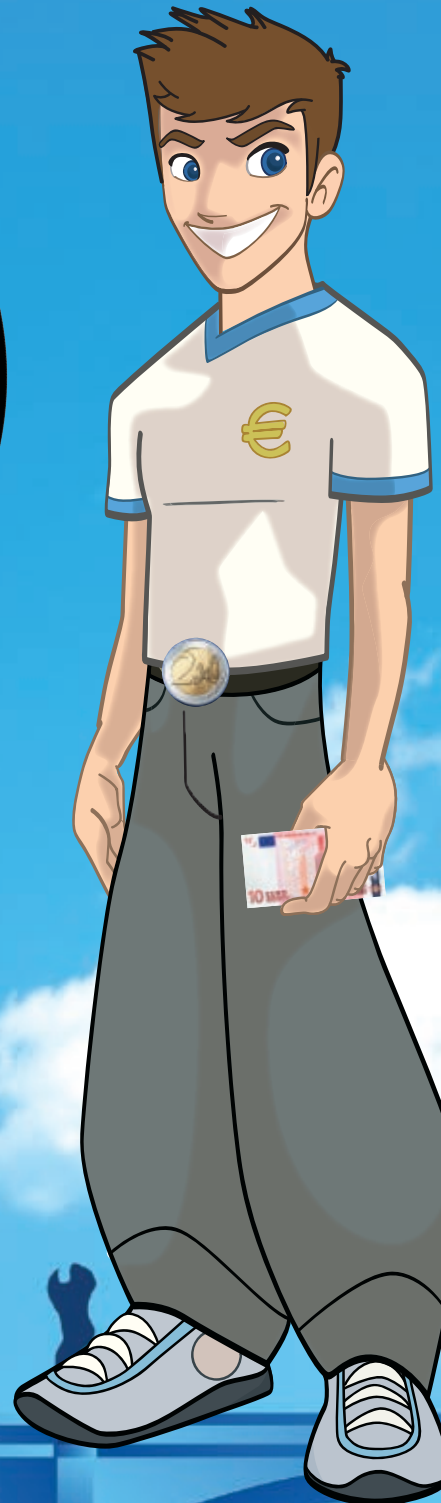




# Press Kit



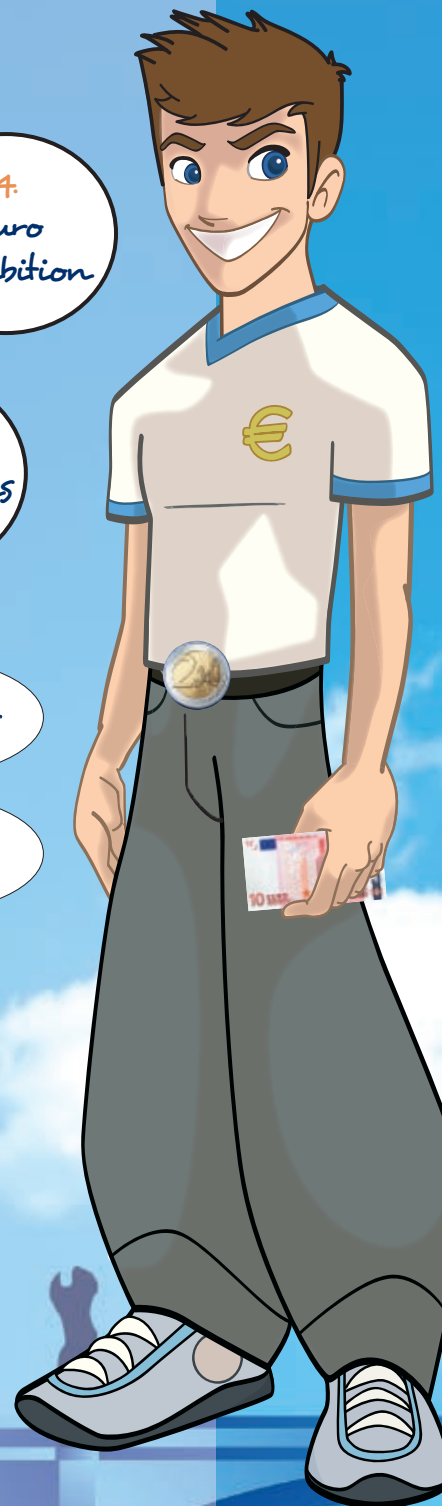
Welcome  
to the  
Euro School



The European Central Bank (ECB) is continuing to enhance its efforts in the area of education and has developed the “Euro School”, a new concept built on a series of very accessible educational tools. Mixing games, interactive applications, publications and an exhibition, the “Euro School” is designed to reach out to a broad audience through its modular design, based on the idea that there are various ways of acquiring knowledge and various forms of conveying messages. The modules it comprises are as follows:



While the “Euro School” addresses the public at large, considerable input from schools went into the development of the individual tools. For instance, the dialogues contained in the “kids’ booklet”, which is reminiscent of a thriller, were drafted with the assistance of pupils from the European School in Frankfurt am Main. Subsequently, 11 language versions were tested at the European School and schools in Spain, Greece, Portugal, Slovakia and Finland. Similarly, the computer games were tested on a group of school children of various nationalities, aged between 10 and 12. The games were then adapted to take into account the feedback received.



The method at the heart of the “Euro School” is one which helps children and adults shape their understanding of the world of banknotes and coins by fostering active participation. Of course, adults can support children in the use of these learning techniques, but they may also wish to use the tools, whether a computer game, a visit to an exhibition or a card showing the banknote security features, as a way of deepening their own knowledge.

In giving you this press kit, the ECB hopes that you will find the overview of the educational tools in its “Euro School” both interesting and enjoyable, and invites you, too, to take a trip through the world of euro banknotes and coins.

