



Communication measures during the banknote & coin changeover

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March 2018

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Summary

A major banknote and coin changeover was implemented in Sweden between 2015 and 2017. All banknotes and all coins apart from the 10-krona coin were replaced. Since the planning of a banknote and coin changeover started in 2008, a number of activities have been carried out, aimed at informing about the changeover. The most comprehensive communication activities took place during 2015-2017.

The Riksbank's assessment is that the information measures have all proven successful. Measurements showed that the general public felt well informed about the changeover. The proportion of old banknotes and coins returned to the Riksbank was also in line with the Riksbank's expectations beforehand, which also suggests that the communication has worked well.

The Riksbank's strategy in its communication activities was to provide information about: when the new banknotes and coins were to be issued; when the old ones would become invalid; what people should do with soon-to-be invalid banknotes and coins; what new security features would be on the new banknotes; and why the changeover was being implemented. The communication was primarily directed at banks, retailers, journalists, the general public and groups with special information requirements.

The Riksbank implemented regular communication initiatives during both the planning stage and the actual implementation of the changeover. Major communication events were carried out on the following dates:

- 30 September 2010 – Last day to use the 50-öre coin for payment.
- April 2011 – Presentation of the persons depicted on the banknotes and coins.
- 31 December 2013 – Last day to use the 50-krona and 1,000-krona banknotes without a foil strip for payment.
- February 2015 – Presentation of the new banknotes and coins.
- 1 October 2015 – The Riksbank starts to issue the new 20-, 50-, 200- and 1,000-krona banknotes.
- 30 June 2016 – Last day to use the 20-, 50- and 1,000-krona banknotes for payment.
- 3 October 2016 - the Riksbank starts to issue new 100-krona and 500-krona banknotes, and new 1-, 2- and 5-krona coins.
- 30 June 2017 – Last day to use the 100-krona and 500-krona banknotes and the 1-, 2- and 5-krona coins for payment.

Information about the changeover was conveyed via a large number of channels, including brochures to all Swedish households and printed and digital information and educational materials to banks and retailers. The Riksbank's website and a further two websites, including myntkartan.se, were also used to inform about the changeover. Other channels used included films, an app and a text-message function. The Riksbank also held exhibitions and tours around Sweden and at the Riksbank's office in Stockholm. Press conferences, press releases and interviews on television and in newspapers were another channel used extensively to inform about the changeover. Social media, such as Facebook and Twitter, were also used.

In addition, the Riksbank carried out three major advertising campaigns with the "Efterlyst" ("Wanted") theme in connection with the banknotes and coins becoming invalid.

During the changeover, the Riksbank commissioned ten surveys among the general public and among bank and retail staff aimed at measuring awareness of the changeover.

1 Introduction

The Riksbank began planning a changeover of banknotes and coins in 2008 by performing a review of the banknotes and coins at that time. Since then, the Riksbank has carried out various activities aimed at informing about the Riksbank's work on the banknote and coin changeover. This report mainly describes the work done in 2015-2017, when the communication activities were the most extensive. The report also contains a brief description of the communication performed before the new banknotes and coins were made public and began to be issued in 2015.

2 Message, objective and communication concept

The Riksbank's banknote and coin changeover took place in stages. In October 2015, four new banknotes were introduced, one of which was a new denomination. The three older banknotes of these denominations became invalid at the end of June 2016. In October 2016, another two new banknotes and three new coins were introduced. The older banknotes and coins of these denominations became invalid at the end of June 2017. A few years earlier, two even older banknotes became invalid and a few years before that the 50-öre coin was removed from circulation. This stepwise banknote and coin changeover placed tough demands on the communication initiatives that the Riksbank needed to perform as there were many events and dates to remember. Communication initiatives were therefore done on different occasions over several years.

The Riksbank's strategy was to inform about the following:

- *That* Sweden will have new banknotes and coins
- *When* Sweden would get new banknotes and coins
- When the older banknotes and coins become *invalid*
- What people should do with soon-to-be invalid banknotes and coins
- What new *security features* were on the new banknotes
- *Why* the changeover was taking place

To achieve good recognition for the communication activities regarding the banknote and coin changeover, "KOLLA PENGARNA" or "Check Your Money" was used as a basic context and this was illustrated by a blue arrow (although other colours have been used in certain contexts). The concept was a call for action. The general public was to realise both that new banknotes and coins were on their way, and that the older banknotes and coins were to become invalid.



The first stage of the work to develop a communication package for the banknotes and coin changeover was to work out a communication platform. This contained a description of communication objectives, strategy, message target groups, concepts, approaches and spokespersons. A communication plan was drafted that described the planned communication activities and a timetable for these. The Riksbank also made a choice of communication channels and a description of these channels can be found in Section 5.

An objective matrix was also developed where knowledge of the changeover among different target groups was graded at different times. During the changeover, measurements of awareness about the changeover (described in greater detail in Section 9) were taken

and using the objective matrix as a basis, it was possible to assess whether awareness of the changeover was sufficient or not.

The Riksbank hired a communication agency during the banknote and coin changeover.

3 Target groups

The communication was primarily directed at the following target groups:

- Banks and retailers
- Journalists
- The general public
- Groups with special information requirements (as described in greater detail in Section 7).

Cash-in-transit companies, foreign banks, bureaux de change and central banks were also included in the information initiatives. Riksbank staff were also a target group in the communication activities.

