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Communication

chatbot Groš
answered
more than
1,000
questions

a new NBS
Communication
Strategy

2.7 million
visitors to
the NBS
website

600 hours
of staff voluntary
work for four
non-profit
organisations

130th
anniversary of the
Museum of Coins
and Medals
in Kremnica



Communication

In 2020 the NBS Bank Board approved a new NBS Communication Strategy (Slovak only) whose purpose is to present Národná banka Slovenska as a modern, open and lucid central bank, as a vanguard institution that sets out issues, identifies trends and represents innovation in the areas of monetary policy, the financial sector (regulation), and education and financial literacy, and, not least, as an institution that attracts talent

No sooner was the Communication Strategy adopted than the Bank had to adapt its communication activity to new conditions. In response to the coronavirus pandemic, the Bank stepped up its use of online communication, including social media, and had pandemic-related messages projected on to its headquarters building. In line with the Strategy, NBS increased its engagement with the public, including through targeted and easy-to-understand communication on current economic topics, through financial education initiatives, and through community activities beneficial for Slovakia.



Lighting up of the NBS building during pandemic

Main events in 2020

In February 2020 NBS together with the Rotary Club unveiled a bust of Imrich Karvaš, the first governor of the Slovak National Bank (during the wartime Slovak Republic), on the facade of the NBS headquarters building.

Following the outbreak of the COVID-19 pandemic, the Bank cancelled foreign business trips and visits for all staff members, closed its Museum of Coins and Medals in Kremnica, and introduced a remote working regime. In late March the Bank took the exceptional step of lighting up its building facade with pandemic prevention hashtags: #rúškoTiPristane (the mask suits you) #spoluToZvladneme (together we'll overcome) #somDoma (stay at home) #solidarita (solidarity). April saw the first ever virtual NBS press conference (on the update of the NBS Medium-Term Forecast).

With a loan moratorium included among the pandemic relief measures, the Bank introduced a website chatbot called Groš to answer the most frequently asked questions on this issue. Within three months it had replied to more than 430 questions. Operating continuously and automatically from a dedicated database, the chatbot provided users with a choice of pre-set questions and answered them in seconds. The chatbot also answered questions on other issues, mostly about the exchange of banknotes and coins, public counter opening hours, exchange rates, and the lodging of complaints about financial institutions. Over the whole year, the chatbot answered more than one thousand questions. In November 2020, after the loan moratorium had become less of an issue, the Bank introduced an updated version 2.0 of the chatbot, which, through the use of artificial intelligence, recognises users' text inputs and is able to learn and to answer questions on other issues.

The Bank is a long-standing supporter of the arts, especially the visual and musical arts, and in 2020 it signed a Memorandum on Cooperation with the Academy of Fine Arts and Design in Bratislava (VŠVU). At the end of June, an exhibition of paintings by young Slovak artists who were either students at or graduates of VŠVU was held at the new Gallery in the NBS headquarters building. In 2020 the Bank put on two exhibitions in cooperation with VŠVU. The Bank also supported a series of concerts in Bratislava and Kremnica held as part of the One Day Jazz Festival.

In July the Bank organised a round-table meeting in which NBS Bank Board members and representatives of the Slovak Finance Ministry, the Slovak Parliament's Finance and Budget Committee and the media discussed the topic "How banks are helping to mitigate the pandemic fallout".

In August the Bank reported the results of the first wave of its own household credit survey, and in the autumn it published its expert view on the issues of pension system reform and Slovakia's plans for securing support from the Next Generation EU recovery fund.

In November NBS launched a new financial education initiative: the web portal www.5penazi.sk (Slovak only), where people can learn in a practical way how to better manage money. The portal incorporates new profiles for social media, ambassadors, media presentations, talks, and articles.

To mark the issuance of euro collector coins, public holidays, and other significant events, the Bank has striking light displays projected onto its headquarters building, all created in cooperation with leading Slovak designers. In 2020 the Bank continued to support the Biela noc / White Night contemporary art festival, which because of the pandemic was held in a minimalist "winter" version – the NBS building was lit up with a Christmas projection created by fifteen of Slovakia's top designers and artists.

The Bank may be contacted by email at the addresses provided on its website. In 2020 it received 3,706 emails, including questions, suggestions and other requests for information. A total of 3,404 emails were received at the addresses dedicated to communication with the public: info@nbs.sk; webmaster@nbs.sk – 255 emails; and infozakon@nbs.sk – 47 emails that were all requests for information under the Freedom of Information Act (No 211/2000). The rest, 330, were received at the address for media enquiries, press@nbs.sk.

9.2

Internal communication and social responsibility

Much of the Bank's internal communication in 2020 centred on preventive measures aimed at protecting the health and safety of NBS employees. In order to ease their transition to a remote working regime, employees were given information on how to manage the technical aspects of remote working, including how to organise online meetings, and regular updates

on the remote working regime. The NBS Governor spoke to employees via video messages in which he addressed key issues such as remote working during the pandemic, mutual solidarity and assistance, and the pandemic-related measures already adopted. Despite the pandemic, the Bank managed to organise a blood donation drive among its employees and promoted their engagement in the nationwide Bike to Work campaign.

