Preparing the non-Financial Sector

Alan Camilleri

Agenda

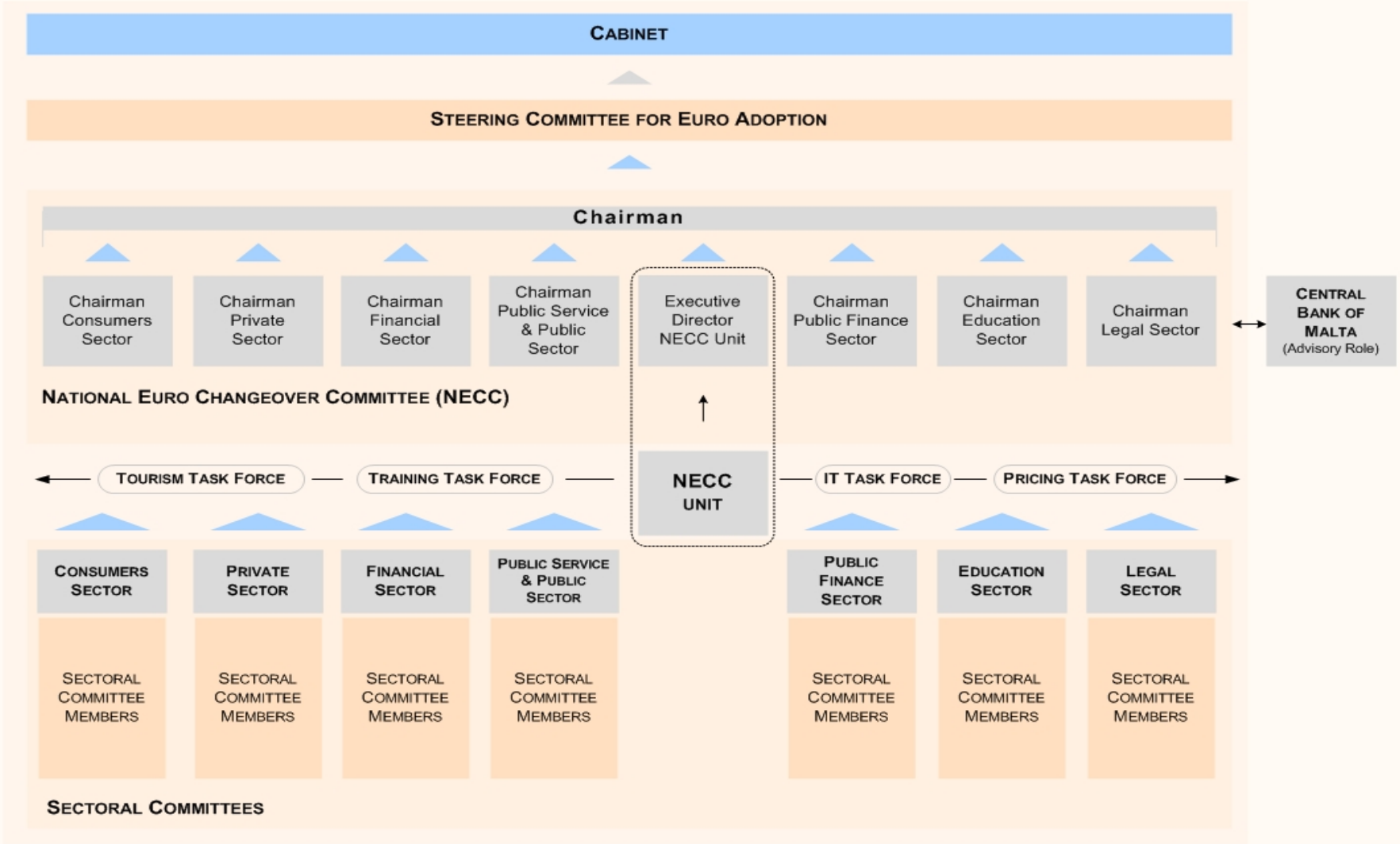
1. The NECC Structure
2. Technical Preparations
3. The Communications Campaign
4. Training Strategy
5. The Public Sector
6. Strategic Partnerships

NATIONAL EURO
CHANGEOVER COMMITTEE

The NECC Structure

NATIONAL EURO
CHANGEOVER COMMITTEE

The NECC Structure



The NECC Structure

- Non-political, representative of all stakeholder groups: public, social and private;
- Sectoral approach ensures representation from 'sector leaders' in both public and private fields;
- Consultative and inclusive: Committees could proposed policies to the NECC
- Legislation, guidelines and policies were ALWAYS discussed with the committees: Two way (bottom/up and top/down approach) feedbacl loop established.