4 Dates and events

The Riksbank performed communication initiatives of different kinds, both during the planning stage of the changeover, as well as at regular intervals during the changeover itself. Major communication activities took place on the following dates, as described in more detail in Section 10:

- 30 September 2010 – Last day to use the 50-öre coin for payment.
- April 2011 – Presentation of the persons depicted on the banknotes and coins.
- 31 December 2013 – Last day to use the 50-krona and 1,000-krona banknotes without a foil strip for payment.
- February 2015 – Presentation of the new banknotes and coins.
- 1 October 2015 – The Riksbank starts to issue the new 20-, 50-, 200- and 1,000-krona banknotes.
- 30 June 2016 – Last day to use the 20-, 50- and 1,000-krona banknotes for payment.
- 3 October 2016 – the Riksbank starts to issue new 100-krona and 500-krona banknotes, and new 1-, 2- and 5-krona coins.
- 30 June 2017 – Last day to use the 100-krona and 500-krona banknotes and the 1-, 2- and 5-krona coins for payment.

5 Channels

The Riksbank used several different channels in its communication activities. A description of these follows below.

5.1 Brochures

The banknote and coin changeover was an issue that affected more or less the entire population. It was therefore important to have a channel that reached everyone, which is exactly what a brochure sent to every Swedish household does. In addition, previous experience showed that a brochure has a good impact.



Brochure 2015.



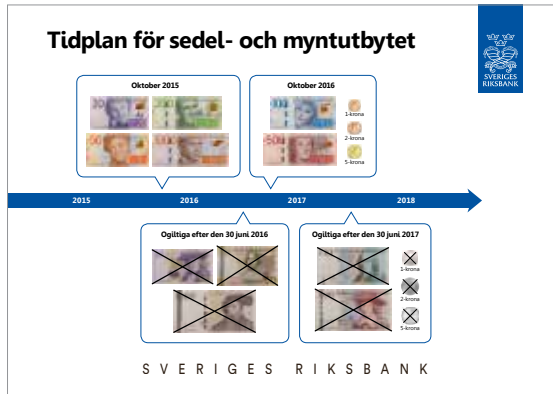
Brochure 2016.

The Riksbank produced a 4-page information brochure “Check Your Money! Invalid banknotes after 31 December 2013” towards the end of 2013, when the older 50- and 1,000-krona banknotes without a foil strip were to become invalid. The brochure contained information about the two banknotes and information about the forthcoming changeover. The brochure was printed in Swedish and distributed to all Swedish households. Digital versions of the brochure were published on the Riksbank’s website in twelve different languages as well as Swedish.

The Riksbank produced a 12-page information brochure “Sweden gets new banknotes and coins” prior to the introduction of the new 20-, 50-, 200- and 1,000-krona banknotes in the autumn of 2015. The brochure contained general information about the entire banknote and coin changeover, detailed information about the four new banknotes that were to come into circulation in 2015 and about the three banknotes that were to become invalid in 2016 as well as information about how to check that a banknote is genuine. The brochure was printed in Swedish and English. The Swedish version of the brochure was distributed to all Swedish households. Digital versions of the brochure were published on the Riksbank’s website in 30 different languages as well as Swedish. The brochure was also produced in Braille and in a sign-language version. A CD was also produced for the benefit of visually impaired persons.

Before the final decision on the brochure’s contents and design was taken, it was tested in a focus group.

The Riksbank produced a 10-page information brochure “The banknote and coin changeover continues” prior to the introduction of the new 100- and 500-krona banknotes and the new 1-, 2- and 5-krona coins in the autumn of 2016. The brochure contained information about the two new banknotes and the three new coins and about the banknotes and coins that were to become invalid in 2017. The brochure also contained information about how to check that a banknote is genuine. The brochure was printed in Swedish and English. The Swedish version of the brochure was distributed to all Swedish households. Digital versions of the brochure were published on the Riksbank’s website in 30 different languages as well as Swedish. The brochure was also produced in Braille and in a sign-language version. A CD was also produced for the benefit of visually impaired persons.



Cashier card (front).



Cashier card (back).



Sticker.



Sticker.

5.2 Information material

The Riksbank produced information material that was mostly used by shops. The material was also available at residential care homes, asylum-seeker centres, sports arenas, airports and ferry terminals. The printed material consisted of posters, stickers and a “cashier card”, an A5-format card to be used as an aid by cashiers. The brochures sent to households were also used to inform retail staff. Banks, retailers and cash-in-transit companies were given the opportunity to submit comments on the material before it was printed so that it would provide information at checkouts, in staff-rooms, etc., in the most effective way possible.

Some information material was produced in English. For asylum-seeker centres, posters were produced with information in Swedish, English and the ten most common languages spoken among asylum-seekers.

Apart from the printed information material, the Riksbank also produced a Powerpoint presentation, which was offered to banks and retail representatives. The purpose of the presentation was to make it easier for banks and retailers who wanted to educate their staff about the changeover.

It was possible to order printed material free of charge via the Riksbank’s website and posters and cashier cards could also be downloaded from the Riksbank’s website. On four occasions, the Riksbank also sent out printed material to about 270,000 shops and other business operators each time.

5.3 Digital channels

5.3.1 Films

A two-minute film about the entire banknote and coin changeover was produced prior to the introduction of the new banknotes in 2015. The film was shown at the six different locations visited by the Riksbank in August and September 2015 to draw the attention of the general public and local media to the forthcoming banknote and coin changeover (more details of these events can be found in Section 5.4). The film was also shown at the press conference on 1 October 2015, the day the first four banknotes came into circulation.

The film could be downloaded from the Riksbank's website, but could not be used on Facebook and YouTube due to the copyright of the images on the banknotes.

Two more films were produced with information about the changeover in sign language. The films were based on the two brochures and aimed at hearing-impaired persons. Banks and retailers were offered shorter films for use in their digital information channels for employees and customers. The films consisted of sequences from the two-minute film described above. In addition to this, five films were produced for showing on Facebook (Section 5.3.7). These films were part of the "Efterlyst" ("Wanted") campaign (Section 6).

