



COMMUNICATION



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As a standard part of its activities, NBS publishes information on monetary developments in the euro area, on key indicators for the Slovak and European economy, as well as on activities of banks and all other entities of the financial market. Information, reports and analyses submitted by NBS serve as a basis not only for decisions adopted by the Government and the National Council of the Slovak Republic, but also for activities of media and institutes involved in economic research and education. The central bank employs various communication tools in order to ensure that the information it provides is accessible and comprehensible to every target group, and thus creating conditions that support the core communication principles of openness and transparency.

One of the key pillars of the NBS communication policy is to participate in the Eurosystem's joint communications procedures, which primarily involve the regular provision of information about monetary developments in the euro area and the real-time communication of monetary-policy decisions⁴⁵.

In 2011 NBS complied with the principle of openness and transparency when providing information about decisions, concerning mainly financial market supervision, oversight of the payment system and currency circulation, issuing activities, and other areas. NBS organised press conferences to announce the publication of its quarterly Medium-Term Forecasts for key macroeconomic indicators in Slovakia as well as to present analyses of developments in the Slovak financial sector.

During the year, NBS issued periodical specialist publications providing information and analysis in the central bank's main fields of activity. Among these publications were the Annual Report, Financial Stability Report, Analysis of the Slovak Financial Sector, NBS Monthly Bulletin, Medium-Term Forecast and Statistical Bulletin.⁴⁶ NBS also published other analyses and working papers concerning monetary developments, the financial market and the effects of the financial crisis on the Slovak economy. The BIATEC journal continued to play an important role in NBS communication activities, providing specialist articles in the area of banking,

finance and economics. Through BIATEC, NBS connects with authors and readers from the banking and financial sector, academia, and the educational sector. Written in Slovak with English-language summaries, BIATEC is published ten times per year and is available on the NBS website.⁴⁷

As a member of the Eurosystem, NBS engages in joint communication activities within the ESCB. In line with the principles of the Eurosystem/ESCB's multilingual communication system, NBS is involved in the preparation of national language versions of official ECB publications.⁴⁸

In 2011 NBS and the other euro area national central banks took part in the first annual running of the Generation Euro Students' Award, an ECB educational competition for secondary school students. The competition, which reaches its conclusion in mid-2012, aims to foster interest among secondary-school students in monetary policy issues and to raise their awareness of central banking activities.

Together with university students, NBS also entered last year a joint project resulting in an information film informing younger people about the central bank's various roles in a dedicated use of language and form.

ECB information materials on the 10th anniversary of euro banknotes and coins were made available on the NBS website at the end of 2011; they include a short film about the production and circulation of euro banknotes and coins, press kits, and a competition for children aged between 9 and 12 (Euro Run 2012).

NBS pays close attention to the content and development of its most used communication channel – the website. Last year, for example, the home page was redesigned. The most visited pages are those providing information on exchange rates and statistical data, while the number of pages viewed in the Education section increased sharply in 2011 (by more than 100%), due in large part to the introduction of two interactive games and the announcement of the Generation Euro competition. Page viewings in the Public Procurement section also increased markedly, after the online

45 See Box 2 in NBS Annual report 2010, p. 76.

46 <http://www.nbs.sk/en/publications-issued-by-the-nbs/nbs-publications>

47 <http://www.nbs.sk/en/publications-issued-by-the-nbs/journal-biatec>

48 <http://www.nbs.sk/sk/publikacie/publikacie-ecb>



publication of NBS contracts, orders and invoices became mandatory from 1 January 2011. The NBS website attracted an average of around 17,000 visitors per day in 2011, including an increased amount of traffic from mobile devices.

NBS also communicates directly with members of the public through e-mail. In 2011 NBS dealt with more than 3,000 questions, responses and suggestions from the public concerning specific matters dealt with by its specialist departments, including 80 requests for information under the Freedom of Information Act (No 211/2000 Coll.).

EXHIBITIONS AND LECTURES

More than 3,800 people went to see the exhibition “Monetary Ups and Downs” during 2011. This exhibition on the history of money in Slovakia and other countries of central and eastern Europe was held at Trebišov, Prešov, Spišská Nová Ves and Košice. The NBS exhibition on the introduction of the euro entitled “The Euro – Our Currency” was shown not only in Bratislava in 2011, but also in Trenčín, Banská Bystrica and Žilina. Alongside the opening of the exhibition in Žilina, the NBS Governor gave a lecture to students from Žilina University. At a showing of the exhibition in Budapest, representatives of NBS and the Hungarian central bank (Magyar Nemzeti Bank) took part in a discussion about the benefits and drawbacks of euro adoption.

During 2011 NBS hosted lectures that were attended by almost 2,000 people, mainly primary and second schoolchildren and university students, and it also organised an seminar for journalists.

NBS ARCHIVE AND LIBRARY

The NBS Archive⁴⁹ is a specialised public institution that provides access to the general public (domestic and foreign) to archived heritage from the financial and banking sectors in Slovakia. As a member of the European Association for Banking and Financial History (EABH),⁵⁰ the NBS Archive last year took part in a survey of the history, structure and aims of banking archives in Europe.