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Technical Preparations

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CHANGEOVER COMMITTEE

Technical Preparations

- The NECC through its Technical Preparations Unit (TPU) issued:
  - ✓ 4 updated versions of the Master Plan
  - ✓ 11 sets of guidelines aimed to provide a fair and seamless changeover
- The TPU continuously involved private sector partners in all stages of the changeover
- The Master Plan and guidelines were formulated in discussion with all the stakeholders.

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The Communications Campaign

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CHANGEOVER COMMITTEE

Intensive and Extensive

- A team of 5 Information Officers (functionally assigned):
  - Consumers, Elderly, Vulnerable groups, Education, Training and Businesses
- The 'face of NECC'
  - Radio, TV, articles, seminars, training, events
- Recruited outside of Government
- The Euro hotline tackled nearly 30,000 calls: Over 7,000 in Jan 08 alone!

NATIONAL EURO CHANGEOVER COMMITTEE

The Strategy

- Mass Media Campaign focussed on key messages
- Campaigns targeted to specific interest groups
- Grassroots information campaign among citizens

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Campaign Phases

- Phase I: July06 – June07
  - Key messages: Benefits of the euro, the CPR, EU integration, FAIR, dual display
- Phase II: July07 – Dec07
  - Much more intensive!
  - Value equivalence, recognising money, dual circulation, currency exchange, price stability, conversion of accounts, starter kits etc..
  - Opening up of the 61 manned Euro Centers across Malta and Gozo (Dec/Jan)
- Phase III:
  - Living with the euro, dual display, price conversions, reporting abuse

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Consumers

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CHANGEOVER COMMITTEE

Empowering Consumers

- Setting up of the dedicated public help line (*Linja Ewro 154*)

  30,000 calls: Over 7,000 in Jan 08 alone!

- Daily TV and Radio slots; participation in tv/radio programmes; weekly adverts and targeted articles in all national newspapers

  1,465 Newspaper and magazine adverts
  20,125 Radio Spots
  4,753 TV Spots

LINJA EWRO 154
www.euro.gov.mt

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Phase 1: Key Messages

Macroeconomic Benefits

- Economic Stability; No Exchange Rate Risk; Promotes sound economic policies; Strengthens the Single Market; Encourages Investment

Microeconomic Benefits

- Facilitates cross-border financial transactions; Makes travelling easier; No time or money wasted on currency exchange; Easier to compare prices

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Phase 1: Print Media

Campaign Staging

- Rebrand campaign to recast the message;

- Final phase of campaign on 23rd September:100 days from € Day
  - Countdown Clocks; Billboards; Buses & Bus Shelters; Website and Banners

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Rebranding Launch

Infomercials

A 2 minute news feature everyday with a news bulletin 'look and feel'

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Phase 2: Are you ready?

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Print Adverts (Consumers)

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TV Drama & Lifestyle

- Daily educational drama slot;
- € content in major dramas and TV programmes;
- 10 minute presence on magazine programmes

Euro Centres

- 61 centres opened from 3rd December till the 31st January;
- € Volunteers and Euro Assistants.

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The euro…on your doorstep

- An eight page newspaper delivered to every household every month;
- Delivers key simple messages
- Provides list of FAIR outlets

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Focus on Housewives

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Children as Multipliers

- NECC presence on children's TV programmes
- Euro-related activity books will be introduced in the curricula of Primary schools as from the 2007/8 scholastic year
- Euro Website is being developed within the Skola Portal.
- Skola Sajf 2007 will be dedicated to the euro and changeover process
- Production of various educational material such as educational maps, downloadable worksheets, games and quizzes, plastic notes and coins, educational and fun booklets and an educational DVD consisting of all 30 Ewro Tfal programmes

