THE COMMUNICATION STRATEGY FOR INFORMATION AND PUBLICITY OF BULGARIA'S JOINING THE EUROZONE
This Communication Strategy for Information and Publicity of Bulgaria's Accession to the Eurozone (hereinafter the "Strategy") has been prepared in implementation of the activities provided for in the National Plan for the Introduction of the Euro in the Republic of Bulgaria (Regulation No. 344/30.05.2022) in the field of communications. The development and implementation of the Communication Strategy is also part of the mandate of the Communications Working Group, expertly assisting the Coordinating Council for the preparation of the Republic of Bulgaria for membership in the Eurozone created by Resolution No. 168 of the Council of Ministers of 2015.

The strategy describes the principles and tasks of the information and communication campaign; the responsible institutions that will implement the campaigns; the implementation stages of the campaigns; the target groups; the channels for disseminating information, etc. The document builds on what was laid down in the National Plan for the introduction of the euro in the Republic of Bulgaria (the "Plan") regarding the communication of the process of introduction of the euro.

**OBJECTIVE:**

The objective of this Communication Strategy is to promote the process of preparing our country for joining the Eurozone, as the replacement of the leva with the euro will affect every person living in or traveling to and from Bulgaria. Therefore, well informing the public about the introduction of the new currency is crucial for the successful running of the process.

The information campaign will be aimed at providing accurate, accessible, understandable, timely and comprehensive information on all practical aspects of the introduction of the euro, including Bulgaria's readiness for its adoption and the process of replacing the leva with the euro (rate, time periods, price, responsible institution). Both the changes in the daily life of Bulgarian citizens related to the transition to the single currency and the changes in the Bulgarian monetary policy and economy should be mentioned.

Good information and increased financial literacy regarding the euro will help to dispel unfounded fears of price increases - they have been a key element in the preparatory process in other countries that have adopted the euro - to ensure broad public support for the project as well as the smooth running of the whole preparation. Therefore, the main focus will be placed on allaying the fears of Bulgarian citizens about rising prices as a result of adopting the euro. The campaign will also pay serious attention to consumer protection measures.

Awareness will also be raised about what will happen to deposits and loans, how the new euro prices will be calculated, who will guarantee the process and how the public will take an active part in it.

**PRINCIPLES:**

When implementing communication activities, the following principles will be the main priority:

- Transparency and feedback – the responsible institutions should be accessible to everyone interested in the process of the introduction of the euro and answer questions on the subject in view of their competence.
- Consistency - responsible institutions should not provide contradictory information. The individual materials prepared under the information campaign should have a unified
design and slogan, according to Article 4, paragraph 1 of the Recommendation of the European Commission on measures to facilitate the future transition to the euro.

✓ Quality of information - the information provided should be complete, timely and accessible and should be tailored to the different target groups.

✓ Language accessibility – information related to the adoption of the euro should also be accessible to people with special needs. In addition to Bulgarian, the information should be prepared in other languages, including Braille, and according to the new legislative decisions, it should also be provided using sign language.

✓ Efficiency - information should be disseminated by using the information tools and channels that reach the public and individual target groups in the fastest and easiest way.

**MAIN TOPICS AND MESSAGES:**

The communication strategy includes the following main topics and messages, according to the National Plan for the introduction of the euro in Bulgaria:

**Topics**

✓ Principles and scenarios for the transition to the euro, included in the Plan;

✓ Current economic situation, right moment to switch to the euro and economic prospects afterwards;

✓ Characteristics and security elements of euro banknotes and coins;

✓ Exchange rate of the euro and leva;

✓ Security of cash exchange;

✓ Influence of the adoption of the euro on prices;

✓ Consumer protection - double labelling of prices, the possibility of filing complaints against commercial establishments and companies that violate the rule of double labelling or have incorrectly converted prices from BGN to EUR;

✓ Time period and places for exchanging banknotes and coins from leva to euro.

