



COMMUNICATION



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As a standard part of its activities, Národná banka Slovenska publishes information on monetary developments in the euro area, on key indicators for the Slovak and European economies, and on activities of banks and all other participants in the Slovak financial market. Information, reports and analyses submitted by NBS serve as a basis not only for many decisions adopted by the Slovak Government and Parliament, but also for activities of media, economic research institutes, and educational institutions. The Slovak central bank is constantly striving to develop, modernise and improve the quality of its communication tools, so that it can respond as effectively as possible to the demand for information and address target groups with maximum efficiency. In this regard NBS stresses the importance of openness and transparency, so as to maintain its high standing in the eyes of the Slovak public.

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 decisions.²⁴

In 2012 NBS continued to follow the principle of openness and transparency in communicating its decisions, which concerned 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 the Medium-Term Forecast for key macroeconomic indicators (published quarterly) and the Analysis of the Slovak Financial Sector (twice a year).

At the end of 2012 NBS provided initial details of the new „Europa“ series of euro banknotes, including all key facts regarding the appearance and security features of the first banknote of the series, the €5 denomination, which will be put into circulation in May 2013.

Národná banka Slovenska also communicates directly with members of the public via e-mail. In 2012 the central bank dealt with 3,012 questions, responses and other comments from the

public concerning various matters, including 102 requests for information under the Freedom of Information Act (No 211/2000 Coll.).

NBS PUBLICATIONS

During 2012 Národná banka Slovenska issued periodical specialist publications providing information and analysis in the central bank's main fields of activity. These publications included the Annual Report, Financial Stability Report, Analysis of the Slovak Financial Sector, Monthly Bulletin, Medium-Term Forecast and Statistical Bulletin.²⁵ NBS also published other analyses and working papers on current economic issues. In line with the principles of the Eurosystem/ESCB's multilingual communication system, NBS contributed to the preparation of the Slovak versions of official ECB publications.²⁶

The majority of NBS official publications are issued only in electronic form. In 2012, to make its information as easy to access as possible, NBS published the Annual Report in ePub format for the first time and began to use QR codes in its information materials.

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, the central bank interrelates with authors and readers from the banking and financial sector, academia, and the educational sector. Written in Slovak with English-language summaries of selected articles, Biatec is published ten times per year and the full text is available on the NBS website.²⁷

NBS WEBSITE

NBS continued to improve the information service on its website in 2012, most significantly by publishing selected sets of statistical data for individual euro area countries as well as aggregate data for the euro area as a whole. These datasets were presented in chart form, as were housing prices and all exchange rates, including historical exchange rates of the Slovak koruna for the period 1993–2008.

In response to a sharp rise in the volume of website traffic coming from mobile devices, NBS introduced an „Exchange Rate“ app for iPhone,

²⁴ For further details, see Box 2 in the NBS Annual Report for 2010 (page 76).

²⁵ <http://www.nbs.sk/en/publications-issued-by-the-nbs/nbs-publications>

²⁶ <http://www.nbs.sk/en/publications-issued-by-the-nbs/ecb-publications>

²⁷ <http://www.nbs.sk/en/publications-issued-by-the-nbs/journal-biatec>



which can be used to convert different currencies to and from the euro according to the exchange rates listed by the ECB.

The number of visitors to the NBS website continued to show a moderate rising tendency in 2012, with a daily average of more than 17,000.

LECTURES, EXHIBITIONS AND COMPETITIONS

During 2012 NBS hosted lectures attended by almost 2,100 people in total, mainly primary and secondary schoolchildren and university students, and it also organised an expert seminar for journalists.

In 2012 the NBS touring exhibition „The Euro – Our Currency“ was installed at the Management Systems Institute of the Faculty of Economics at Matej Bel University in Banská Bystrica. At its gala opening, the NBS Governor gave a lecture and spoke with students. The exhibition was also taken to an international economic conference in Cracow, Poland, and it was installed at the Government Office in Bratislava and, towards the end of the year, at the NBS sub-branch in Košice.

The first annual running of Generation Euro, a Eurosystem educational competition for secondary schoolchildren, was completed in June 2012, and the winners received their prizes at the ECB headquarters in Frankfurt am Main. The competition showed that secondary schools in Slovakia (more so than those in other participating countries) are very keen to raise pupils' awareness of central banking and related issues. NBS and other euro area central banks will continue their involvement in this project. The second running of the competition began in November 2012 with lectures for participating teachers.²⁸

In the first quarter of 2012 the ECB organised an online „Euro Run“ competition for children aged between 9 and 12 residing in the European Union. The competition was part of the 10th anniversary celebrations for the euro. A total of 1,669 pupils from Slovakia entered the competition (out of 7,449 participants from across the euro area) and four of them took the first four places in the overall ranking.

NBS ARCHIVE AND LIBRARY

The NBS Archive²⁹ is a specialist department that processes and protects archivalia and artefacts, dating back to 1841, which previously belonged to NBS's predecessor institutions, and it makes these materials available to the general public.



Most of the Archive's activities in 2012 were focused on new legislation for archive and registry management and on the digitisation of documents, including an extensive nation-wide project to establish an electronic database of records of archival fonds and collections (called AFondy).

The NBS Library³⁰ is enlarging its library-information resources and internal database specialising mainly in the areas of central and commercial banking, financial supervision, European monetary policy, issuance policy, and payments systems and financial management. At the same time, it provides library, informational, retrieval and advisory services, mostly to NBS staff members and interns as well as to members of the public, while making use of external information resources and databases.