Remarkable documents from the archival fonds and collections were presented at the Regional Library in Žilina as part of an exhibition focused on the history of central and commercial banking. A significant event in 2011 was the establishment of cooperation with the archive of the Austrian central bank in Vienna, including research



Opening of the exhibition “The Euro–Our Currency”

into the activities of the Hapsburg Empire central bank’s branches and affiliates in Slovakia in the 19th and 20th centuries.

The NBS Library offers a full range of library services – documentary, retrieval, lending, consultation, and electronic services – to NBS staff and interns as well as the general public. The library’s specialised collections⁵¹ contain publications and information mainly in the areas of central and commercial banking, financial supervision, monetary and issuance policy, payment systems, and financial management.

In 2011 the Library catalogued and processed 3,900 documents, handled 3,720 search other requests for information, and answered 2,120 requests for consultation.

Work on the digitalisation of the NBS Archive and Library (Project of Digitalisation of the Mail Room, Registry, Archive and Central Library) continued in 2011 in accordance with plans for their further development. Also last year the Library and Archive took part in international cooperation with central libraries and archives within the ESCB and ECB.

NBS MUSEUM OF COINS AND MEDALS AT KREMNICA

NBS collections are open to the public at the NBS Museum of Coins and Medals (MCM) at Kremnica.⁵² In 2011 the Museum’s permanent and occasional exhibitions attracted more than 37,000

⁴⁹ <http://www.nbs.sk/en/publications-issued-by-the-nbs/nbs-archive>

⁵⁰ <http://www.eabh.info/>

⁵¹ <http://www.nbs.sk/en/publications-issued-by-the-nbs/nbs-central-library>



Medals in the permanent exhibition "Two Faces of Money"

visitors from Slovakia and abroad. The permanent exhibitions include "Two Faces of Money – Money and Medal-making in the History of Slovakia", the art-historical exhibition at the Town Castle, and "Routes of Collecting in 15th to 18th Century Art", which has been running since 2007. The Museum's gallery rooms were reopened in April 2011 after undergoing renovation work in 2008-2010.

Last year the Museum held 11 occasional exhibitions on a variety of themes. In the refurbished gallery there were four exhibitions:

- *Slovak medals 2005–2010* – an exhibition marking the 20th anniversary of the Slovak Association of Medallists (ZMS);
- *Hommage à E.M.* – an exhibition of selected works by the Slovak sculptor, jeweller, and medallist Erna Masarovičová;
- *Caricaturists* – an international exhibition of caricaturists nominated for the International Award of the Golden Gander, as part of the 31st annual European festival of humour and satire entitled Kremnica Gags;
- *Symposia of Medals at Kremnica* – an exhibition of the medals produced at every Symposium of Medals held at Kremnica since 1983 including those produced at the latest 11th Symposium.

In the display room housing the exhibition "Two Faces of Money" were seven occasional exhibitions:

- *Cesty (Journeys)* – a solo exhibition of works by the academic painter Viliam Pirchala;
- *Sguardo Lanciato* – a solo exhibition of works by the academic sculptor Jozef Karol Höger;
- *The Kremnica engraver Ján Allerám and his lineage*;
- *Súbehy (Confluences)* – an exhibition of the works of three Kremnica artists, Mária Poldaufová, Pavel Károly and Ondrej Ďurian;
- *Extensive Narration* – an exhibition of works from the Symposium of Jewellery Art at Kremnica;
- *Zakladatelia tradície umeleckého kovárstva na Slovensku (Founders of the artistic ironwork tradition in Slovakia)* – an exhibition of works by students of the Department of Artistic Ironwork and Locksmithery at the Private School of Applied Arts in Kremnica;
- *Koruna – Pengő – Forint* – a specialist numismatic exhibition.

In 2011 the MCM in Kremnica again took part in the international museum event "Night of the Museums". Another event repeated from the previous year was the "Summer Nights of the Muses", a series of evening tours of the Museum's exhibitions which ran through the summer months and included a varied programme. In the Museum gallery there was a programme for children entitled "Summer Creative Workshops", where children could produce creative gifts over a period of five afternoons. Throughout the year the MCM also organised various thematic educational programmes for schools and the general public.

The Museum organised several concerts in 2011, including a New Year concert of the Kremnica-based Essential Trio at the Church of St Catherine, an Easter concert of local young musicians Marek, Jakub and Jordán Žufka at the site of the exhibition "Routes of Collecting in 15th to 18th Century Art", and a Christmas concert performed by Marián Varga and the Moyzes Quartet. In August, a festival entitled "Capalest in the region" was opened at the Church of St Catherine as part of the 9th annual Capalest European festival of poetry, theatre and music. At the concert *Mystical Cathedral* a group of French artists interpreted songs of John Dowland and sonnets of William Shakespeare. In September, a poetical concert entitled "The Edelsberger–Dilong Delicate Concert" was held in the courtyard of the numismatic-historical exhibition building, and featured the poetry of R. Dilong and musical works by T. Edelsberger, a composer originally from Kremnica.