**Messages**

According to the Analysis prepared by the Economic and Social Council on the topic "Impact of Bulgaria's accession to the Eurozone on economic development, inflation and income in the country", from June 2022, Bulgaria’s accession to the Eurozone is expected to unlock a complex of positive effects and impacts in the medium and long term for:

✓ Higher potential GDP and average annual real growth rate;

✓ Higher productivity and potential for accelerated development and convergence towards average productivity and income levels in the more advanced Eastern European countries, the Baltic countries and the Eurozone countries;

✓ Improvement of the investment environment, activation of local and foreign investments, with increased investment activity expected to support employment;

✓ Economic impetus to sustainable structural changes to support growth, resulting from the Eurozone;

✓ Increasing export orientation and unlocking statistically significant positive direct and indirect effects on export-oriented sectors and on the net export of goods and services;

✓ Increasing the speed of convergence of productivity and income, respectively permanently ahead of nominal wage growth compared to inflation, reducing income inequality to levels characteristic of the EU and the Eurozone;
Increasing the efficiency of the labour market, employment, high levels of economic activity, labour integration and incomes;

Improvement of the fiscal base, possibility of reformattting the national strategic management, long-term budgeting and efficiency of public expenditures and investment programs;

Improving the employment rate through high levels of labour integration and economic activity;

Reduction of public debt servicing costs;

Savings for companies and households from net interest costs and reduction of currency exchange costs;

Effects on population growth and migration processes - in the countries that have become part of the Eurozone in recent years, population growth is observed, which is most likely due to a reversal of the trend of external migration.

For this purpose, it is planned to implement activities in the following areas:

- Dissemination of information about the main time periods, goals and activities laid down in the National Plan for the introduction of the euro in the Republic of Bulgaria, for the involved institutions and organizations and for the target groups;
- Ensuring equal access to information for all citizens through the use of various communication channels;
- Encouraging the participation of the involved institutions and non-governmental organizations to popularize the information;
- Carrying out information campaigns for all target groups through mass media - television, radio, press and social networks;
- Holding press conferences and seminars/webinars for journalists, as well as seminars/webinars for mediators/speakers to reach individual target groups;
- Carrying out other explanatory initiatives at the national and local level with the support of all involved parties - lectures, seminars, discussions, round tables, etc.

In order to reach the society and the individual target groups identified in the National Plan, it is necessary to provide accessible and detailed information on the topic of replacing the country's national currency with the euro. The main messages addressed to the individual target groups should be developed in such a way that they correspond to their interests and values, but above all to give concrete answers to the questions they ask themselves about how the introduction of the euro will affect their economic life.

**TARGET GROUPS:**

The target group of the campaign is the entire Bulgarian public. In order to ensure the planned broad scope of the campaign, specific target subgroups have been identified to which special attention should be paid, namely:

- Households;
- Pupils and students;
- Representatives of the public sector;
- Commercial banks and the non-banking financial sector (insurance and re-insurance companies) in our country;
- Commercial establishments;
✓ Investors;
✓ Employers;
✓ Trade unions;
✓ Tourists and foreigners permanently residing in Bulgaria;
✓ Journalists;
✓ Non-governmental organizations;
✓ Vulnerable groups - pursuant to Art. 2, para. 2 of the Commission's Recommendation on measures to facilitate the future transition to the euro, special information programs should be created for hard-to-reach groups of the population such as people living in remote and/or underdeveloped areas, representatives of ethnic minority groups, pensioners, persons with special needs (suffering from physical, sensory or mental illnesses), as well as citizens for whom access to information is difficult - such as prisoners, homeless and others.

**INFORMATION CHANNELS:**

To achieve the goals of the Communication Strategy, a variety of informational activities will be implemented and all appropriate channels will be used - television; radio; social media; internet pages; printed materials; public events; trainings; opinion leaders from the relevant social community/organisations supporting the relevant vulnerable group; celebrities, influencers, vloggers and more. Their choice will depend on the specifics of the target groups, their expectations and attitudes.

**RESPONSIBLE INSTITUTIONS/AGENCIES:**

All competent state institutions, as well as a significant part of the private sector, will participate directly or indirectly in the implementation of the information campaign. In order to ensure a wide scope of the information campaign, partner institutions will be sought and mobilized to carry out information activities within their competences. Such are the state and municipal institutions not directly involved in the process of introducing the euro, the media, commercial banks, insurance and re-insurance companies, non-governmental organizations, schools and universities, employers’ organizations, trade unions and others.

Repetition of the same information and messages from multiple sources, such as the above-mentioned partner institutions, will help them reach as many Bulgarian citizens as possible.
## Target groups and communication channels for reaching them

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<td>Opinion leaders from the relevant community/organisations supporting the relevant vulnerable group</td>
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Communication methods to attract the interest of target groups

1. Campaign logo and motto

These will be the central visual elements that will accompany the entire information campaign. Their use is an element of modern communications and marks the communication processes on the subject as unified and purposeful.

