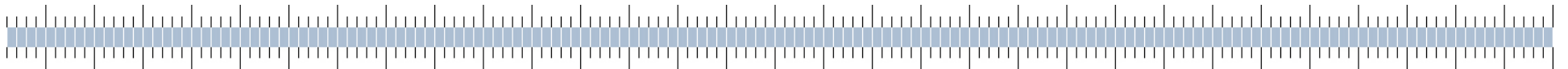


Economic and financial information as a basic link between central bank and community

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1. Objectives of Bundesbank's communication policy
2. Different target groups
3. Communication with the general public
4. Demand for economic education in Germany
5. Bundesbank's supply

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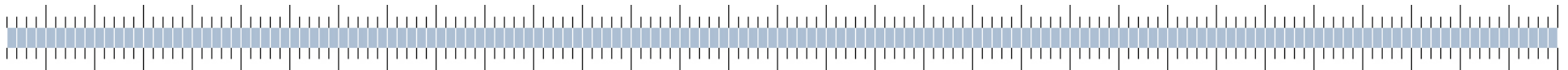
1. Objectives of Bundesbank's communication policy

Bundesbank's role as an integral part of the European System of Central Banks (ESCB)

=> ESCB's primary objective: Maintaining price stability

=> Decisions on monetary policy are taken by the ECB-Council of which the Bundesbank-Governor is one of 18 members

=> Implementation of monetary policy in Germany is one of the Bundesbank's tasks (other tasks based on national law, e.g. banking supervision)



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1. Objectives of Bundesbank's communication policy

Broaden and deepen the public's understanding of

- The importance of price stability for the Euro area
- monetary and economic issues as related to the ESCB's and the Bundesbank's tasks
- the Bundesbank's tasks at the national and European level

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2. Different target groups, different instruments

Policy-making institutions => Special reports, consultations

Financial markets => Interviews, speeches, conferences, press briefings, publications (e.g. monthly reports, annual report), etc.

General public => Wide range of products, e.g. website, print publications about monetary policy (booklets/leaflets about monetary policy, security features of banknotes, etc.) multimedia products and Money Museum

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3. Communication with the general public

Most relevant topics of interest:

- Cash issues
- Monetary policy decisions
- Conflicts with the government
- Administration of gold reserves

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3. Communication with the general public

- Consciousness for the importance of price stability needs to be maintained
- Euro cash introduction is often perceived to be combined with price increases
- Insufficient understanding of the working of the Eurosystem

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3. Communication with the general public

Reaching out to the general public is the greatest challenge

- Objective price stability is not in the focus
- Receiving attention of the general public is a highly competitive matter
- Systematic learning of monetary policy works best at school

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4. Demand for economic education in Germany

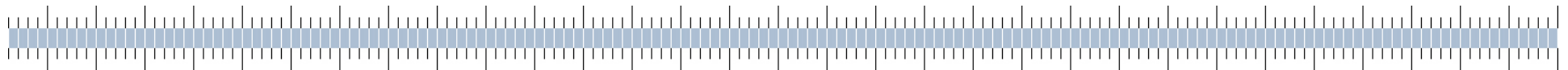
- The level of financial knowledge is low
(acc. to various studies by commercial banks and their associations)
- Education belongs to federal authorities (16 Bundesländer)
- Importance of economic education is more and more understood

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5. The Bundesbank's supply

Bundesbank is perceived as an institution with

- A good track record in maintaining financial stability
- A high degree of trustworthiness
- No profit interests



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5. The Bundesbank's supply

- Learning material for high-school students
- Teachers seminars all over Germany
- Internet game
- Money Museum