Basic information

2000/2019(COS) COS - Procedure on a strategy paper (historic)	Procedure completed
Economic and monetary union EMU and the euro: strategy of communication and information up to 2002 **Subject** 5.20.02 Single currency, euro, euro area	

Key players

European Parliament

Committee responsible	Rapporteur	Appointed
ECON Economic and Monetary Affairs	KARAS Othmar (PPE-DE)	13/12/1999

Committee for opinion	Rapporteur for opinion	Appointed
BUDG Budgets	HAUG Jutta (PSE)	21/03/2000
ITRE Industry, External Trade, Research, Energy	The committee decided not to give an opinion.	
ENVI Environment, Public Health, Consumer Policy	MYLLER Riitta (PSE)	04/02/2000
CULT Culture, Youth, Education, Media and Sport	ANDREASEN Ole (ELDR)	28/03/2000

Council of the European Union

Key events

Date	Event	Reference	Summary
02/02/2000	Non-legislative basic document published	COM(2000)0057	Summary
29/03/2000	Committee referral announced in Parliament		
21/06/2000	Vote in committee		Summary
21/06/2000	Committee report tabled for plenary	A5-0170/2000	
05/07/2000	Debate in Parliament		
06/07/2000	Decision by Parliament	T5-0342/2000	Summary

06/07/2000	End of procedure in Parliament		
24/04/2001	Final act published in Official Journal		

Technical information	
Procedure reference	2000/2019(COS)
Procedure type	COS - Procedure on a strategy paper (historic)
Procedure subtype	Commission strategy paper
Legal basis	Rules of Procedure EP 148
Stage reached in procedure	Procedure completed
Committee dossier	ECON/5/12513

Documentation gateway

European Parliament

Document type	Committee	Reference	Date	Summary
Committee report tabled for plenary, single reading		A5-0170/2000 OJ C 121 24.04.2001, p. 0008	21/06/2000	
Text adopted by Parliament, single reading		T5-0342/2000 OJ C 121 24.04.2001, p. 0180-0459	06/07/2000	Summary

European Commission

Document type	Reference	Date	Summary
Non-legislative basic document	COM(2000)0057	02/02/2000	Summary
Document attached to the procedure	SEC(2000)0184	04/02/2000	Summary

Economic and monetary union EMU and the euro: strategy of communication and information up to 2002

2000/2019(COS) - 02/02/2000 - Non-legislative basic document

PURPOSE : the purpose of the present Communication is to report on the communications strategy in the last phases of the completion of the EMU. CONTENT : the European Union is in the final phase of a journey into Economic and Monetary Union. From 01/01/2002, banks will issue only euro notes and coins. Member States will make their best efforts to ensure that the bulk of cash transactions will be made by euro by the end of a fortnight from 01/01/2002, and, by the beginning of March 2002, the withdrawal of national notes and coins should be complete. Preparing for this is a formidable challenge. It calls for sustained and concentrated communication campaigns so that all actors can meet it successfully. Turning to what remains to be done before 2002, we notice that SMEs are still not taking the changeover to the euro seriously enough; the use of the euro has been significantly less than was anticipated before the introduction of the euro on 01/01/1999; and most people have received some information on the single currency but may be ignoring it. The Commission specifies that the campaigns should be targeted at a number of groups such as, enterprises (especially SMEs); the general public and non-participant countries. The sequence of events is as follows: - in 2000, enterprises should be targeted intensely so that they can take all the necessary actions in good time. A steady flow of information to the general public should also be maintained: not only do people need to know that an intensive campaign will give them all the information they need in good time but they also need to be reassured of the benefits of the single currency and kept informed of details of the changeover. The Commission has stressed the importance of transmitting the

message to children, of primary school age, so that they, in turn, can teach adults. National and local authorities should also make a start on training trainers and identifying and mobilising individuals and groups able to help the vulnerable; - in 2001, the campaign will target both the general public and its more vulnerable sections should be intensified: citizens need to become acquainted with the look of the notes and the coins. The campaign for businesses must be continued and be readjusted as necessary to take account of the changing situation. The campaign will need to continue into the early months of 2002, during the period of dual circulation and possibly beyond.

Economic and monetary union EMU and the euro: strategy of communication and information up to 2002

2000/2019(COS) - 04/02/2000 - Document attached to the procedure

In a working document, the Commission provides an update on the intitiatives that it has taken regarding information with a view to preparing citizens and businesses for the euro. The Commission recalls that in the context of the information campaign 'The euro, one currency for Europe' launched as part of the PRINCE Programme, the Commission established bilateral partnerships with the Member States, the main purpose of which is the conclusion of agreements between the Commission and the national governments that seek to encourage and co-finance communication actions in the Member States concerning the euro. In 1999, the Commission signed 13 agreements in total with the eleven countries in the euro area, plus Greece and Sweden, for a total budget of 204 billion euros. This document then goes on to outline the information producrs on the euro prepared by the Commission for citizens and consumers: publications for the general public and educational institutions, internet site, CD-ROM, groups of external conference speakers, demonstration stands, videos, two-monthly newsletter, etc. The Commission has compiled a list of actions, already under way or to come, for the preparation of businesses for the euro: actions undertaken by the Euro Info Centres, preparation kits for companies, calls for proposals in the area of training on the euro, seminars, meetings and conferences, surveys on the use of the euro, use of the regional press, contribution to the Expo 2000 in Hanover, preparation of a guide for tourists, round table in Brussels. The document mentions initiatives such as Euro Made Easy and a range of other European pilot projects that have been co-funded by the Commission since 1997 and the purpose of which is to create information and training tools, in order to facilitate the transition to the euro for the most vulnerable sectors of the population: those in economic or social difficulty, the elderly, the blind or visually impaired, the deaf and hard-of-hearing, the mentally handicapped.

Economic and monetary union EMU and the euro: strategy of communication and information up to 2002

2000/2019(COS) - 06/07/2000 - Text adopted by Parliament, single reading

The European Parliament adopted a resolution based on the report by Othmar KARAS (EPP/ED, Austria) on the Commission's communication strategy in the last phases of the completion of EMU. Parliament welcomed the communication and supported the sequencing of the campaign, the emphasis of which will be SME's in 2000, because of their longer preparatory time, all target groups in 2001, and specifically, the general public after 2001. The campaign should also include information on the economic and monetary policy of the Union. Special attention needs to be given to certain categories of the population with particular difficulties of access to information such as the elderly, blind people, people with a mental disability, and the socially disadvantaged, since these categories require a form of education rather than mere information. The training of trainers should be stepped up immediately. The important role of children and young people in disseminating information is also stressed. Parliament recommended in the context of the world savings week introduced by the banks, the introduction of a "euro savings day" with information and encouragement for opening a euro savings account. Savings accounts could also be given automatically to all children born in 2001. In view of the broadening debate on the external value of the euro, the campaign should put across in tangible and clear terms, the demonstrable effects of the common currency on the European internal market, on price and currency stability and growth and employment. Parliament called for the funding of the euro information campaign in the year 2001 to be at least EUR 38 million. In the light of the ECOFIN Council's decision to shorten the period of parallel currency to two months, the information campaign should be extended to mid-2002 and should have a budget of at least EUR 20 million in that year. Parliament also called on the Commission to take firm and immediate action to stop the double charging of customers and to bring down the high bank charges for cross-border transfers in the euro area.