A competition with a prize fund will be announced for their creation.

2. Website

The website for the euro will be the main institutional channel for informing citizens and businesses regarding all aspects of the introduction of the euro in Bulgaria. Initially, it will be preceded by a separate sub-menu to the MoF and BNB websites. The Euro website will be developed in a way that provides up-to-date information in an appropriate manner for the various objectives of the Communication Strategy and the target audiences. Through this communication channel, the main messages can reach Bulgarian citizens quickly and easily, and through the English version - also foreign citizens.

The page will publish information about:

- The documents regulating the process of introducing the euro - the National Plan, the Action Plan for the National Plan for the Euro, the Law on the Introduction of the Euro, guidelines/recommendations related to the adoption of the euro in various sectors, etc.;
- Benefits of the introduction of the euro, time periods and methods of currency exchange and dual pricing; changes for citizens and businesses;
- Appearance and security elements of euro banknotes and coins;
- Good practices and experience of other countries that adopted the euro;
- Rubric for frequently asked questions and answers;
- Information on the functions of the ECB;
- Informational campaign videos.

For an email address on the page, one can choose from the following domain suggestions:

2. www.levro.bg - www.левро.бг

The so proposed domain names written in Latin and Cyrillic letters in REGISTER.BG OOD, the company responsible for registering names for the ".bg" domain, are free and in order both to ensure the recognisability of the official website for the euro, and to prevent the unscrupulous or misleading use of possible names, they are reserved.
The Internet page for the euro will be promoted initially through the media and partners in the process, and subsequently the target groups will have attitudes about it created through the information campaign, interviews and reports in the media, advertising banners both on the websites of the involved institutions and organizations, and on the websites of all central and local government bodies, advertising on social networks, etc.

The website for the euro should be launched at least 9 months before the introduction of the euro in Bulgaria.

A mobile application is planned to be developed. Its function will be to inform the target audiences and provide an opportunity to calculate the value of goods and services from leva to euro and vice versa.

3. **Choosing the design of the national side of the euro coins**

The main criteria for selecting the design of the national side of the euro coins must be recognized by the whole society, regardless of gender, age, place of residence, political and religious affiliation. An important point is that the motif is emblematic and recognizable as Bulgarian also in an international environment.

The large-scale communication for choosing the design of the Bulgarian euro coins will ensure good public awareness and their empathy for the creation of an image that will give the country's euro coins a unique appearance in the euro area, will facilitate the transition to the new currency in a visual form, and at the same time will also show the relationship between the leva and the new currency.

The design of the 1 and 2 euro coins, as well as the 50, 20, 10, 5, 2 and 1 euro cents, will be made through a competition. The symbol must be technically suitable for application on small coin sizes as well.

In order to reach a consensus, it is good to make a large-scale campaign to guarantee commitment to the choice of a broad representation of the Bulgarian society by organizing a national vote. It will offer the best five proposals, which will be selected at an initial stage by a specially qualified jury and/or by online voting.

By involving the Bulgarian citizens in the selection, there will be a high degree of acceptance by society and identification of the symbol as both national and unique.

After the adoption of the final design of the “Bulgarian” euro coins, it is appropriate to make an exhibition of all the coins of the member states of the euro area, with the Bulgarian Euro as the centerpiece.

The selected design shall be suitable for styling into a logo for all visual elements of the campaign.

4. **Telephone line for the euro - Call Centre, online communication options (chat, chatbot and email)**

Due to the high public significance of the process of exchange of leva with euro, a special telephone line will be opened. The phone will be free for callers and will be open from Monday to Friday from 09:00 to 19:00. For the call centre, it is necessary to hire and train a minimum of ten operators, who will promptly and competently answer the questions of each interested party.

The official opening of the telephone line is appropriate to start between 12 and 6 months before the date of introduction of the euro in Bulgaria, and to continue until the end of the period in which the lev and the euro will be legal tender. Promotion of this information channel will also be part of the information campaign.
5. Speaker/s

In order to ensure the transmission of fast, accurate and up-to-date information on the process of replacing the national currency with the euro, it is appropriate to select/appoint a spokesperson/s on the subject. The speaker should be able to present information clearly and accurately, as well as inspire confidence in the public.