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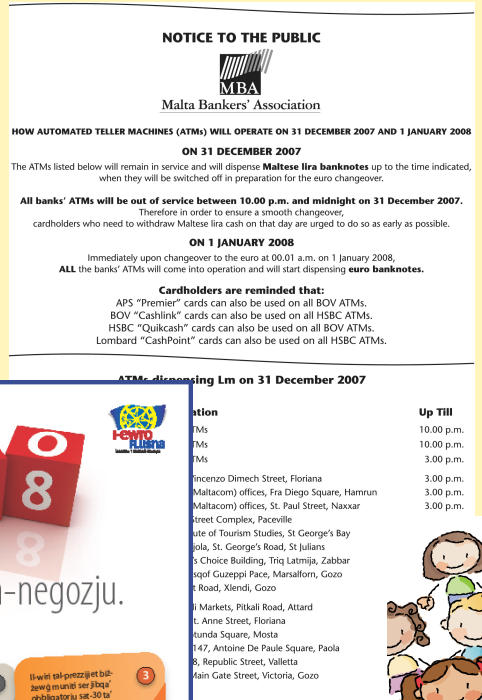
€ Curriculum in Schools

euro challenge 07

The Information Campaign

Phase 3



NOTICE TO THE PUBLIC

MBA
Malta Bankers' Association

HOW AUTOMATED TELLER MACHINES (ATMs) WILL OPERATE ON 31 DECEMBER 2007 AND 1 JANUARY 2008

ON 31 DECEMBER 2007

The ATMs listed below will remain in service and will dispense **Maltese lira banknotes** up to the time indicated, when they will be switched off in preparation for the euro changeover.

All banks' ATMs will be out of service between 10.00 p.m. and midnight on 31 December 2007.
Therefore in order to ensure a smooth changeover,
cardholders who need to withdraw Maltese lira cash on that day are urged to do so as early as possible.

ON 1 JANUARY 2008

Immediately upon changeover to the euro at 00.01 a.m. on 1 January 2008,
ALL the banks' ATMs will come into operation and will start dispensing **euro banknotes.**

Cardholders are reminded that:
APS "Premier" cards can also be used on all BOV ATMs.
BOV "Cashlink" cards can also be used on all HSBC ATMs.
HSBC "QuikCash" cards can also be used on all BOV ATMs.
Lombard "CashPoint" cards can also be used on all HSBC ATMs.

ATMs dispensing Lm on 31 December 2007

ation	Up Till
TMs	10.00 p.m.
TMs	10.00 p.m.
TMs	3.00 p.m.
incenzo Dimech Street, Floriana	3.00 p.m.
Maltacom) offices, Fra Diego Square, Hamrun	3.00 p.m.
Maltacom) offices, St. Paul Street, Naxxar	3.00 p.m.
treet Complex, Paceville	
ute of Tourism Studies, St George's Bay	
ola, St. George's Road, St Julians	
s Choice Building, Triq Latmija, Zabbar	
sqof Guzeppi Pace, Marsalforn, Gozo	
t Road, Xlendi, Gozo	
i Markets, Pitkali Road, Attard	
t. Anne Street, Floriana	
tunda Square, Mosta	
147, Antoine De Paule Square, Paola	
8, Republic Street, Valletta	
Main Gate Street, Victoria, Gozo	

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The Business Sector

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Compelling Businesses

Three main issues that make it difficult to get businesses 'kick-started':

1. They don't think it is a priority yet
2. They have a business to run!
3. There's not much to it

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Key Messages for Businesses

1. **Euro is in your interest**
   - Benefits of the euro for SMEs (i.e. removal of charges, global currency etc..)
2. **Get fit for euro**
   - Start preparations early
3. **Join FAIR**
   - Secures adequate and timely preparations;
   - Promotes best practice

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Reaching out…

- Their own Euro Assistant
- Their FAIR commitment publicised
- The 'business package'
- Sector specific seminars
- Involve constituted bodies
- Articles/case studies in business publications

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The business 'package'

Minimising business costs through:

- Tax deduction scheme for changeover related purchases
- Removal of bank charges for depositing euro cash into Lm accounts (from July07)and for euro deposits into euro accounts (from Jan07)
- Voluntary period of dual display – gives time to businesses to implement in a phased manner
- Free provision on joining FAIR: Price guns, training (and training kits), dual panel currency converters, conversion charts:

  Over **7,600** outlets joined FAIR (almost 90% of retail outlets!). Direct meetings with larger companies.