Films were also produced in 2010 prior to the withdrawal of the 50-öre coin from circulation and in 2013 prior to the 50-krona and 1,000-krona notes without a foil strip becoming invalid.

5.3.2 Text-message function

A major challenge as regards communication of the banknote and coin changeover was to inform about the various dates for the introduction and withdrawal of new banknotes and coins, and the last dates the old ones could be redeemed at banks. A text-messaging service was therefore developed, which the general public could sign up for. The service meant that people received information by text about forthcoming important events during the changeover. Text messages were sent to almost 20,000 recipients on 15 different occasions during the course of the changeover.

5.3.3 App

An app was developed that made it possible for visually-impaired persons to scan a banknote and have its denomination read aloud. By scanning an older banknote, the user also received



The "Check Your Money" app.

information about its withdrawal date read aloud. The information was read out by Governor Stefan Ingves.

The app also contained information about the security features on the new banknotes and it was also possible to have the brochure read aloud. Furthermore, the user could also read the brochure in 30 different languages in addition to Swedish. The app also contained a game, in which the player could collect points by swiping banknotes to different dates, thereby demonstrating their knowledge of important dates in the changeover calendar. Results of the game could be shared on social media and e-mailed. Later on, another function was added, whereby the user could search on myntkartan.se (for more information about myntkartan.se, see Section 5.3.5).

The app, which was in a Swedish and an English version, also had a “push-notice” function, whereby the user received information about important dates in the changeover calendar on a regular basis. The app was downloaded 70,000 times.

The Swedish Association of the Visually Impaired took part in the development and testing of the app, which was also tested in a focus group.

5.3.4 The riksbank.se website

All the information about the banknote and coin changeover, including the brochures, films, information about exhibitions, information pictures for training programmes and detailed information about each banknote and coin, was available on the Riksbank’s website. The website also had a quiz on the cultural figures depicted on the banknotes. The website was redesigned prior to the introduction of the new banknotes in 2015 to make it look more attractive.



riksbank.se – “Banknotes and coins” homepage.



Riksbank.se – presentation of security features.

5.3.5 The myntkartan.se website

A major challenge during the changeover was to make people aware that the old coins were to become invalid and to inform the general public what they should do to get rid of them. Many people had large amounts of coins and the scope of retailers to accept many coins as payment for a single purchase was limited. It was therefore vital that banks were able to redeem their customers’ coins. To make it easier for the general public to find banks that accepted coins, the Riksbank decided to start a website with information on places where coins could be redeemed. By searching by town, postcode or street address, the user could find the nearest place where coins could be deposited. The website, which was given

the name myntkartan.se, contained information on opening hours, websites, addresses, telephone numbers and information on whether the banks only offered services to their own customers or to all private individuals. Apart from banks, myntkartan also had information about bureaux de change and about shops with coin machines that count and sort coins and issue credit notes or similar for the counted amount. The search function on myntkartan was the same as that used in Google Maps.

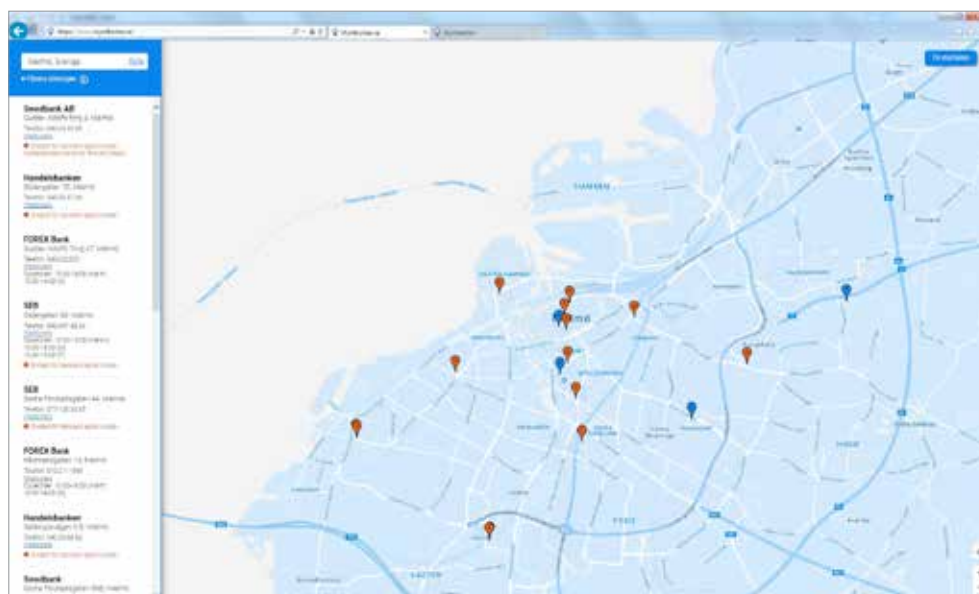
Number of coin deposit points on myntkartan.se*

| Banks | At the beginning | When the website was closed down |
|---------------|------------------|----------------------------------|
| Forex Bank | 80 | 57 |
| Handelsbanken | 314 | 290 |
| Nordea | 21 | 69 |
| SEB | 134 | 118 |
| Sparbankerna | 199 | 192 |
| Swedbank | 138 | 119 |
| Total | 886 | 845 |

* Myntkartan also had a further 50 or so coin deposit points in shops, at Svea Exchange, X-change and Loomis.



myntkartan.se – homepage.



myntkartan.se – Malmö search results.

Myntkartan had a total of 1,136,731 visits between 18 September 2016 and 31 August 2017 and a daily average of about 3,266. The majority of visitors, 73 per cent, were first-time visitors.