Necessary qualities and abilities of the speaker:

✓ Competence;
✓ Institutionality;
✓ Recognition;
✓ Communicability;
✓ Rhetorical skills, controlled manners, linguistic confidence.

The speaker will express the views and opinions of the Coordination Council. He/she will actively participate in the development of informational/advertising materials.

6. Events

The main informational events through which the change of the national currency in Bulgaria will be popularized and the interest of the target groups will be attracted to the topic are:

✓ Thematic public events for different target groups, tailored to their characteristics;
✓ Press conferences with information on important dates and activities in the process of introducing the euro as an official currency;
✓ Announcements in the media about specific dates, planned activities and the effect of the relevant activity on citizens, as well as presenting the experience of countries that adopted the euro as their currency;
✓ Creation of thematic column/s in the public media;
✓ Creation of video content by popular personalities;
✓ Stimulating the interest and providing assistance to journalists in the development of in-depth materials on the introduction of the euro in Bulgaria and its consequences on the country's economy and the finances of individual citizens;
✓ Seminars/webinars for journalists – about the specific activities and deadlines for adopting the euro.
✓ Organization of school competitions with prizes, related to the euro
✓ Holding a large conference with international participation - two-three months before the official date of entry into the Eurozone.

7. Media

All institutions that are involved in the adoption of the euro in the country will have a commitment to provide a variety of information to the media within their competence. This must be coordinated and submitted in accordance with the goals and responsibilities set in the National Plan.

✓ Print media, in addition to information in articles, interviews and paid publications, can assist in the distribution of brochures.
Electronic media will be the most widely used because they provide speed and are already established in the information flow.

The national electronic media can be involved as partners by including the topic in thematic and/or other shows.

Social networks should also be an active channel through which to transmit information, as they are actively used by part of the target groups (young people, economically active population, tourists, etc.). Capabilities of “direct mail”, chat channel and video sharing platforms will be used.

Outdoor advertising - it is appropriate to use the potential of outdoor advertising (on busy roads, metro stations, bus, railway and airport stations, tourist destinations, hospitals) in order to reach the target groups.

8. Euromobile

A specially branded car/bus to travel around the country within 100 days before the introduction of the euro, for the purpose of information about the euro currency. The route can include both large towns and remote/hard-to-reach places. Through it, information and advertising materials will be provided quickly and with better quality. The visit of the Euromobile will be accompanied by an event with the participation of popular persons, part of the information campaign, and the use of various audio-visual techniques.

9. Mail to households/Bulk SMS

During the communication campaign, all households will receive non-personally addressed letters with information about the introduction of the euro, about the security features of euro banknotes and coins, about the possible ways of currency exchange and other technical requirements for the change. The letters will be accompanied by calculator cards, through which every citizen will be able to clearly understand how the values from BGN to Euro will be calculated.

Mobile operators can send short messages to all subscribers with information about the upcoming introduction of the euro in Bulgaria and provide a link to the official website for the euro. This is one of the quick and easy ways to reach the target audience.

10. Starter sets with Euro coins with Bulgarian national side

This is good practice from countries that have already adopted the euro. The sets will contain euro coins of different denominations, with the Bulgarian national side, which citizens will be able to purchase before the introduction of the euro and pensioners will receive together with a cash payment of their pension. The beginning of their sale can be considered an important moment of the communication campaign, since in this way the citizens will be able to get to know the appearance of the Bulgarian euro coins before the introduction of the new currency.

11. Exhibitions

Organizing exhibitions to present the history of the euro and the design of the Bulgarian side of the euro coins as part of the Euromobile tour. Transform and direct the patriotic and emotional attitudes towards leva as a national currency towards the design of the "Bulgarian" euro.
12. Fair Trader Campaign

The Ministry of Economy and Industry, together with the Consumer Protection Commission and representatives of non-governmental organizations, will organize this campaign to encourage honest traders. Those traders/service providers who comply with the rules for accurate conversion of the prices of their products/services from BGN to EUR, as well as for comprehensible and correct indication of prices during the dual pricing period, will receive an "Honest Trader" sticker.

Traders who wilfully violate the conversion or rounding rules will be penalized according to current legislation, and their names will also be listed on a "blacklist" which will be published on the website of the Commission for Consumer Protection, on the euro page, as well as through other information channels.

