



9 Communication

Národná banka Slovenska strives to be a modern and open central bank which raises awareness about key issues and focuses on bringing up-to-date information about the Slovak and European economies to both the professional and general public. The Bank's communication priorities include strengthening its reputation and the way it is perceived both at home and abroad. The Bank must not only inform the public about its activities in innovative, direct and easy-to-understand ways, but also provide current information about the European Central Bank (ECB), monetary policy, finance, and consumer protection, as well as information about financial education and how to increase financial literacy. The Bank's outward communication efforts were stepped up in 2019 – both visually, through light displays projected on the NBS building to mark significant occasions, and in terms of the Bank's presence on social media platforms, which are particularly suited to increasing the frequency of the Bank's messages and to expanding overall communication about other areas of its activities.

Featuring prominently in the Bank's communication activity in 2019 were the 10th anniversary of the introduction of the euro in Slovakia and, concerning the Bank itself, the updating of the NBS logo. A major communication topic throughout the euro area, including Slovakia, was the entry into circulation of the new €100 and €200 banknotes. These banknotes, the last in the Europa (E2) series, started circulating on 28 May 2019. The Slovak public were given a preview of the new banknotes' designs at the NBS Open Day in 2018.

On the last weekend in September 2019, NBS took part for the first time in Biela noc / White Night, a popular multi-genre contemporary art festival in Slovakia. An artistic installation of light beams, entitled "Play of light", made the NBS headquarters building appear like a lighthouse.

Financial literacy was a key focus of the Bank's communication activity in 2019, especially in the second half of the year with the publication of "[The Financial Literacy Support Strategy of Národná banka Slovenska](#)". As regards an issue that attracted extensive media coverage in 2019 – the 30th anniversary of the Velvet Revolution – the Bank produced a webpage for the occasion (www.nbs.sk/november89) which featured historical data, photographs, document scans, statistics, and calculations. The page provided information about the Czechoslovak banking system in that tumultuous year, the exchange rate of the Czechoslovak koruna, banknote issu-

ance, and the day-to-day life of bank employees. The celebrations of the occasion included a light display on the NBS headquarters building.

Among the important economic issues that attracted broad media attention were NBS measures to change lending volumes and the Bank's commentaries on the Slovak Government's proposal to increase the bank levy.

9.1 External communication

The Bank may be contacted by email at the addresses provided on its website. In 2019 it received 3,734 emails, including requests for information, suggestions, and complaints (about supervised entities). A total of 3,164 emails were received at the addresses dedicated to communication with the public: info@nbs.sk and webmaster@nbs.sk. Another 38 were requests for information under the Freedom of Information Act (No 211/2000), received at infozakon@nbs.sk. The rest, 532, were received at the address for media enquiries, press@nbs.sk. The Bank also fielded enquiries by telephone and from people who came to its headquarters in person.

Professional events and exhibitions

In 2019 the Bank marked the 10th anniversary of the introduction of the euro in Slovakia. In January it hosted an international conference entitled "10 years of the €uro in Slovakia", which evaluated the Slovak experience of ten years of euro area membership and the future direction of the euro area.

A conference focusing on the challenges facing the insurance sector took place in Bratislava in April 2019. The "Joint Conference on Synergies between Insurance and Pensions" was hosted by Národná banka Slovenska in cooperation with the Organisation for Economic Co-operation and Development (OECD), the International Association of Insurance Supervisors (IAIS), and the International Organisation of Pension Supervisors (IOPS).

In May 2019 the Bank, together with the company Humusoft, s.r.o., held an expert conference whose purpose was to inform the professional public about the possibilities for using computational tools in the financial sector and in macroeconomic modelling.

In November the NBS headquarters was the venue for a seminar entitled "Sporiteľ na prvom mieste: Ako zreformovať druhý dôchodkový pilier na Slovensku?" (Putting savers first: How to reform the second pension pillar in Slovakia?). The event was attended by NBS Deputy Governor Ľudovít Ódor and by Pavol Povala from Norges Bank Investment Management.