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Provide relevant publications

- Supply of conversion charts
- Easy to read booklet
- Business checklist
- Fit for euro
- Fit for FAIR
- All for free, and on-demand!
- Euro Times monthly supplement

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Training Strategy

Visits by Euro Assistants

- Over 48,500 visits done in total
- 20,000 visits Nov 06 – Jun 07: FAIR related
- More than 19,000 from July 07 – December 07
- More than 9,500 from January 08 – May 08

NATIONAL EURO CHANGEOVER COMMITTEE

Media Campaign

NATIONAL EURO CHANGEOVER COMMITTEE

Media Campaign

moving to euro

euro our money

Train your staff – *it pays you!*

With the euro very soon becoming your trading currency, the National Euro Changeover Committee (NECC) is organising various training courses to familiarize yourself and your staff with the changeover. Your organization and your customers can only experience a smooth and seamless changeover if the necessary training has been obtained before the actual changeover takes place. Specific courses are being organized to reach the different needs of different businesses and the self-employed:

RETAILERS
If you are a **retailer** you should get in touch with your Euro Assistant and book your training. The Euro Assistant will train you and your staff at your own place of work or your shop;

SELF-EMPLOYED
If you are **self-employed** or self-occupied call your Local Council to get more information on the next Training Course being organised specifically for those like you who work on their own and on the move;

COMPANIES
If your firm or company employs more than 10 persons, specialised training courses are being organised by NECC Trainers. Call Linja Ewro 154 or send an email to euro@gov.mt to book your place for the upcoming training course.

The changeover will be easy as much as you make it. Training is key! Adapting your information systems, your menus and your price lists is important, but training yourself and your staff members is crucial.

www.euro.gov.mt
Linja Ewro 154

moving to euro

euro our money

The changeover needs change… *in your till!*

Are you in business? Do you handle cash in your normal business transactions? Have you started thinking on how much change in euro currency you would require in the initial days of the changoever process?

Whether you are a large firm, a little corner shop or a self-employed person, it is about time that you estimate the amount of euro cash you would require to be able to give change in euro to your customers as from January 1, 2008.

Remember that your clients can pay either in euro or in Maltese Lira but you always need to give change in euro.

To be able to estimate your cash requirements it is important to start as from now monitoring the amount of change you keep on a daily basis over a period of time. There are specific ways how to calculate your cash requirements. Don't leave any more time to contact your local bank branch or manager to help you out.

Starting from 1 December 2007 you can reedeem the notes for € without any additional charges from your bank. You can also obtain euro coin starter kits from Lm56.24 (€131).

www.euro.gov.mt
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euro our money

Learn to work in euro
> *training courses*

- Are you self-employed?
- Do you own a small business concern?
- Do you work from home?
- Are you a member or treasurer of an Association or group?

On the 1st January 2008 the euro will become Malta's national currency. You should, therefore, be prepared well and in time for the changeover.
The National Euro Changeover Committee is planning a set of courses to help you handle the euro and inform you on how the euro will affect your work. The course will also help you recognize the euro notes and coins and how they should be used. Every course will be spread over a week in the following local councils. You can attend the course at the Local Council nearest to you. To book your participation please call your chosen Local Council directly.

Starting	Till	Location	Venue	From	To
10th October	16th October	Zejtun	Local Council	3.00pm	4.30pm
12th October	16th October	Zurrieq	Local Council	6.30pm	8.00pm
12th October	16th October	Qormi	Local Council	6.30pm	8.00pm
15th October	19th October	San Gwann	Local Council	1.00pm	3.00pm
17th October	22nd October	Paola	Local Council	1.00pm	3.00pm
29th October	2nd November	St Paul's Bay	Local Council	6.30pm	8.00pm
5th November	9th November	Rabat	Local Council	7.00pm	8.30pm
30th November		Rabat Gozo	Local Council	9.00am	2.00pm

www.euro.gov.mt Linja Ewro 154

NATIONAL EURO CHANGEOVER COMMITTEE

Sector Specific Events

- Numerous information seminars carried out with unions, private companies, etc
- Stakeholders had the task to mobilise their members and disseminate the information gathered. NECC part sponsored events.
- These seminars' success urged other associations to request NECC for sector specified seminars, e.g: for hairdressers, restauranteers, software developers, social workers, etc...