For further information, please refer either to the detailed description of each tool in this press kit or visit [www.euro.ecb.eu](http://www.euro.ecb.eu). The majority of the “Euro School” tools have been developed in over 20 European languages.



#### **Launch of the “Euro School”**

The “Euro School” will be launched on 19 June 2009 at 2 p.m. at the ECB’s premises in Frankfurt am Main, Germany. Students from six Frankfurt-based schools – the highest scorers in the pre-tests – will be playing our “Euro run” computer game to find the three most skilled at gathering euro cash along a course strewn with obstacles and at answering questions about the euro banknotes and their security features. The winners of the competition will be presented with prizes by the President of the ECB, Mr Jean-Claude Trichet.

High-resolution images of the event will be made available on the ECB’s website ([www.euro.ecb.eu](http://www.euro.ecb.eu)).



#### **“Euro run” online competition – quarterly announcement of winners**

A “Euro run” competition, which will be accessible via the link <http://www.ecb.europa.eu/euro/play/run/html/index.en.html>, will be organised online every three months. Players from EU countries, aged between 10 and 16, will have a chance to compete against each other to find the person who knows most about the euro and can successfully overcome the hurdles of the “Euro Run”. The first competition will commence on 15 July 2009, with the winners being announced at the inauguration of the Euro Exhibition at the Museum für Kommunikation in Berlin on 19 November 2009. The three highest-scoring players will each receive a prize.



1.

## Computer games



The aim is to present static information about various topics related to the euro banknotes and coins through three computer games, which break up the information into easy-to-manage packages presented from different angles and at different speeds. The games offer easy access to a topic that concerns everyone and aim to increase general interest in the world of euro banknotes and coins.