13. Opinion polls

As part of the communication campaign, surveys will be conducted with the aim of tracking the attitudes and awareness in society about the introduction of the euro (citizens' fears and expectations related to the change, as well as the reasons for them). The information from the surveys will be the basis for the timely adaptation of the information and communication campaign to the most current public concerns and attitudes.

14. Phases of the information and communication campaign

The information and communication campaign will take place in three phases:

First phase - starts approximately 12 months before the introduction of the euro and ends 6 months before the date of introduction of the euro

During this phase, organizational and communication activities aimed at familiarizing citizens with the general aspects of the introduction of the euro will be carried out. Among the main activities are:

- organization and conduct of public procurement procedures, necessary for effective and successful conduct of the information campaign;
- creation of logo and slogan of the information campaign for the introduction of the euro in Bulgaria;
- creation of a special website for the introduction of the euro in Bulgaria, on which citizens will be able to ask questions and receive answers related to the euro, directions where they can file complaints and signals for incorrect merchants who do not list prices in both currencies and/or incorrectly convert their prices from BGN to EUR;
- familiarizing citizens with the benefits of adopting the single currency;
- informing the public how long the Bulgarian lev will be legal tender;
- clarification of the measures that the authorities will take to protect consumers, the main one of which will be the obligation to double indicate prices in BGN and EUR;
- provision of information aimed at reassuring citizens of the unfounded fear that the introduction of the euro will significantly increase prices;
- provision of information on the date of introduction of the euro;
- warning citizens not to exchange cash before the official day of the introduction of the euro, as the exchange may involve costs and fees;
- clarifying what will happen to existing BGN deposits, money in accounts and credits, especially loans with variable interest rates;
- informing merchants that during the dual pricing period they will be required to display and report prices in both currencies;
✓ introducing traders to the Honest Trader campaign, which will become active after the EU Council's decision on the irrevocably fixed exchange rate;
✓ surveys of public opinion regarding the replacement of the leva with the euro.

**Second phase / Intensive period (6 months before the introduction of the euro - 1 month after the introduction of the euro)**

During this second phase, the activities within the information and communication campaign will be most intensive. Efforts will be focused mainly on:

✓ informing citizens about the official fixed exchange rate at which the Bulgarian lev will be converted into euros;
✓ informing citizens about the period of double display of prices and about the period in which the lev and the euro will be both legal tender in the country;
✓ informing citizens that during the period of dual circulation in shops it will be possible to pay in both currencies and that after this period the euro will be the only official currency;
✓ informing the public that cash exchange will be possible without a fee in the banks and offices of Bulgarian Post EAD within a period of 6 months from the date of introduction of the euro, after which a fee may be introduced.
✓ familiarization and training of citizens (especially those who handle cash at their workplace) about the distinctive and protective signs of euro banknotes and coins;
✓ calling on citizens before the day of the introduction of the euro to keep their money in BGN in bank accounts and in accounts with payment institutions and companies for electronic money, and not in cash, with a view to their automatic conversion into euros from the date of membership in the eurozone;
✓ a recommendation to the public not to exchange cash before the official introduction of the euro, as the exchange may involve costs and fees;
✓ providing opportunity to submit complaints in case of violation of the rules for double display of prices or unjustified increase/incorrect conversion of prices into euros and inviting citizens to use this opportunity;
✓ regularly updating the list of companies participating in the Fair Trader campaign and the companies on the "black list";
✓ holding a major conference on the introduction of the euro two to three months before the official date of entry into the eurozone;
✓ conducting a Euro Day - organized 100 days before the introduction of the euro and comprising a series of public events throughout the country;
✓ surveys of public attitudes regarding the introduction of the euro.

**Third phase / Final period (one month after the introduction of the euro - 12 months after the introduction of the euro)**

In this phase, the focus will be on evaluating the process of the introduction of the euro, protecting the interests of consumers and conducting final public surveys on the new currency. More specifically, the main activities during this period will be:

✓ publication of data on price movements (in order to eliminate the possible perception that the changeover to the euro has greatly increased prices);
✓ continuation of the regular updating of the list of companies participating in the Fair Trader campaign and the companies on the "black list";
✓ identifying in the media any inaccurate information about the progress and effects of the replacement of the Bulgarian lev with the euro and publishing statements denying inaccurate information;
repetition of important information regarding cash exchange deadlines;
continuation of activities related to informing the public about the security features of the euro;
public opinion surveys;
evaluation and financial report of the information campaign;
a major conference 6 months after the introduction of the euro – to review the path to the euro and to track the change in attitudes – to recall that fears were unfounded.