In December 2019 the Bank joined with the Slovak Finance Ministry's Institute for Financial Policy (IFP), the Council for Budget Responsibility

(CBR), and the Ministry's Value for Money Unit to hold a discussion event called “**Rozpočet 2.0: Ako posunúť Slovensko do prvej ligy vo verejných financiách**” (Budget 2.0: How to move Slovakia into the top league of public finances). The purpose of the event, attended by economic experts, politicians and analysts, was to initiate a constructive dialogue on public finances. Among the speakers were NBS Governor Peter Kažimír, NBS Deputy Governor Ľudovít Ódor, Slovak Finance Minister Ladislav Kamenický, Value for Money Unit Director Štefan Kišš, IFP Director Eduard Hagara, CBR Chairman Ivan Šramko and CBR member Juraj Kotian. The afternoon session was devoted to discussions between political parties' representatives, including Caroline Lišková, Miroslav Beblavý, Ivan Švejna, Eduard Heger, Tomáš Meravý, Štefan Holý, Ján Remeta, Radomír Šalitroš and Marián Viskupič.

To mark the 75th anniversary of the Slovak National Uprising (SNP), the Bank held an exhibition entitled “Slovak National Uprising Heroes from Slovenská národná banka”. The exhibition included original documents showing the extent to which employees and senior officials of the first Slovak central bank – Governor Imrich Karvaš prominent among them – participated in the Uprising, including their role in financing and organising the insurgents. Also on display were photographs from the TASR domestic news agency and from the SNP Museum in Banská Bystrica (from the Museum's exhibition entitled “Vstali z popola” (They rose from the ashes)).

9.2 Internal communication

Internal communication activities focus on keeping NBS employees informed about what is happening in the Bank. In 2019 these activities included information campaigns for environmental initiatives, for the Bank's new design manual and logo, and for IT-related changes. A new channel of communication was introduced in the form of the Governor speaking to the staff via videos shown on the Bank's intranet. In this way the Governor informed the staff about issues important for the running of the Bank and for its role as an employer.

In 2019 the Bank held a Charity Christmas Market at its headquarters for the second year running. The event offered both NBS staff and members of the public a chance to buy products from sheltered workshops. All the proceeds went to people with disabilities.

During the year NBS staff took part in several internal events aimed at strengthening team spirit by combining work and leisure activities. These included, for example, social dinners, hikes for staff and their family members, and the Bank's annual Sport and Leisure Day.

9.3 Publications and website

Národná banka Slovenska publishes its own official publications at monthly, quarterly and annual intervals. In addition, it participates in the drafting of Slovak language versions of the ECB's Economic Bulletin, Annual Report, and Annual Report on supervisory activities. As regards information and promotional materials for the general public, in 2019 the Bank published a leaflet entitled “[Národná banka Slovenska – Eurosystem](#)” in both Slovak and English versions, a set of leaflets on euro banknotes called “Poznaj svoje peniaze” (Know your money), a jigsaw puzzle and activity book related to the new €100 and €200 banknotes, and a user guide for the Generation Euro Students' Award. In the same year, the Bank also published nine working papers, 12 analytical commentaries, and 127 flash commentaries. All of the Bank's official and specialist publications are available on the NBS website in PDF format. Following a review of its communication activities vis-à-vis the public, the Bank decided in 2019 to discontinue the publication of *Biatec*, a bimonthly banking journal, with effect from the end of the year.

Work on revamping several sections of the NBS website continued in 2019, with the aim of improving the clarity and navigability of webpages. The Bank also commissioned an in-depth analysis of the website's content, which then served as the basis for a public procurement procedure for a future new NBS website. In 2019 the website had more than 2.8 million visitors, representing a year-on-year increase of around 7%. The number of page views stood at around 15.7 million, similar to the figure for 2018.

