opposing symbolic messages.
- Few monuments convey symbolic messages linked with the idea of Europe.
- Monuments tend to give a ‘touristic’ aspect to the banknotes.

Further Remarks: These disadvantages could be avoided if styles of monuments were illustrated rather than one particular building.

Theme Title

“Myths and Legends”

Subject Matter

Scandinavian Myths

German Myths

Greek Myths

Roman Myths

Celtic Myths

Advantages

- Myths lend themselves less to ideology than historical figures.
- Myths can be depicted in a number of ways; this gives the artist a high degree of freedom.
- Myths convey timeless values and messages.

Disadvantages

- Myths do not convey topical values or messages.

Theme Title

“European Scripts and Written Works”

Subject Matter

The representation of Greek scripts, Runes (Scandinavian scripts), Latin scripts, minuscule carolines, etc. extracted from great literary works.

Disadvantages

- Scripts and other written works would tend to be identified with one country.
- They might be considered obscure by a large section of the public.
- Traditionally, extracts from scripts and texts, when used on today's banknotes, tend to form part of a background pattern (see for instance Irish banknotes). Scripts and texts appear to be more secondary design features than a main theme.

Theme Title

“Maps of Europe Through the Ages”

Subject Matter

European maps which might be used to show our different cultures and origins:

- Ptolemy's maps;
- Mappaemundi;
- Portolan charts (maps of the 14th and 15th centuries which were essentially maps of coastlines);
- Space photographs of Europe

Advantages

- Maps and charts could be the subject of one side of the note and could usefully complement another subject of the other side of the note.

Disadvantages

- Maps and charts appear to be secondary features rather than a main theme.
- In any event, maps and charts which incorporate borders would not be in keeping with the objectives of the EU.

Theme Title

"The 'Founding Fathers' of the European Union"

Subject Matter

The portrayal of the "Founding Fathers", perhaps in conjunction with another theme (e.g. the aims, ideals and aspirations of the EU):

Konrad Adenauer

Alcide De Gasperi

Jean Monnet

Robert Schuman

Paul Henri Spaak

Advantages

- The symbolic value is strong. Having the "Founding Fathers" in the first series of European notes is an affirmation of our common history.
- Buildings - as additional design features - could reinforce the symbolic value of the objectives/ideals of the EU (e.g. London and the Houses of Parliament, Frankfurt and the Paulskirche).

Disadvantages

- These figures are not well known to the general public.
- This theme could be controversial insofar as it relates only to the six founding members of the EEC.
- There is a gender imbalance in the portraits.

Theme Title

“Cosmology”

Subject Matter

A theme related to the science of the world or universe. The theme might be visually represented by constellations etc. Famous astronomers and other scientists would also be portrayed on the notes e.g. Copernicus, Newton, Darwin.

This theme is similar to Theme (vii) - “Great European Figures Associated with a Single Discipline” - and carries with it most of its advantages and disadvantages as listed.

Additional disadvantage

There is a gender imbalance in the portraits.

ANNEX 3

DESCRIPTION OF THE PAIRED COMPARISON TECHNIQUE

A system known as "paired comparison" was employed by the Group to rank the themes. This is a technique which allows a group of people (e.g. members of the Advisory Group) to compare/rank one with another, any number of items. After collating the answers from all the people, the process provides a "consensus rank order". This system is used, for example, to rank job functions by order of relative importance within an organisation, but the principle can be applied to any subject. The benefit of the process is that it allows individuals to compare all items, one with another, on a subjective and informed basis.