The following dates were the most well-visited:

- 35,121 visits on 30 June 2017 (last date on which the coins were legal tender)
- 23,792 visits on 22 March 2017 (the Efterlyst (Wanted) campaign started on billboards and with the first advertisement in national newspapers)
- 22,385 visits on 29 June 2017 (penultimate date on which the coins were legal tender and the day after we had issued a press release)

Most visitors came directly to myntkartan.se, although many also came via Google, riksbank.se and Google ads.

Myntkartan was a very valuable the Riksbank's communication with the general public as many people were unsure as to what they should do with their old coins. Towards the end of the changeover, many shops put limits on how many coins customers could use each time they paid for purchases, making it more difficult for people to get rid of them. In addition, many banks were already in the process of cutting back their cash handling services and a common perception among the general public was all banks were no longer accepting any cash at all. As a result of the Riksbank gathering information of all banks' cash handling services on myntkartan.se, the general public could find the closest coin deposit point, which in turn made it easier for the Riksbank to answer questions from the general public.

Myntkartan.se was closed down on 1 September once old coins could no longer be deposited in bank accounts.

5.3.6 The 50ringenforsvinner.nu website

Prior to the copper-coloured 50-öre coin being withdrawn from circulation in the autumn of 2010, the Riksbank started a special website for it. The website, which was given the name 50ringenforsvinner.nu (the 50-öre coin is about to disappear), was a campaign site providing information about the 50-öre coin. The basic idea of the campaign site was to convey a feeling of nostalgia and this focus attention on the fact that the 50-öre coin was about to become invalid.



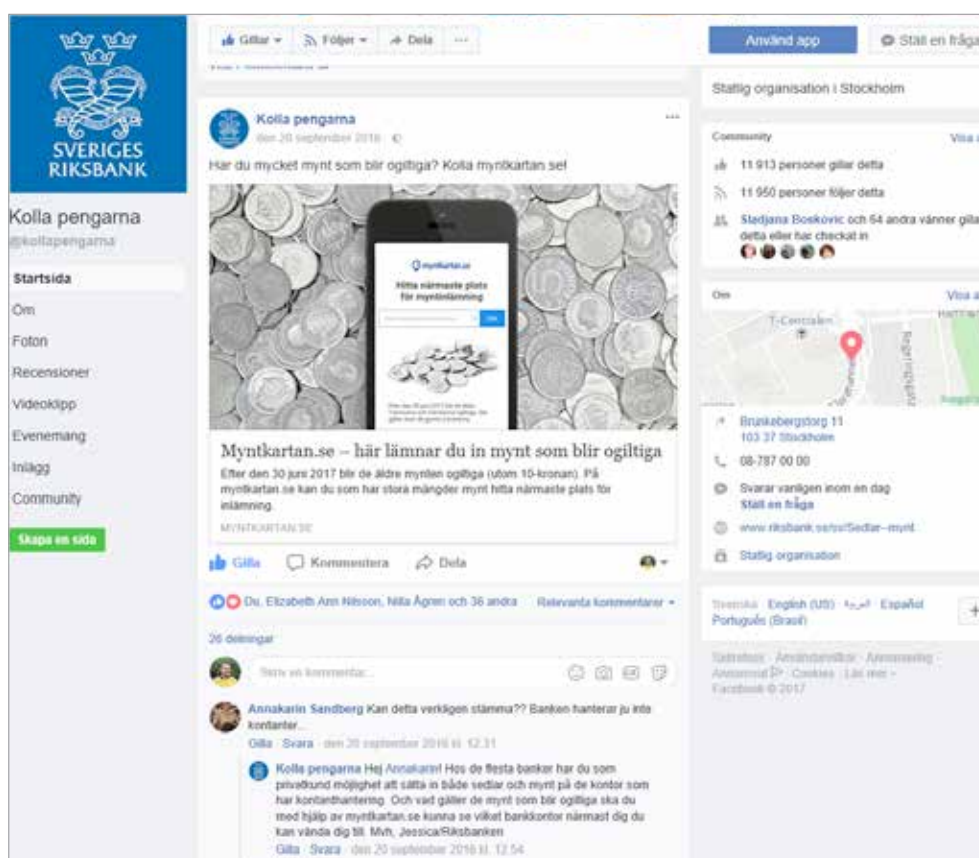
Campaign – The 50-öre coin withdrawn in 2010.

5.3.7 Facebook

The Riksbank started a Facebook page, Kolla pengarna (Check your money), in connection with the withdrawal of the 50- and 1,000-krona banknotes without the foil strip at the end of 2013. Prior to the introduction of the new banknotes in 2015, the Riksbank increased its Facebook communication efforts.

The Riksbank's aim was to quickly answer questions asked on Facebook and create thought-provoking posts in order to spark interest and start a dialogue. A more informal tone was used in the Riksbank's communication on Facebook than the more formal tone it normally uses in other channels.

When the page was closed down in the autumn of 2017, it had over 12,000 followers. In addition to the Riksbank reaching 12,000 people on its own Facebook page, significantly more were reached via the Bank's sponsoring of certain posts. Facebook was an important part of the Efterlyst (Wanted) campaigns, conducted by the Riksbank in 2016 and 2017 (for more information, see Section 6).



The Riksbank's Facebook page, Kolla pengarna.

5.3.8 Twitter

Twitter was mostly used for information about press releases, press conferences and certain interviews. Twitter was also used during the banknote tours in the summer of 2015.

5.4 Exhibitions and tours

5.4.1 The “Banknotes en route” tour

In 2015, the Riksbank arranged exhibitions at six different locations around Sweden to draw attention to the entire banknote and coin changeover. The exhibition tour, which was given the name “Banknotes en route”, was arranged by the Riksbank in cooperation with local organisers linked to the cultural figures and locations depicted on the various banknotes.



Banknote tour, press conference with Deputy Governor Cecilia Skingsley at the Bergman Centre on Fårö, August 2015.