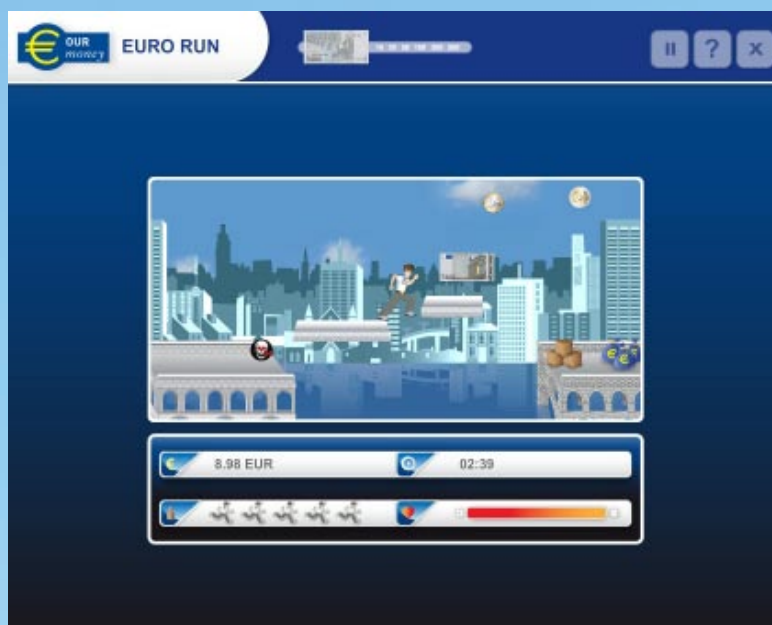
## I.1 EURO RUN

“Euro run” is a high-speed run-and-jump game for the young and the young-at-heart alike, in which players have to gather as many euro banknotes and coins as possible. Alex, the youngest spokesperson of the ECB, has to not only jump across the bridges featured on the euro banknotes, clear a number of hurdles and avoid falling into the water, but also answer questions on the euro banknotes and coins. To round off his exploits he has to unmask a banknote counterfeiter. The game consists of seven levels, each dedicated to a different denomination of euro banknote. As play progresses, players receive detailed information on various banknote security features. The game cleverly highlights the graphic designs of the euro banknotes as well as the importance of checking more than one security feature when examining them.

➔ Target group: everyone can play and enjoy the pace and entertainment provided by “Euro run”. The topics and characters were developed and tested with the help of children aged between 10 and 16.

Available on the ECB’s website:

<http://www.ecb.europa.eu/euro/play/run/html/index.en.html>



## 1.2 EURO RUN ONLINE COMPETITION

*Quarterly announcement of winners*

A “Euro run” competition, which will be accessible via the link <http://www.ecb.europa.eu/euro/play/run/html/index.en.html>, will be organised online every three months. Players from EU countries, aged between 10 and 16, will have a chance to compete against each other to find the person who knows most about the euro and can successfully overcome the hurdles of the “Euro Run”. The first competition will commence on 15 July 2009, with the winners being announced at the inauguration of the Euro Exhibition at the Museum für Kommunikation in Berlin on 19 November 2009. The three highest-scoring players will each receive a prize.





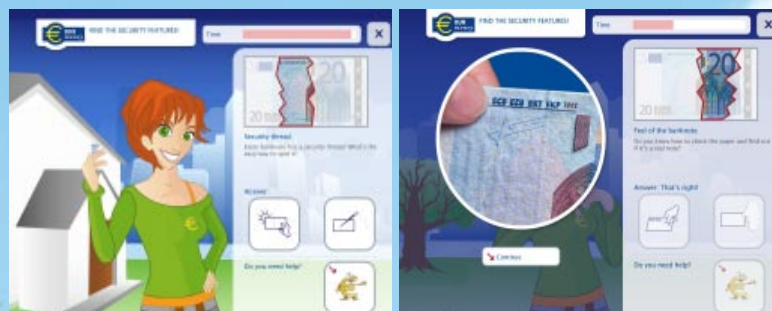
### 1.3 FIND THE SECURITY FEATURES!