In 2012 the Library added 3,838 documents to its online catalogue and responded to 4,431 search requests and other electronic requests for information. It also, as scheduled, worked on the second stage of the Library Digitisation project.

The NBS's Library and Archive also maintained their cooperation with the ECB's Library and Archive and with other ESCB central libraries and archives.

NBS MUSEUM OF COINS AND MEDALS IN KREMNICA³¹

The Museum's most popular exhibits are to be found in the permanent exhibitions: *Two Faces of Money – Money and Medal-Making in the History of Slovakia*, and the exhibition at the Town Castle. The wealth and variety of the Museum's collections includes an abundance of unique items stored in its depositories. These are put on display in long-term thematic exhibitions typically designed to present a certain aspect of the collections. One such exhibition that ran from 2007 to September 2012 was the art-historical exhibition *Routes of Collecting in 15th to 18th Century Art*, subtitled *Private and Public Collecting in Kremnica*.

²⁸ <http://www.generationeuro.eu>

²⁹ <http://www.nbs.sk/en/publications-issued-by-the-nbs/nbs-archive>

³⁰ <http://www.nbs.sk/en/publications-issued-by-the-nbs/nbs-archive>

³¹ www.muzeumkremnica.sk



In 2012 the Museum put on 11 occasional exhibitions in its gallery rooms. They were:

- *45 years of the SUPŠ – ŠÚV – SŠÚV* – an exhibition of student works to mark the 45th anniversary of the Private School of Applied Arts in Kremnica (SŠÚV), originally known as the Secondary Art Industrial School (SUPŠ) and then as the School of Applied Arts (ŠÚV);
- *From the Danube, Vltava and Vistula – Medalists and Their Works (Od Dunaja, Vltavy a Visly – Medailéri a ich diela)* – to mark the 10th annual running of this international medal exhibition cycle there was a display of medals made by each of the medallists from Visegrad Four countries who participated in the previous nine cycles. The 10th exhibition premiered in Wrocław (Poland), and was then installed in Uherské Hradiště (Czech Republic), Budapest (Hungary), and Kremnica;
- *Kremnica Meetings (Kremnické stretnutia)* – a presentation of works by staff from two institutes of higher education: the Department of Visual Arts at the University of Matej Bel in Banská Bystrica, Slovakia, and the Faculty of Arts at Radom Polytechnic in Poland;
- *Caricaturists (Karikaturisti)* – a regular exhibition held as part of the *European Festival of Humour and Satire – Kremnica Gags*, featuring works by caricaturists nominated for the festival's Golden Gander Award;
- *Bohuš and Monika Kubinski: Sculpture and Painting (Socha a Obraz)* – an exhibition of the eponymous artists' works;
- *Under the Star of Bethlehem (Pod betlehemskou hviezdou)* – a Christmas-themed exhibition featuring historical nativity scenes from Kremnica and the surrounding area, Christmas decorations and postcards, and traditional crafts and customs related to the Christmas holidays; (the following were held alongside the exhibition *Two Faces of Money*)
- *Dragonflies (Vážky)* – an exhibition organised in cooperation with the company Aqua Vita;

- *Milan Lukáč: Owls – Fish – Grasses (Sovy – Ryby – Trávy)* – an intimate exhibition of the artist's work, including sculptures, medals, painting, and graphic art;
- *Eva Harmadyová: Vivus Metallum* – an intimate exhibition of medals and jewellery by this artist;
- *International Symposium of Jewellery Art 2012* – an exhibition of works produced at the 18th annual running of this symposium;
- *95 years of (Czecho)Slovak medal-making in the Kremnica Mint (95 rokov (češko)slovenského medailérstva v kremnickej mincovni)* – an exhibition featuring works from the Fine Art Atelier of the Kremnica Mint and the mint's medal production during the period 1918–2012.

The Museum also cooperated on external exhibitions, including: *On three groschen (O troch grošoch)* at the Children's Museum in Bratislava; *Europa Jagellonica*, an international project with participation from the Czech Republic, Poland, Germany and Slovenia; *Money Route (Cesta peňazí)* at the Tribečské múzeum in Topoľčany; *16 Spiš towns over the period 1412–1876 (16 spišských miest v rokoch 1412–1876)* at the Spiš Museum in Spišská Nova Ves; *Coin Treasures from Senec and Environs (Poklady mincí zo Senca a okolia)* at the Town Museum in Senec; and *Coin Finds from Banská Štiavnica and Environs (Nálezy mincí z Banskej Štiavnice a okolia)* at the Slovak Mining Museum in Banská Štiavnica.

Some of the exhibitions were held along with educational programmes and creative workshops for various target groups. In addition, throughout the year, the Museum ran several educational programmes for school groups, covering various topics related to the history of money, mining and minting in Slovakia and to regional and cultural education.

In 2012 the Museum again took part in the international museum event entitled "*Night of Museums*", by opening the Town Castle to the public on the evening of 19 May. In the summer the Museum organised guided tours entitled *Summer Day at the Town Castle* (7 July) and *Summer Nights of the Muses* (18 August).

Also in 2012 the Museum put on five concerts, most of which took place at St Catherine's Church in Kremnica.

Last year the permanent and occasional exhibitions of the NBS Museum of Coins and Medals in Kremnica attracted more than 41,000 visitors from Slovakia and abroad.