NATIONAL EURO CHANGEOVER COMMITTEE

Sector Specific Events

Retailing in euro

How to benefit early from euro adoption

GRTU Exchange Building, Republic Street, Valletta

Wednesday, 4 April 2007 > 1330 – 1600hrs

Introduction
Mr Vince Farrugia, *Director General*
Malta Chamber of Small and Medium Sized Enterprises

Retaining retailer competitiveness
Mr Richard Boutet, *Adviser to Chairman*
Federation of Commercial and Retailing Enterprises, France

Getting ready for the euro: *10 golden tips*
Mr Joe FX Zahra, *Chairman*
Mr Alan Camilleri, *Executive Director*
National Euro Changeover Committee

Concluding Remarks
Mr Tonio Fenech, *Parliamentary Secretary*
Ministry of Finance

The seminar will be followed by refreshments.
For bookings, please contact Carmen Borg on 21230459 or email carmen.borg@grtu.net

NATIONAL EURO CHANGEOVER COMMITTEE GRTU

Fit for **euro**
SEMINARS

Are businesses in France better off with the euro?
Has it increased their competitiveness?
Has it led to price stability?
What are the effects on price transparency?
Can businesses look only at their short term costs of adoption and overlook the longer term benefits of the euro?

Get your questions answered during a seminar targeted for businesses organised by the National Euro Changeover Committee and the Malta Chamber of Commerce and Enterprise.

DATE: **Tuesday, 13th February, 2007**
TIME: **17:30 hrs**
VENUE: **Chamber of Commerce and Enterprise,**
The Exchange, Republic Street, Valletta

Mr Victor Galea
President, Chamber of Commerce and Enterprise

Speaker: Mr Martin Forst
Director 'International & Europe' from Limoges, France

Subject: Business preparations and euro adoption benefits in France

For reservations please contact:
Ms. Dorianne Borsanna
e-mail: dh@chamber.org.mt
tel: (+356) 21 233 873
fax: (+356) 21 245 223

NATIONAL EURO CHANGEOVER COMMITTEE

The Malta Chamber of Commerce and Enterprise

> Euro Changeover Considerations for Sage Application Vendors and users

A Q&A seminar by the NECC

NATIONAL EURO CHANGEOVER COMMITTEE GRTU

[date] Tuesday, October 2

[time] 13:30 – 15:30

[venue] GRTU, Exchange Building, Republic Street, Valletta

Both Sage euro conversion tool vendors, as well as Sage users are being invited to attend, so that:

- Each vendor gets a chance to promote offering,
- The business community is aware of the various options open to them,
- an interactive Q&A can take place.

Any interested parties are requested to contact Ms Marcella Zahra on 21232881 or email admin@grtu.net by Monday 1st October to confirm attendance, specifying their name, role and company.

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Vulnerable Groups

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CHANGEOVER COMMITTEE

Vulnerable Groups

Vulnerable groups

Physical Disabilities:

1. Visually Impaired
2. Hearing Impaired

Intellectual Disabilities:

1. Cognitive disability
2. Autistic spectrum disorder

Socially Marginalized:

1. Prisoners
2. Drug Rehabilitation
3. Refugees and asylum seekers
4. Socio-economically disadvantaged

Elderly

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Key Messages

Tailoring the key communication messages towards vulnerable groups brings about the need to address the following:

- New monetary language
- Scale of values in euro
- Fear of change and abuse
- Question of euro-induced inflation