Help Anna fit the pieces of a torn euro banknote together as you learn how to check different euro banknote security features. This game is played at a more relaxed pace than “Euro run” and combines detailed information about the euro banknotes with a search-and-find principle. The game succeeds in conveying a large amount of information on the security features of the euro banknotes in a fun way, using film to show how easy and intuitive it actually is.

➔ Target group: this game addresses all age groups but was developed with visuals that appeal to those aged between 10 and 16 years.

Available on the ECB's website:

[http://www.ecb.europa.eu/euro/play/find\\_features/html/index.en.html](http://www.ecb.europa.eu/euro/play/find_features/html/index.en.html)



## I.4 WHERE'S THE COIN FROM?

Did you know that the national sides of the euro coins of the euro area countries feature 66 different designs? If you include Monaco, San Marino and the Vatican City, the number of different designs appearing on national sides rises to 85! "Where's the coin from?" requires players to match the national sides of the euro coins to the country of issue, displayed on a map of Europe. This simple but visually attractive game is for those who think they know the euro coins, while offering a refresher in geography.

➔ Target group: all age groups; younger children can enjoy the game with the support of an older player.

Available on the ECB's website:

[http://www.ecb.europa.eu/euro/play/where\\_from/html/index.en.html](http://www.ecb.europa.eu/euro/play/where_from/html/index.en.html)

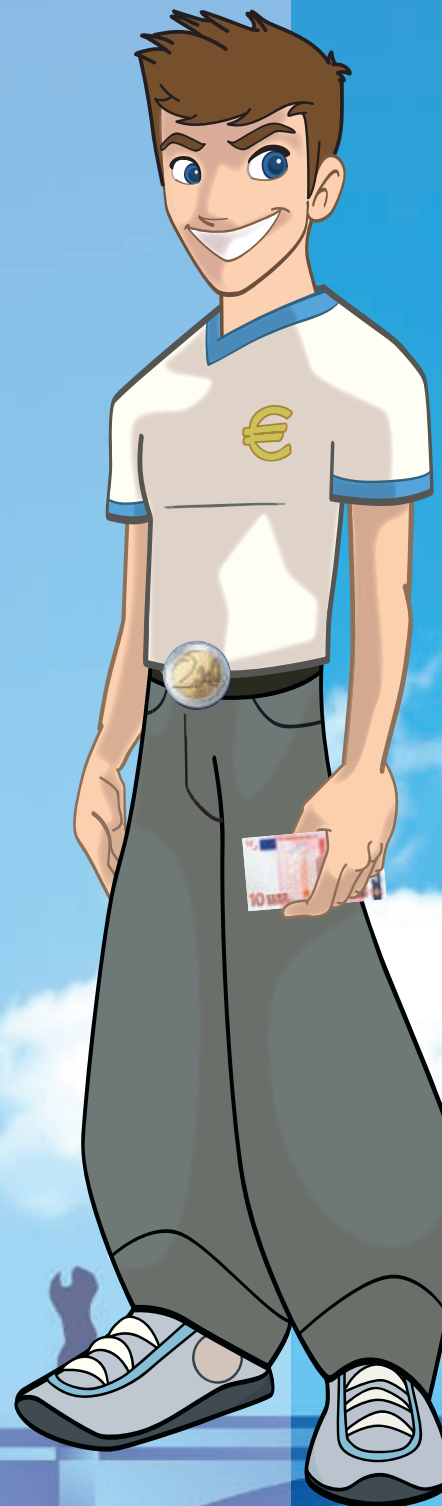




2.

## Interactive applications

The aim of these applications is to convey information on the euro banknotes and coins and their security features in an appealing and interactive way. Although both applications target the public at large, "The euro banknotes and coins" will be of particular benefit to teachers and collectors, while cash handlers, bank employees and, again, teachers will find the same true of "The security features of euro banknotes".