15. Emergency management and crisis communication

Communication and crisis management are two concepts that are interconnected and it is almost impossible to talk about modern crisis management without considering the use of up-to-date communication techniques and means that provide quality information to people during various unusual events and threats. Dealing with them is a huge challenge as each crisis requires a different approach. Crises can be:
- functional - caused by serious problems related to the activity and processes in the institutions responsible for adopting the euro, which will affect their ability to perform their functions;
- crises caused by negative campaign(s) – they are the result of purposeful actions of third parties that cast doubt on the activities, policies and possibilities of replacing our national currency;
- image crises - caused by abuses, incompetence and others.

In order to manage the risk and respond to the emerging crisis, an action plan will be drawn up, through which the responsibilities of the participating institutions will be defined and allocated to react when adverse moments occur.

The action plan will include:
- general description of possible crisis situations;
- formation of an emergency/crisis management team;
- description of team coordination and communication system;
- description of the commitments of the team members - gathering and analysing the facts; quick response, openness and clear description of the facts; generating positive messages - as a key to overcoming the crisis.

16. Indicative schedule for implementation of the information and communication campaign

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<th>Engaged institution/organization</th>
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<td>All citizens</td>
<td>Communications WG</td>
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<tr>
<td>Creation of a website for the introduction of the euro in Bulgaria. Filling in information. A campaign to popularize it</td>
<td>All citizens</td>
<td>Communications WG</td>
<td>2022 – 2023</td>
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<tr>
<td>Provision of accessible information on the benefits of introducing the euro on the websites of the involved institutions and organizations</td>
<td>All citizens</td>
<td>Communications WG</td>
<td>2022 – 2024</td>
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<tr>
<td>Preparation and dissemination of information for the media, incl. social media</td>
<td>All citizens</td>
<td>Communications WG</td>
<td>From 2022 until the end of the campaign</td>
</tr>
<tr>
<td>Organization of public events</td>
<td>All citizens</td>
<td>Communications WG</td>
<td>2022 – 2024</td>
</tr>
<tr>
<td>Creation of thematic sections in the national media</td>
<td>All citizens</td>
<td>Communications WG, National media</td>
<td>2022 – 2023</td>
</tr>
<tr>
<td>Creation of training and other printed materials</td>
<td>Pupils and students</td>
<td>Communications WG</td>
<td>2022 – 2023</td>
</tr>
<tr>
<td>Attracting famous faces</td>
<td>All citizens</td>
<td>Communications WG</td>
<td>2022 – 2023</td>
</tr>
<tr>
<td></td>
<td>Children and students</td>
<td>Communications WG</td>
<td>2022 – 2023</td>
</tr>
<tr>
<td></td>
<td>Vulnerable groups</td>
<td>Communications WG</td>
<td>2022 – 2023</td>
</tr>
<tr>
<td>Attracting opinion leaders from the relevant community/organisations supporting the relevant vulnerable group</td>
<td>Vulnerable groups</td>
<td>Communications WG</td>
<td>2022 – 2023</td>
</tr>
<tr>
<td>Organizing press conferences</td>
<td>Media</td>
<td>Communications WG</td>
<td>Regularly</td>
</tr>
<tr>
<td>Organizing seminars/webinars</td>
<td>Media</td>
<td>Communications WG</td>
<td>Regularly</td>
</tr>
</tbody>
</table>
The communication strategy will begin to be launched at the moment of implementation of the National Plan for the introduction of the euro in Bulgaria. If necessary, it will be updated in order to reflect the implementation of the planned activities in the Plan. Communication activities will be periodically analysed by the Communication WG. This will make it possible to focus efforts on activities that have been proven effective or to further develop activities with potential that are not represented in the planning.

In the event of unforeseen circumstances, communication activities can be modified and organized in a different way in order to achieve the set goals. Any communication strategy is flexible by default.

Communication activities will be coordinated as necessary with the European Commission and the ECB.

17. Indicative financial resources

Sufficient resources must be provided for the successful implementation of the Communication Strategy. The financing of the activities related to the implementation of the campaign should be provided by the state budget and the budget of the BNB. The responsible institutions should independently plan their costs related to the adoption of the euro. Opportunities for partnership and support from the EC and the ECB in the implementation of various campaign activities are foreseen.