9.4 Museum of coins and medals in Kremnica

Established in 1890 and today administered by Národná banka Slovenska, the Museum of Coins and Medals in Kremnica maintains collections which altogether include almost one hundred thousand items. The most interesting items are on public display at the Townhouse (Meštiansky dom) and at the Town Castle (a complex of buildings with St Catherine's Church at the centre). The Townhouse exhibition is entitled “Two Faces of Money: Money and Medal-Making in the History of Slovakia”. Until 30 September 2019 the Townhouse also had an exhibition entitled “The Charm of Stoneware Gardens: The Kremnica Stoneware Factory between 1815 and 1956”, which ran from 3 April 2013 and attracted almost thirty thousand visitors in total.

In September the Museum organised an international numismatic conference called “NUMISMATICA CENTROEUROPAEA IV”, which, compared with the previous editions of this event, drew a record number of participants: more than 80 people from 11 countries. The main theme of the 2019 conference was “War and Peace in the History of Money”. In 2019 the Muse-

um Gallery hosted six art exhibitions: “Cesta kremnickej čipky” (The Journey of Kremnica Lace); “Pavol Hammel – Melódia farieb” (A Melody of Colours); “Sebastian Mikołajczak – AVERZ / REVERZ” (OBVERSE / REVERSE); “Kremnické gagy 2019 – Karikaturisti” (Kremnica Gags 2019 – Caricaturists); “Stanislav Lubina a Jozef Vydrnák – Dialóg s linkou” (Dialogue with a Line); and “Textilná tvorba 2019” (Textile Creations 2019). The Two Faces of Money exhibition also included an exhibition of jewellery artworks created at the 25th International Symposium of Jewellery Art held in Kremnica in 2019.

The Museum’s exhibition events are also accompanied by educational programmes and creative workshops. One such programme introduced in 2019 was Music Hour at the Museum, which took place at St Catherine’s Church and focused on a presentation of the organ and on the interpretation of various pieces of organ music.

In 2019 the Museum participated in the 15th edition of the collectors fair Bratislava Collector Days, and it contributed items from its collections to three exhibitions abroad: one in Prague entitled “Český a římský král Václav IV. – Gotické umění krásného slohu kolem roku 1400” (Wenceslas IV, King of Bohemia and King of the Romans – Gothic Art of the Beautiful Style circa 1400); one in Vienna entitled “Johanna Kandl Materiál: Čím sa maľuje a prečo” (Johanna Kandl – Material: What We Paint With and Why); and one in Magdeburg, Germany, entitled “Fascinácia mestom – urbanizácia Európy v stredoveku a Magdeburské právo” (City Fascination – Urbanisation in Medieval Europe and the Magdeburg Rights).



Spring Concert at St Catherine’s Church



August's Museum Stories event

In 2019 the Museum as usual participated in the annual Slovak-wide Night of Museums and Galleries event. Among the other events that it put on for the public in 2019 were a Spring Concert and a series of family events: The Charm of Ceramics; Picnic at the Castle; Museum Stories; and Summer



Christmas at the Castle



Advent Concert – Christmas Janais

Night of the Muses – Spectres at the Castle. The Museum’s summer programme also included an annual concert held as part of the Capalest festival of poetry, theatre and music. As its contribution to European Heritage Days – a Europe-wide event which in 2019 was held under the theme “Art and Entertainment” – the Museum hosted an art history lecture (“The Beauty of Medieval Statues”) and a concert.

In cooperation with the Banská Bystrica Self-Government Region and the Ján Kollár Library in Kremnica, the Museum in 2019 organised an event called Kremnica zrakom a slovom Mateja Bela, rozprávanie o histórii Kremnice v 18. storočí (Kremnica through the Eyes and Words of Matej Bel – Recounting the History of Kremnica in the 18th Century). In autumn, the Museum held an event for children called Children’s Halloween and one for pensioners called Autumn at the Museum. Towards the end of the year, the Museum’s events included Meeting St Nicholas, Christmas Mini-Market with Advent Concert, and Christmas at the Castle.

During 2019 more than sixty thousand people from Slovakia and abroad visited the Museum’s various exhibitions and events.