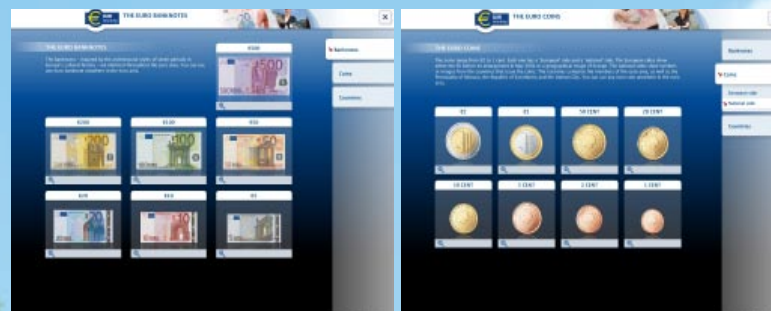
## 2.1 THE EURO BANKNOTES AND COINS

As its name indicates, this application is an interactive presentation of the euro banknotes and coins, with the added attraction of close-up viewing of the finer detail. This comprehensive display is a valuable reference for anyone interested in the common currency and is ideal for comparing the different national designs of the euro coins.

➔ Target group: the public at large, with a core target group consisting of teachers, collectors and cash handlers.

Available on the ECB's website:

<http://www.ecb.europa.eu/euro/html/eurocoins.en.html>



## 2.2 THE SECURITY FEATURES OF EURO BANKNOTES

The next best thing to holding the actual banknotes is the interactive presentation of the euro banknote security features. This presentation is very easy to navigate and shows the security features of the euro banknotes, including animations on how to check them correctly. The user will have a chance to discover all the security features of the euro banknotes, even those that an average banknote user does not get to see – for example, what can be seen under UV light and the microprinting. The focus is on the security features that can be checked by the public, namely banknote paper, raised print, watermarks, security threads, see-through numbers, holograms, glossy stripes and colour-changing numbers. Those who do not want to click through the banknotes themselves can watch the presentation as a film.

➔ Target group: the public at large, with a core target group of cash handlers.

Available on the ECB's website:

[http://www.ecb.europa.eu/euro/html/security\\_features.en.html](http://www.ecb.europa.eu/euro/html/security_features.en.html)





### 3. Publications

The ECB has developed a broad range of publications about the euro banknotes and coins and their security features. Some of them were developed with the help of school children.



### 3.1 KIDS' BOOKLET

The “kids' booklet” aims to foster children's familiarity with the euro banknotes and their security features. The latest pedagogical techniques were used in the form of a story format – in this case a thriller, in which children help solve a mystery – as an aid to holding the interest of the young target readership. The characters of Anna and Alex, whose mission in 2005 was to explain to youngsters the importance of price stability, are now facing the new challenge of acquainting European school children with the euro banknotes and coins and their security features. The dialogues for the story were drafted with the help of pupils from the European School in Frankfurt am Main and, subsequently, 11 language versions were tested at the European School and schools in Spain, Greece, Portugal, Slovakia and Finland.

This and other publications about the euro banknotes and coins developed by the ECB can be accessed via the following link:

<http://www.ecb.europa.eu/euro/html/materials.en.html>



### 3.2 EURO BANKNOTE CARD

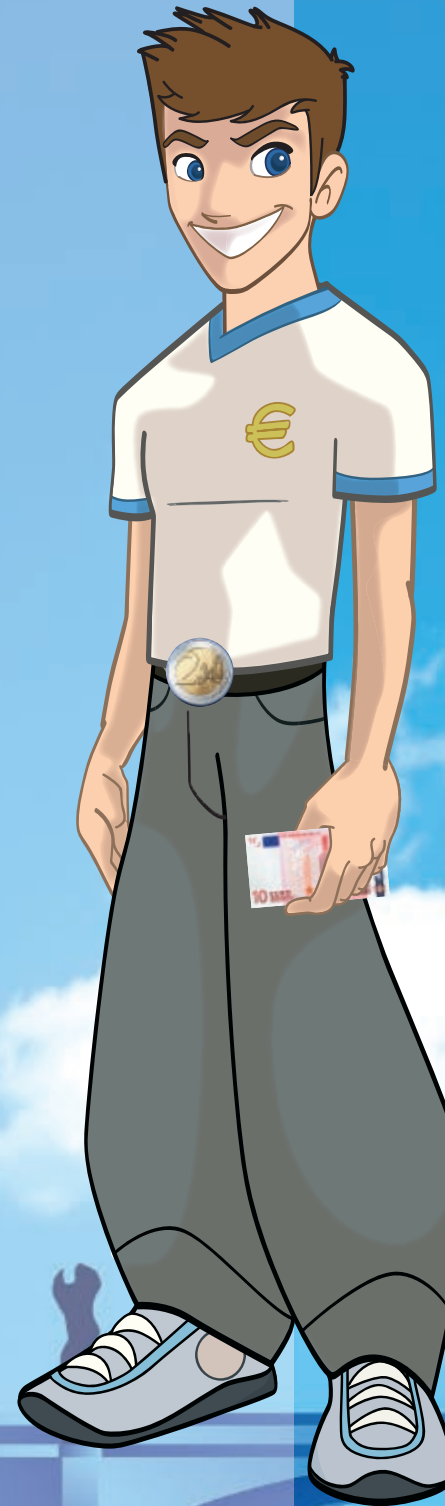
The Euro banknote card is intended for the general public and relies on a technique used in gimmicks that were popular in the 1970s. The technique is now much improved, making the holographic effect even more striking. When tilted, the images on the card reveal the security features of the €20 and €50 banknotes. The card was first used in the euro cash changeover in Malta and Cyprus, followed by country-wide distribution in Slovakia, where they were very well received.

Request samples of the Euro banknote card at your national central bank or by sending an e-mail to [info@ecb.europa.eu](mailto:info@ecb.europa.eu).





4.  
Euro  
Exhibition



## 4.1 EURO EXHIBITION


The “Euro Exhibition” offers visitors a hands-on multimedia experience of the euro. The main aim of this travelling exhibition is to raise awareness among the European public of the euro banknotes and coins and their security features in an appealing and interactive way. The exhibition comprises seven bilingual modules: banknotes (one dedicated to the general characteristics of the euro banknotes and another providing information on the production and circulation of the euro banknotes), coins, security features, a kids’ corner and the history of money (both modules dedicated to the thrilling historical development of the concept of money).

A range of innovative features was developed to make a visit to the exhibition – a 45-minute trip through the fascinating world of the euro banknotes and coins – an enjoyable experience. Visitors will find themselves interacting with computer games and confronted with magnified security features that aim to improve their knowledge of euro cash.

Should you wish to visit the “Euro Exhibition”, you can do so in Rome at the historical Villa Huffer until 30 June. The exhibition will then travel to the Museum für Kommunikation in Berlin, where it will be open to the public from 20 November 2009 until 17 January 2010. Afterwards, the exhibition will travel to France, Luxemburg, Poland, Greece, Romania and Bulgaria.

More information is available on the ECB’s website:  
<http://www.ecb.int/euro/html/exhibition.en.html>





Should you  
require further  
information ...

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#### **European Central Bank**

The European Central Bank (ECB) is the central bank for Europe's single currency, the euro. The ECB's main task is to maintain the euro's purchasing power and thus price stability in the euro area. The euro area comprises the 16 Member States of the European Union (EU) that have introduced the euro since 1999.

The European System of Central Banks (ESCB) comprises the ECB and the national central banks (NCBs) of all the EU Member States (Article 107.1 of the Treaty establishing the European Community), whether they have adopted the euro or not.

The Eurosysteem comprises the ECB and the NCBs of those countries that have adopted the euro. The Eurosysteem and the ESCB will co-exist as long as there are EU Member States outside the euro area.