Presentation of “Banknotes en route” on riksbank.se, summer 2015.



Banknote tour, exhibition at Astrid Lindgren’s World in Vimmerby, August 2015.

Each exhibition went on for three to six weeks. The first exhibition was opened on 3 August in Vimmerby and the last one was held in Stockholm on 9 September. Each exhibition kicked off with a press conference, in which one member of the Executive Board provided some general information about the forthcoming banknote and coin changeover and specific information about the banknote that was associated with the location. A list of the banknote tour locations and the board members who participated is shown below.

| Banknote | Motifs | Venue | Board member |
|----------------------|------------------------------|--|--|
| 20-krona banknote | Astrid Lindgren/ Småland | Astrid Lindgren's World in Vimmerby | First Deputy Governor Kerstin af Jochnick |
| 50-krona banknote | Evert Taube/ Bohuslän | Evert Taube's World, Liseberg, Gothenburg | Deputy Governor Henry Ohlsson |
| 100-krona banknote | Greta Garbo/ Stockholm | SF cinema, Saga cinema, Stockholm | Governor Stefan Ingves |
| 200-krona banknote | Ingmar Bergman/ Gotland | The Bergman Centre, Fårö, Gotland | Deputy Governor Cecilia Skingsley |
| 500-krona banknote | Birgit Nilsson/ Skåne | Birgit Nilsson Museum, Svenstad | Deputy Governor Per Jansson |
| 1 000-krona banknote | Dag Hammarskjöld/ Lapland | STF Tourist Station, Abisko | Deputy Governor Martin Flodén |

Representatives from the co-organisers, various people with local links and people closely linked to the cultural figures also took part in the press conferences. Local media were also invited. The exhibition opened directly after the press conference. It featured stands with information about the changeover and the relevant cultural figures. The film was shown and it was also possible to use the app and get a copy of the brochure. On the Riksbank's website,

the "Banknotes en route" page was created, where it was possible to check the tour's progress around the country. There was also a presentation of the cultural figures using film clips, pictures and quotes. It was also possible to follow the tour on Facebook.



Banknote tour, Deputy Governor Martin Flodén is interviewed after the press conference at STF Tourist Station in Abisko in August 2015.

5.4.2 Banknote exchange and exhibition at the Riksbank's office in Stockholm

On 1 October 2015 and 3 October 2016, when the new banknotes and coins were brought into circulation, the general public had the opportunity to exchange money for the new banknotes and coins at the Riksbank's head office in Stockholm as well as see an exhibition about the new banknotes and coins.

The general public received information about the event via the media and Facebook. On the first occasion, people had the chance to exchange money for a 200-krona banknote, look at an exhibition and ask questions about the banknote and coin changeover. The exhibition contained the stands used on the banknote tour of the country. It was also possible to look at sheets of new banknotes in presentation cabinets and a jar illustrating how many coins the average Swedish household still had.



The queue outside the Riksbank on 1 October 2015.

On 3 October 2016, the Riksbank opened its doors once again to the general public to exchange old money for new banknotes and coins and visit an exhibition. The general public received information about the event via the media and Facebook. This time, people could exchange money for a 100-krona banknote and a package of coins to a value of SEK 20, look at an exhibition and ask questions about the banknote and coin changeover. The exhibition contained stands for the 100- and 500-krona banknotes, a stand for the new coins, all banknote sheets, a stand with information on all security features and computers where people could search on the myntkartan.se website.



Exhibition at the Riksbank, 3 October 2016.

In connection with Culture Night Stockholm on 25 April 2015, the Royal Coin Cabinet organised an exhibition about the new banknotes. The Riksbank supplied the Coin Cabinet with documentation and pictures. Tumba Paper Mill Museum (Tumba bruksmuseum) opened the exhibition “Safer banknotes – an exhibition about our new money” on 4 June 2015. The exhibition was held in conjunction with the museum’s 10th anniversary. Deputy Governor Cecilia Skingsley participated in the opening press conference. The exhibition then became

part of a series of lectures offered to school classes by the Tumba Paper Mill Museum. The Riksbank contributed pictures and documents and funded some of the lecturing activities. The exhibition and lectures went on until 31 January 2017.

5.5 The media

The media is very important when you want information to reach the general public. Moreover, there is considerable interest in banknotes and coins among the media, particularly local media, which meant that the Riksbank had good opportunities to get its message across regarding the changeover.

The Riksbank's strategy was to be accessible and to say yes to all interview requests in various types of media. The Riksbank also contacted media with a large coverage in connection with activities that it was particularly important to communicate. News programmes and the SVT (public service) and TV4 (commercial TV) morning shows were important channels. The TT news agency was also a good channel for wide coverage, particularly to local media.



The coin jar showed at the press conference in October 2015.

During the changeover, the Riksbank held six press conferences, which were all webcast on riksbank.se. The press conferences had a high level of attendance and aroused considerable publicity. Many of the press conferences led to the Riksbank taking parts in the morning programmes on SVT and TV4. In connection with the press conferences on the introduction of the new banknotes and coins in autumn 2015 and 2016, the Riksbank also organised two other activities to draw attention to the banknote and coin changeover. Governor Stefan Ingves made the first ever purchase using a 200-krona banknote, when he bought a book by Astrid Lindgren after the press conferences in 2015. The following year, the Governor first sought information on myntkartan.se after the press conference and then took a walk to the nearest bank office to deposit older coins in a bank account.

In addition to the press conferences at the Riksbank, six meetings with the press were arranged around Sweden in connection with the banknote tours, see section 5.4.1.