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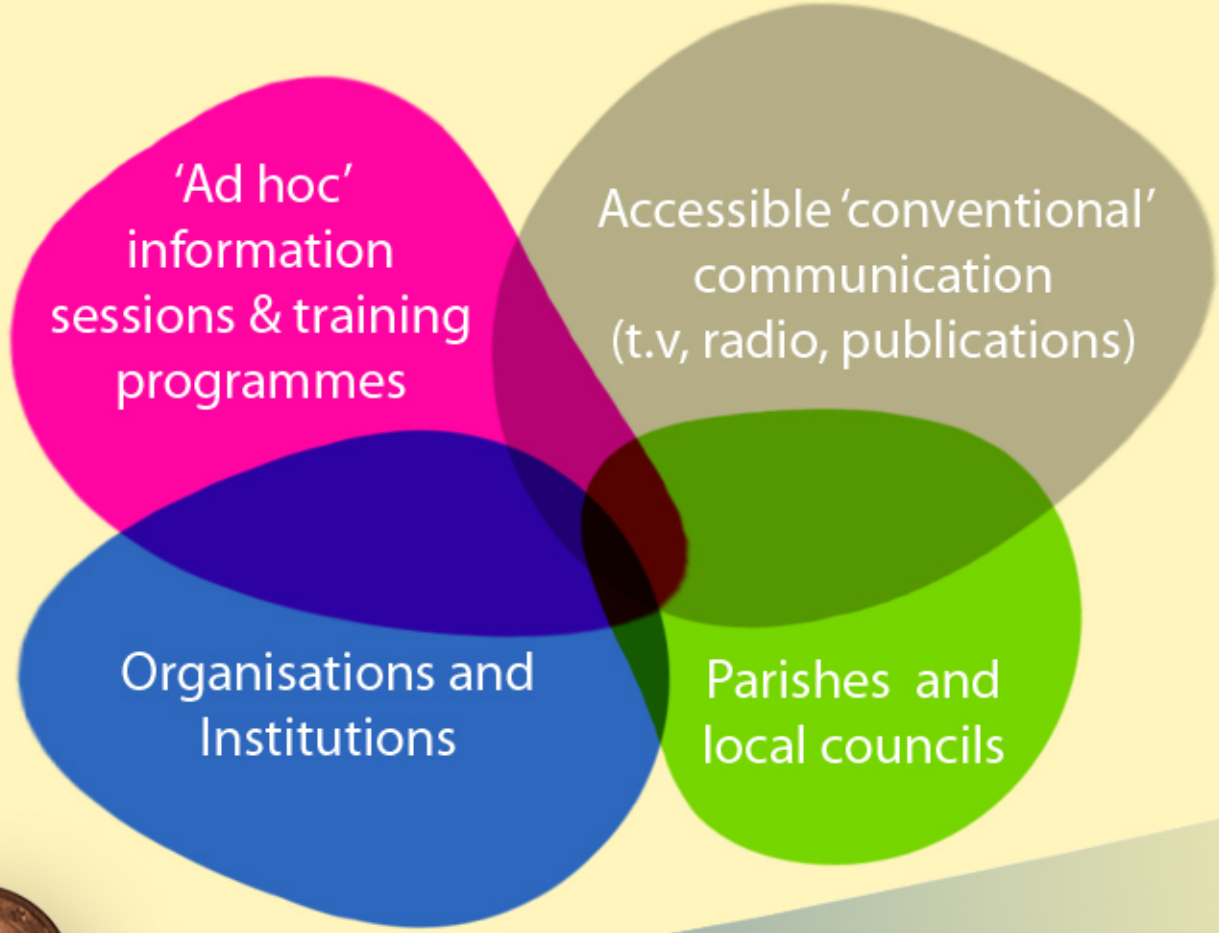
Communication Channels

All channels available are used to reach the identified target groups:



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Enabling the Social Sector

- Euro Volunteers through the involvement of the Ecclesiastical Authorities;
- Parish Priests involved in the setting up of 60 Euro Centres for two months.
- Local Councils and Trade Unions involved in the training of the elderly and persons in economic difficulties

Do you want to form part of this historic event?

Manage the euro

If you can spare time, and have a desire to help senior citizens and other members of your community then why not make a contribution during this historic change and be part of our team of volunteer trainers.

The National Euro Changeover Committee is seeking dedicated persons from all walks of life who are already involved at the local village/town level to volunteer in becoming educators and trainers on the practical aspects of the euro.

The selected applicants would be required to deliver talks and practical information sessions to both groups and individuals after receiving specialised training from the NECC.

The euro will become Malta's currency on the 1st January 2008 and this is your opportunity to be part of this historic change.

If interested please contact Ms. Josephine Rizzo on 22050113 or e-mail josephine.rizzo@gov.mt.

NATIONAL EURO CHANGEOVER COMMITTEE

The tools

Training flip-chart and Training Manual developed for group work with:

- Semi-literate/illiterate
- Autistic spectrum disorders
- Cognitive disabilities
- Elderly

NATIONAL EURO CHANGEOVER COMMITTEE

...the tools

'Easy to Read' booklet, developed for training of:

- semi-literate, illiterate
- cognitive disabilities
- autistic spectrum disorders
- elderly
- general public

Ideal for:

- practical information & dates
- home budget in euro

NATIONAL EURO CHANGEOVER COMMITTEE

...the tools

Training 'shopping cards', developed for training of:

- semi-literate, illiterate
- cognitive disabilities
- autistic spectrum disorders
- elderly
- general public
- Socio-economically marginalized

Ideal for:

- Shopping simulation exercises
- Building up a 'scale of values'
- Assisting mental transition

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Living with the euro DVD

- A short TV drama series in ten episodes of seven minutes each.