In 2020 the Bank began to develop a corporate social responsibility (CSR) programme, the aim of which is to ensure that the Bank acts as a responsible partner in relation to its employees, the general public, financial consumers, communities, and the environment.

As regards voluntary activities in 2020, a fund-raising event among NBS staff collected €16,645 for four non-profit organisations, and the Bank topped up the final amount to make it a round €20,000. The Bank donated 5,000 masks to the civic initiative #KtoPomôžeSlovensku (Who will help Slovakia) and supported a concert for health professionals held at the Slovak Radio Building.

In 2020 the Bank took part for the first time in the Naše Mesto (Our Town) corporate volunteering event. Among the largest teams in Bratislava, the NBS team of 170 people did more than 600 hours of voluntary work at four locations in the city.

Another new element of the CSR programme in 2020 was the Giving Tuesday charity initiative. The contributions made by NBS employees went to primary schools attended by their children. In 2020 NBS donated computer and related equipment to 42 schools, which altogether received 60 desktop computers with monitors and 163 printers.

For the third year running, the Bank held a Charity Christmas Market where NBS staff can buy products made by sheltered workshops. The 2020 edition was held virtually because of the pandemic and raised a total of €5,000.

9.3

Publications and website

In 2020 the Bank continued publishing its own official publications at regular intervals and cooperated with the ECB in publishing Slovak language versions of four of the ECB's Economic Bulletins as well as of the ECB's

Annual Report, Annual Report on supervisory activities, and Convergence Report.

A new publication entitled “[How does Slovakia’s central bank work?](#)” was published on the NBS website in 2020, with the aim of providing basic information about the Bank to schoolchildren and students. The Bank’s publishing activity also includes materials related to its new collector coins. In 2020, the Bank published ten working papers, 22 analytical commentaries and 44 flash commentaries. All of the Bank’s periodical and specialist publications are available on the website in PDF format.

In April 2020 the Bank started publishing blogs on its website, and in May it expanded this initiative to include podcasts.

The NBS website registered more than 2.7 million visitors and 14.5 million page views in 2020, figures similar to those for 2019.

9.4

Museum Of Coins and Medals

In 2020 the Museum of Coins and Medals in Kremnica marked the 130th anniversary of its establishment. Today administered by Národná banka Slovenska, the Museum maintains collections that altogether include more than one hundred thousand items and make it a numismatic museum of significance.

A special event in 2020 was the opening of a new long-term historical exhibition entitled “Dead on Target! The Kremnica Burgher Shooting Society and Its Shooting Targets”. The Museum’s collection of 138 painted shooting targets made between 1837 and 1896 is the third largest collection of such targets in Slovakia, and this was the first time they had been put on public display. The Museum’s most interesting items are displayed at its permanent exhibition entitled “Two Faces of Money: Money and Medal-Making in the History of Slovakia” and in exhibitions at the Town Castle (a complex of buildings with St Catherine’s Church at the centre).

In addition to the above, the Museum in 2020 put on four temporary art exhibitions: “SALÓN < 55 kremnických výtvarníkov” (SALON < 55 Kremnica Artists); “Kremnické gagy 2020 – Karikaturisti” (Kremnica Gags 2020 – Caricaturists); “Ivana Olbricht – Zlato v obrazoch” (Ivana Olbricht – Gold on Canvas); and “Slovenská medaila 2016 – 2020” (Slovak Medals 2016–2020).

A further two exhibitions were held alongside the Two Faces of Money exhibition: “26. ročník Medzinárodného sympózia umeleckého šperku Kremnica 2020” (26th International Symposium of Jewellery Art – Kremnica 2020); and “Detské vypletačky – drevené hračky” (Children’s Weavings – Wooden Toys). The Museum’s exhibition events are also accompanied by educational programmes for school children and creative workshops for the general public. Throughout the year, school groups visiting the Museum were offered educational programmes on the history of money, mining and minting in Slovakia, regional and cultural education, and financial literacy. In 2020 the Museum’s educational programmes and creative workshops attracted a total of 2,150 participants.

In summer, the Museum again held its Picnic at the Castle and Museum Stories events, and also put on Organ Music Presentations at St Catherine’s Church. A special event took place in August, when the international One Day Jazz Festival was held at the Town Castle. In September the Museum organised a European Heritage Days event, the Adriana Kučerová and Guests concert, which also marked the Museum’s 130th anniversary and served as a gala opening for its new long-term exhibition. The last event of the autumn was PRIPRAVIŤ SA! POZOR! PÁL! (On your marks! Get set! Shoot!). In 2020 the Museum participated in the Slovak-wide Night of Museums and Galleries Event by providing a virtual tour of its exhibitions.

During 2020 more than forty-one thousand people from Slovakia and abroad visited the Museum’s various exhibitions and events.



The Adriana Kučerová and Guests concert held at St Catherine’s Church in Kremnica