Between 2010, when the Riksbank began to provide information on the banknote and coin changeover, and autumn 2017, the Riksbank published 30 press releases. Most of the press releases had considerable impact on the media, particularly the press releases published in connection with the introduction of new banknotes and coins and those published at the time the old ones became invalid. The press releases about the introduction of the app and the coin map (myntkartan) also aroused considerable interest. The press releases combined with participation in TV programmes or articles from TT had the most cover.

It was very important to the Riksbank that the general public felt they were well-informed about the final date they could use old coins to pay with, which was 30 June 2017. As the

coins, unlike the older banknotes, could not be redeemed by the banks or the Riksbank after 31 August 2017, this became particularly important.

To arouse interest in this question, the Riksbank used a “coin jar” at press conferences, in press releases and interviews. The coin jar was a glass jar containing coins that illustrated how large the amounts of coins were that an average household had in its possession. The Riksbank carried out surveys on three occasions to see how many coins the general public held and showed on various occasions that the amount of coins in the average household’s coin jar was declining over time, but was nevertheless so great that it was worth making use of the coins that were lying around in piggy banks, cars, jacket pockets and so on. The coin jar thus became a good symbol to use when the Riksbank was providing information about the coins becoming invalid.

The number of requests for interviews was huge from the time the Riksbank first showed the new banknotes in February 2015 and until the end of summer 2017. In total, several hundred interviews were given in both national and local media. Interviews were given on TV, radio, newspapers, trade journals and websites. The spokespeople were Christina Wejshammar, Susanna Grufman, Leif Jacobsson and Mårten Gomer from the Cash and Payment Systems Department and Ann-Leena Mikiver, Susanne Meyer Söderlind and Tommy Persson from the General Secretariat (Communications Division). The members of the Executive Board were spokespeople at press conferences and meetings.



Interview with Governor Stefan Ingves after the press conference on 1 October 2015.



Governor Stefan Ingves pays with the first 200-krona note when he buys a book by Astrid Lindgren on 1 October 2015.



Press conference with Governor Stefan Ingves and Mårten Gomer, Technical Expert, on 3 October 2016.



Governor Stefan Ingves walks to Forex Bank to deposit older coins in an account on 3 October 2016.

6 The campaign “Efterlyst” (“Wanted”)

In total, three large advertising campaigns were held during the banknote and coin changeover to draw attention to the fact that the banknotes and coins were going to become invalid. One campaign was held in 2016 and the other two in 2017. The theme for the advertising campaigns was “Efterlyst” (“Wanted”).

6.1 Advertising campaign 2016

During May and June the Riksbank held an advertising campaign on the theme of “Efterlyst” (“Wanted”) to draw attention to the fact that the older 20, 50, and 1,000-krona banknotes would become invalid at the end of June. It was necessary to increase awareness of the date they would become invalid to increase the stream of soon-to-be invalid banknotes.



Posters in the underground stations in Stockholm, “Wanted” campaign 2016.



Poster at a bus stop, “Efterlyst” (“Wanted”) campaign May-June 2016.



Billboard in town, “Efterlyst” (“Wanted”) campaign March-April 2017.

The campaign was aimed at issuing a description of the wanted banknotes, and using the people featured on the older 20, 50 and 1,000-krona banknotes (Selma, Jenny and Gustav) as the focus of the “Efterlyst!” (Wanted!)” posters.

The campaign included advertisements on large billboards on streets, squares, at bus stops and on the underground line. In total, the campaign comprised around 3,500 posters in 130 municipalities and went on for a week. The two following weeks, the Riksbank advertised on three occasions in almost 100 daily newspapers and around forty free newspapers.

During the whole of the month of June, there were advertisements on digital channels. A film was marketed on Facebook and YouTube. The film was also shown “instream” (that is, it was shown prior to another feature) on around 200 websites.

In addition, there were targeted advertisements aimed at pensioners, people with visual and hearing impairments, people who speak other languages than Swedish and Swedes living abroad. These advertisements were based on the same concept, but had a simpler message with the sole focus on 30 June, that is, there was no “Efterlyst” (“Wanted”) theme. The advertisements were run in the newspapers, on websites and on the radio.



Poster at a bus stop, “Efterlyst” (“Wanted”) campaign June 2017.

6.2 Advertising campaigns 2017

The campaign that ran in 2016 had good results with regard to both knowledge of the changeover and the inflow of banknotes. The Riksbank therefore decided to also run an advertising campaign prior to the withdrawal in 2017. The campaign was run on two occasions. The first was in March-April, with the focus solely on the coins, and the second was in June, and aimed at both banknotes and coins. In the first campaign, the Riksbank wanted to put particular focus on the coins becoming invalid. As a very large volume of coins would become invalid, it was important for logistical reasons to try to attain as even a flow of coins as possible and thus avoid a large burden on the banks and retail trade during the final month. It was also important to draw a little extra attention to the coins, as invalid coins, unlike invalid banknotes, could not be redeemed by the Riksbank after the changeover.

Both campaigns started with advertisements on billboards on streets, in squares, at bus stops and in the underground. In total, the campaign covered a good 3,500 posters/billboards in around 150 municipalities. The campaigns also covered advertising in daily newspapers and so-called free newspapers (two advertisements per newspaper).

Films were also produced for use in the campaigns. These were marketed on Facebook and ran for four weeks during each campaign. As in 2016, there were also targeted advertisements for groups with special needs.

In connection with all of the campaign starts, representatives from the Riksbank took part in various news programmes on TV, including popular morning shows.

7 Groups with special information needs

At the start of the project, we examined which groups in society might need more information than others, or information that was to some extent adapted to special needs. The result was that eight groups, listed below, were specified as needing special information measures. Some adjustment was made at the beginning of 2016, as the information measures to the group of people born abroad were somewhat greater.