Converted to:

- Version in sign language
- A novel in large format text and Braille
- An audio radio-drama version

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Multi Lingual Information

- Simple information publication in four languages: French, Amharic, Tigrinya and Arabic

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Tools for the disabled

- Real and plastic money kits
- audio converters in Maltese
- Plastic banknote and coin identifiers

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Training Strategy

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CHANGEOVER COMMITTEE

Training Strategy

- The NECC was aware of the importance for every cash handler to be adequately trained
- It was not realistic to give first hand training to all workers dealing with cash
- Train the Trainer approach made it possible to reach everyone
- Each organisation selected their trainer which:
  - ✓ Attended training by NECC officials and gathered tools
  - ✓ Held training sessions in their organisation using same tools

NATIONAL EURO CHANGEOVER COMMITTEE

Training Strategy

MOVING TO EURO

euro our Money

strengthening Malta in Europe

Train your staff – *it pays you!*

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Linja Ewro 154

MOVING TO EURO

euro our Money

strengthening Malta in Europe

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Linja Ewro 154

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The Public Sector

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CHANGEOVER COMMITTEE

The Public Sector

- Organised and mobilised by the Prime Minister's Office and reporting to NECC;
- Significant task for legal amendments to take place and a framework developed to ensure that monetary amounts and provisions for thresholds are adequately converted;
- NECC issued consolidated conversion charts to ensure that monetary amounts are rounded consistently across government and public sector entities;
- Dual Pricing will be implemented across the board to lead by example;

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Strategic Partnerships

NATIONAL EURO
CHANGEOVER COMMITTEE

Strategic Partnerships

- The NECC reached several agreements with the private sector
- Price Stability Agreements:

- 11 importers/manufacturers committing 6,700 products
- Made the public and retailers more confident with price transparency
- Simplified things during the first days of the changeover since people did not have to worry about price rises but solely to getting used to the new currency

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Strategic Partnerships

- Bank of Valletta involved in communications campaign
- The importance of having one of the most powerful local banks committed to the cause

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- VJ Salomone (Proctor & Gamble), one of the biggest importers in Malta
- Financed game cards for training sessions

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Strategic Partnerships

- Activities held in partnership with Local Councils
  - ✓ 2 Euro Villages held in Qormi and Birkirkara
  - ✓ Family feasts intended to gather people from different walks of life
  - ✓ Each purchase was carried out in plastic euro coins during the first activity and real euro coins in the second

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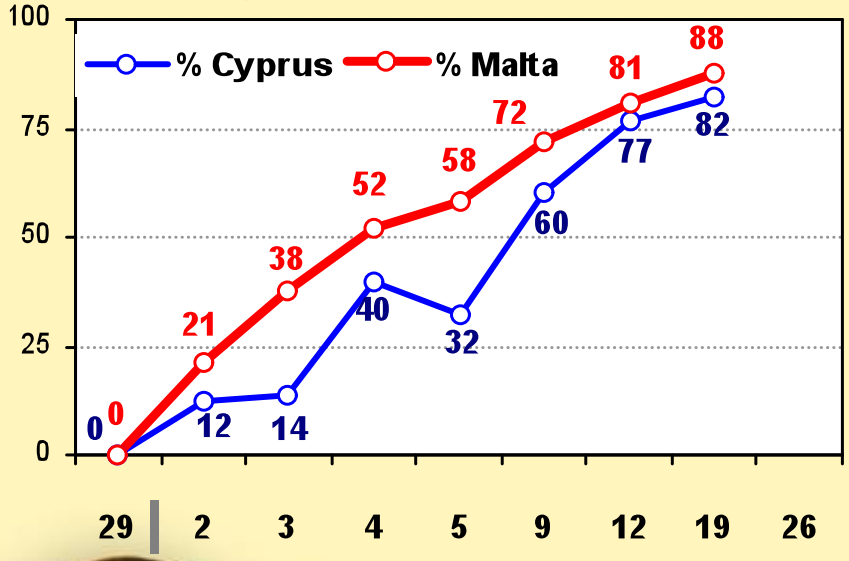
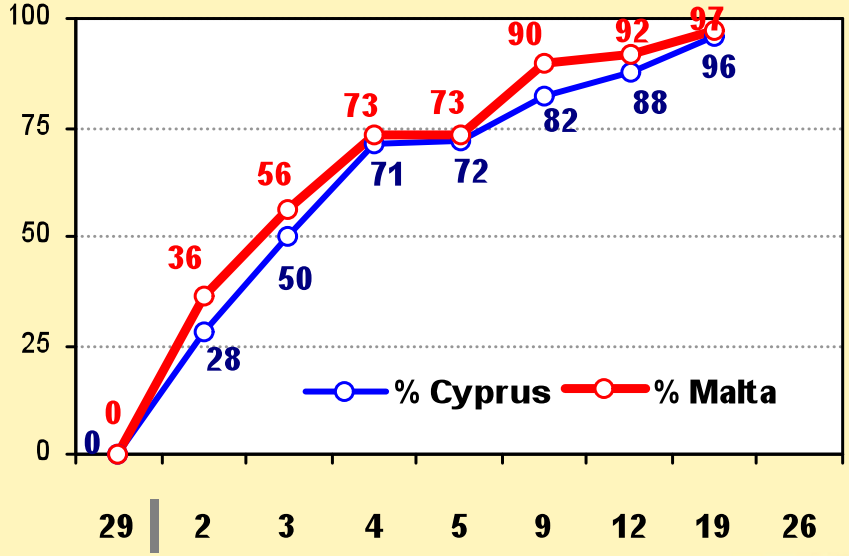
Outcome