- Elderly (who are not able to receive information through the normal channels)
- Those born abroad (who are not integrated into Swedish society)
- Tourists
- People who are temporarily resident in Sweden
- The visually impaired
- Those who are deaf or have a hearing impairment
- Swedes living abroad
- People who need a trustee or are ill

The Riksbank contacted the various organisations for the visually impaired, deaf and hearing impaired. The Swedish Association of the Visually Impaired was given the opportunity to suggest aids for identifying the denomination of the banknotes and suitable ways of providing information about the changeover. One aid that was produced was a measuring stick, that is a small plastic card that can be used to measure a banknote and thereby determine its denomination. The design of this measuring stick was based on the Association's requests (which were different from the design of measuring sticks used in many other countries). An app and a version of the brochure in Braille as well as a CD were produced. Two films were made for the deaf and hearing impaired, both based on the information contained in the brochures.

Information material was produced for each group, specially adapted to their particular needs. The mail-out went to the municipalities' citizens' advice bureaux and to some Government offices, county administrative boards, associations, organisations, the Church of Sweden, cross-border shopping, banks and bureaux de change abroad. The material was sent out several times, both by ordinary post and e-mail. The letters contained general information, posters and stickers.

In connection with the respective launches and withdrawals of banknotes and coins, the Riksbank advertised in newspapers and on websites aimed at the visually impaired, elderly and those born abroad.

A special measure was aimed at all of the Swedish Migration Agency's asylum housing in 2016 and 2017. Posters were sent out with text in the ten most common languages spoken in asylum accommodation.

8 Information to schools

Prior to the launch of the new banknotes in 2015, the Riksbank produced study materials that teachers in grade 4-9 could use as a basis for teaching students about the new banknotes and coins.

This material – which was linked to the syllabuses in Swedish, Social Sciences, Geography, Music and Art – contained tips for one-hour lessons with concrete exercises.

The study material was made available through publication on riksbank.se, and with the aid of Utbudet (one of Sweden's largest teaching materials websites), which supplied the schools through websites and newsletters with free teaching materials.

In addition to the teaching handbook, it was also possible to order the two household brochures from Utbudet. These brochures were very much in demand, and during 2015-2017 the schools ordered just over half a million copies.

9 Measurement of awareness of the changeover

During the changeover, the Riksbank regularly commissioned surveys of the general public and of bank and retail staff aimed at measuring awareness of the changeover. The surveys were made four and two months prior to the respective introduction dates (two of them) and respective invalid dates (two of them). Surveys were also made during the introduction periods and the withdrawal periods. In total, surveys were made on ten occasions. The first measurement of awareness of the changeover, a so-called benchmark measurement, was made at the end of January 2015, that is, before the banknotes and coins were presented at the Riksbank's press conference.

The survey contained ten or so questions, including important dates, ways of getting rid of older banknotes and coins, security features of the new banknotes and how people perceived the Riksbank's information campaign. We also asked how many coins each household had.

The survey covered interviews with 2,000 private individuals, 100 bank employees and 200 retail trade employees.

The results of the surveys were checked against the targets set by the Riksbank with regard to awareness of the changeover among the general public, the banks and the retail trade. Using the results of the survey as a basis, an assessment was made of whether the communication measures were sufficient, or whether they needed to be increased. The results from some of the surveys showed that the Riksbank, as expected, needed to increase its communication measures regarding the invalidity dates, which led to the Riksbank deciding to run the “Efterlyst” (“Wanted”) campaign (section 6). The surveys made after the “Efterlyst” (“Wanted”) campaign showed that awareness of the important dates in the changeover had increased significantly.

The table below shows how large a percentage of the general public, bank employees and retail trade employees were aware of the invalidity dates for the 20, 50 and 1,000-krona notes around two months prior to the “Efterlyst” (“Wanted”) campaign (the figures in brackets) and after the “Efterlyst” (“Wanted”) campaign.

| Target group | 2016 | Summer 2016 (incl. June and July) |
|--------------------|----------|-----------------------------------|
| The general public | 80% (54) | 66% (31) |
| Bank employees | 91% (69) | 84% (55) |
| Shop employees | 95% (85) | 84% (69) |

The table below shows how large a percentage of the general public, bank employees and retail trade employees were aware of the invalidity dates for the 100 and 500-krona notes and the coins around three months prior to the first “Efterlyst” (“Wanted”) campaign in 2017 (the figures in brackets) and after the second “Efterlyst” (“Wanted”) campaign in 2017.

| Target group | 2017 | Summer 2017 (incl. June and July) |
|--------------------|----------|-----------------------------------|
| The general public | 91% (69) | 83% (43) |
| Bank employees | 97% (82) | 95% (59) |
| Shop employees | 96% (89) | 91% (61) |

10 Description of communication activities for the respective events

Below is a description of events and times that entailed communication activities on a relatively large scale.

10.1 Last day to use the 50-öre coin for payment

The main communication channels in connection with the withdrawal of the 50-öre coin in 2010 were posters and stickers placed in shops and bank offices, information films in public service TV’s slot for public information, the Riksbank’s website and a specially-produced website, “www.50oringenforsvinner.nu” (50-öre coins disappearing now). Information via the media was also an important channel.

10.2 Presentation of the choice of persons depicted on the banknotes and coins

The main communication channels when the people on the banknotes and coins were presented in 2011 were a press conference, press release and interviews. Johan Gernandt, Chairman of the General Council, Leif Pagrotsky, Vice Chairman of the General Council, Peter Egardt, Chairman of the General Council's Drafting Committee for the Design of Banknotes and Coins and Christina Wejshammar, Head of the Cash Management Division, all took part in the press conference.

10.3 Last day to use the 50-krona and 1,000-krona banknotes without a foil strip for payment

The main communication channels in connection with the 50-krona and 1,000-krona notes without a foil strip becoming invalid at the end of 2013 were the brochure sent to households, a film on SVT's public information programme, our website, media activities and information materials sent to banks and the retail trade.