Dual Circulation EuroBarometer

Having only euro banknotes



Cash payments – euro only

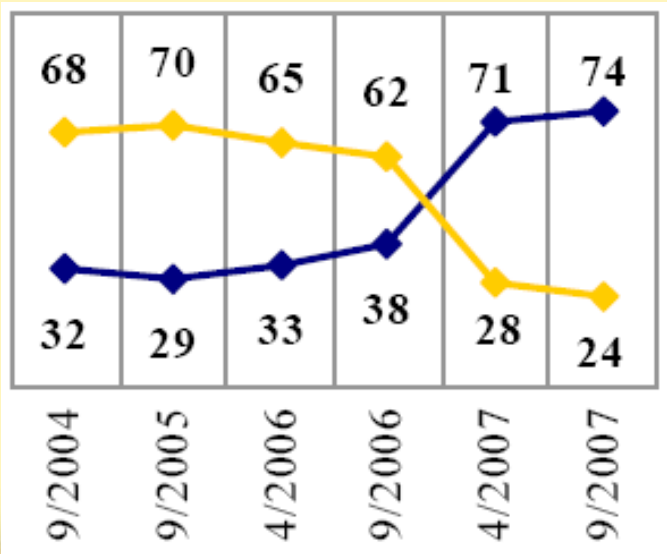


NATIONAL EURO CHANGEOVER COMMITTEE

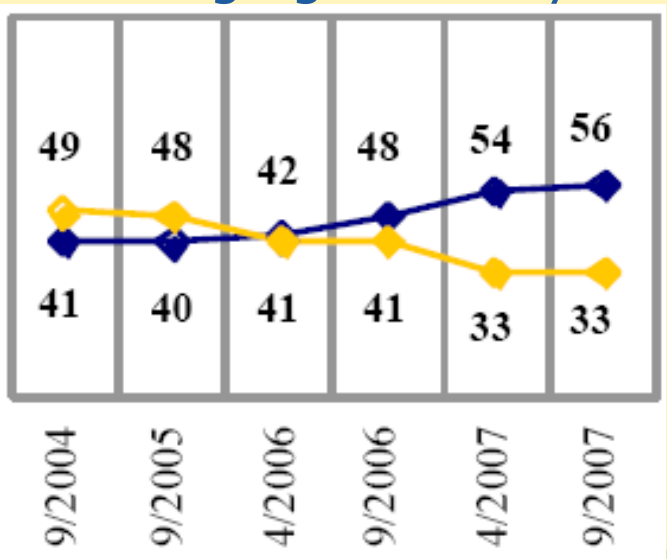
Outcome

Public perception

How well informed are you?



How happy are you about changing currency?



BLUE = well informed / happy

NATIONAL EURO CHANGEOVER COMMITTEE

Close

Thank You!

NATIONAL EURO
CHANGEOVER COMMITTEE