10.4 Presentation of the new banknotes and coins

The main communication channels when the new banknotes and coins were presented in 2015 were a press conference, press release and interviews. Susanne Eberstein, Chairperson of the General Council, Governor Stefan Ingves and Christina Wejshammar, Head of the Cash and Payment Systems Department, took part in the press conference. The artistic designs for the banknotes and coins were shown at press conferences in 2012.

10.5 The Riksbank starts to issue new 20-, 50-, 200- and 1,000-krona banknotes

In connection with the Riksbank beginning to issue the four first banknotes in autumn 2015, a number of different communication activities were carried out.

In August and September, the Riksbank held exhibitions on the new banknotes at six different locations in Sweden associated with the personalities on the banknotes

In September a 12-page brochure was sent out to Swedish households and the app "Kolla pengarna" (Check your money) was launched.

The first day that the banknotes were issued, a press conference was held with Governor Stefan Ingves and Mårten Gomer, Technical Expert. Members of the public were offered the opportunity to exchange money for the new 200-krona banknote at the Riksbank and then browse an exhibition about the new banknotes. On this day, Governor Stefan Ingves also made the first purchase with a 200-krona banknote when he bought a book by Astrid Lindgren. Also on the introduction date, the section "Banknotes & coins" on the Riksbank's website was given a new design.

During the summer and autumn the Riksbank provided banks and shops with printed and digital information and teaching materials. Schools were also given the opportunity to order brochures and a specially-produced teachers' handbook.

10.6 Last day to use the 20-, 50- and 1,000-krona banknotes for payment

Prior to the date when the 20, 50 and 1,000-krona notes were to become invalid in summer 2016, the "Efterlyst" ("Wanted") campaign was run (section 6). The Riksbank also worked actively on media activities, such as press releases and many interviews on TV, in newspapers and so on. Printed information materials and letters to shops were also an important channel.

10.7 The Riksbank starts to issue new 100-krona and 500-krona banknotes, and new coins

When the Riksbank began to issue the two remaining banknotes and the new coins in autumn 2016, a number of different communication activities were arranged.

At the beginning of October, a 10-page brochure was sent out to Swedish households.

The first day that the banknotes and coins were issued, a press conference was held with Governor Stefan Ingves and Mårten Gomer, Technical Expert. Members of the public were offered the opportunity to exchange money for the new 100-krona banknote and the new coins at the Riksbank and visit an exhibition on the new banknotes and coins. The same day, Governor Stefan Ingves also made a deposit in a bank account of coins that would become invalid after 30 June.

During the summer and autumn the Riksbank provided banks and shops with printed and digital information and teaching materials.

10.8 Last day to use the 100-krona and 500-krona banknotes and the 1, 2 and 5-krona coins for payment

Prior to the date when the 100, 500-krona notes and the older coins were to become invalid in summer 2017, the "Efterlyst" ("Wanted") campaign was run in two stages (section 6). The Riksbank also worked actively on media activities, such as press releases and many interviews on TV, in newspapers and so on. Printed information materials to shops was also an important channel. Moreover, a letter was sent to all Swedish bank offices to increase knowledge that the banks would redeem banknotes and coins for a period of time after they had become invalid.

After it was no longer possible to pay with the coins, but still possible to redeem them in a bank, the Riksbank carried out further communication measures in the form of press releases, interviews and advertisements on Facebook.

11 Questions about the changeover

The Riksbank received many questions from the general public during the changeover, especially in connection with the introduction of the new banknotes and coins and in connection with the older banknotes and coins becoming invalid. The questions came by e-mail, telephone and through Facebook. Shops also asked questions about the changeover.

Some common questions were:

- Could the banks make a charge when accepting cash?
- Could the banks refuse to accept cash?
- How could one get hold of the new banknotes and coins, particularly the 1,000-krona notes?
- Where could one deposit one's coins if one had a large amount of them?
- Why do shops give older banknotes and coins in change instead of the new ones?
- Can shops refuse to accept older banknotes and coins?

The dissatisfaction expressed mainly concerned the service from the banks, the fact that shops gave older banknotes and coins in change and that it was difficult to distinguish between the 1-krona and 2-krona coins.



12 Organisation for communications work

The communications work was headed up by the Communications Division and Communications Director Ann-Leena Mikiver had the ultimate responsibility. The project manager for the communications work was Tommy Persson. Other employees from the Communications Division taking part in the work during the changeover were Åsa Söder Nilsson, Susanne Meyer Söderlind, Jessica Bühler and Anna-Karin Häggström. Also included in the communications group as special expert was Ulrika Johansson from the Cash and Payment Systems Department. In addition to these, there was a consultant employed for a period of time to respond to queries from the general public. The project organisation for the communications work was divided into different parts and the responsibility was divided up between those taking part in the project.



13 Results of the communication measures and reflections

The Riksbank's strategy in its communications work was to provide intensive information during certain parts of the changeover period. This was primarily in connection with new banknotes and coins being introduced and older banknotes and coins becoming invalid. Examples of measures taken were brochures, press conferences and the "Efterlyst" ("Wanted") campaigns. In between these periods the Riksbank created interest in the changeover through press releases, interviews and Facebook. This communication strategy appears to have had good results, both judging by the results of the surveys on awareness of the changeover that were made regularly and judging by the amount of older banknotes and coins that were returned to the Riksbank.

In August 2017, the Riksbank also commissioned a survey of the general public's knowledge of and attitudes to the banknote and coin changeover. Nine out of ten stated that they had been very well or fairly well informed that Sweden had new banknotes and coins and that the older banknotes and coins had become invalid.



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