



COMMUNICATION



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Like the ECB and other euro area national central banks, NBS performs communication activities according to the core principles of openness and transparency. Both principles contribute to the efficiency, effectiveness and credibility of the Eurosystem. NBS helps to strengthen these principles by regularly providing real-time information about euro area monetary developments and about other areas of NBS activities.

In 2010, NBS complied with the principle of openness and transparency in the provision of information about decisions concerning, in particular, 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 basic macroeconomic indicators in Slovakia as well as to present analyses of developments in the Slovak Financial Sector.

During the year, NBS issued specialist publications providing information and analyses in areas

covering the Bank's main activities. These publications included the Annual Report, Financial Stability Report, Analysis of the Slovak Financial Sector, Monthly Bulletin, and Medium-Term Forecast.²⁰ In addition, other analyses and research papers concerning monetary developments, the financial market and the effect of the euro on the Slovak economy were published in electronic form. In the area of communication there continued to be an important role for the BIATEC journal, which provides a platform for the presentation of specialist articles in the area of banking, finance and economics. The profile of its contributors and readers links together NBS, the banking and financial sector, and the academic and educational sphere. The full text of BIATEC is published on the NBS website.²¹

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.²² In 2010,

Box 2

COMMUNICATION ABOUT MONETARY POLICY DECISIONS

Decisions on monetary policy are taken by the ECB Governing Council, which comprises the six members of the ECB Executive Board and the governors of the national central banks of the seventeen euro area countries. The Council meets twice a month, and its decisions concerning key interest rates are, by convention, taken at the first meeting of the month. The schedule for meetings of the ECB Governing Council is published online at <http://www.ecb.int/events/calendar/mgchg/html/index.en.html>

The decision on interest rates is published on the ECB website, and simultaneously on the NBS website, at 13:45 CET.

The reasoning behind the monetary policy decision is disclosed by the ECB President at a press conference given at 14.30 CET after the meeting of the Governing Council has ended.

The ECB President presents a detailed introductory statement explaining the decision of the Governing Council, and then he and the ECB Vice-President field questions from the media. After the press conference, the ECB and NBS publish the introductory statement on their respective websites. The transcript and webcast of the press conference is published on the ECB website.

One week after the ECB's decision on the level of key interest rates, i.e. on the second Thursday of the month, the ECB Monthly Bulletin (providing a detailed analysis of monetary and economic developments) is published at 10:00 CET. Národná banka Slovenska publishes a Slovak translation of the full ECB Monthly Bulletin for the last month of each quarter. As for the other ECB Monthly Bulletins, NBS publishes only a translation of their editorials.

²⁰ <http://www.nbs.sk/en/publications-issued-by-the-nbs>

²¹ <http://www.nbs.sk/sk/publikacie/biatec-odborny-bankovy-casopis>

²² <http://www.nbs.sk/sk/publikacie/publikacie-ecb>



NBS joined up with the ECB and the central banks of Germany, Belgium and Italy to take part in a pilot project for secondary schools in euro area countries. The aim of the planned competition, which will be run in all euro area countries from October 2011 to May 2012 is to stoke interest among secondary schoolchildren in monetary policy and central banking.

Among the communication channels of NBS, the NBS website continued to be the most used in 2010, attracting more than six million visitors. The most popular pages were those providing information about exchange rates, statistics, NBS itself, and financial market supervision (FMS). The following two registers were added to the FMS page in order to ensure more information for consumers in the financial market and to give them greater protection when entering into contractual relations for financial services:

- the Register of Financial Agents and Financial Advisors²³ enables the verification of information about legal or natural persons who in the Slovak Republic provide financial advisory services or perform financial intermediation in the areas of insurance or reinsurance, capital market, deposit taking, lending, and supplementary pension saving. The information recorded for insurance and reinsurance intermediation includes also financial intermediaries and financial advisers from other Member States or those who are based in Slovakia and provide such services in the territory of another Member State. The fact that a person is entered in the register is evidence that he is authorised to provide certain financial services and that he is professionally competent in this area;
- the Register of Creditors and Sub-register of Other Creditors,²⁴ accessible to the public since June 2010, is a register in which NBS records natural or legal persons who offer or provide consumer credits, or other credits and loans, other than consumer credits provided within the scope of their business activity, with the record entered at the proposal of the persons in question. A person who is not entered in the register may not provide such services.

Národná banka Slovenska is in direct contact with the public through both electronic and written communication. In 2010, the central bank dealt with more than 3,000 questions, responses, and suggestions from members of the public

concerning information related to its various activities. This included 48 requests for information made under the Free Access to Information Act (No. 211/2000 Coll.).

OPEN DAY, EXHIBITIONS, LECTURES

NBS held its annual Open Day on 25 September 2010, with some 3,000 people taking the opportunity to look around the NBS headquarters. The event included exhibitions, film screenings, and presentations by the Museum of Coins and Medals at Kremnica, the NBS Archive and, for the first time, the European Central Bank. Visitors were also able to speak with the NBS Governor at a discussion forum held in the convention room. Other attractions included the chance to strike a coin, to view a gold bar, to verify the authenticity of one's own money, and to see a presentation about how money is transported using special vehicles.

In 2010, more than 10,000 visitors went to see the touring exhibition "Monetary Ups and Downs". Over the course of the year, this exhibition about the history of money in the territory of present-day Slovakia and in the countries of central and eastern Europe was installed at Bratislava, Trenčín, Žilina, Martin and Trebišov.

An exhibition at NBS headquarters about the introduction of the euro, entitled "The Euro - Our Currency" has been open to the public since September 2010.

Národná banka Slovenska hosted lectures during 2010 that altogether were attended by almost 2,000 visitors, mainly primary and secondary schoolchildren and university students.

NBS LIBRARY AND ARCHIVE

The NBS Library offers access to key publications, information, and knowledge, particularly in the areas of central and commercial banking, financial supervision and monetary policy. Communication with the public forms an integral part of the library's activities,²⁵ through the provision of retrieval and library services and electronic consultations. In 2010, the library updated its online catalogue with bibliographical and content processing of 4,350 documents and it handled 3,600 search requests on a range of topics.

The NBS Archive is a specialised public archive that manages more than 180 archive collections

²³ <http://regfap.nbs.sk>

²⁴ <http://regver.nbs.sk>

²⁵ Further details of the library's information services for the public are published on the NBS website at: <http://www.nbs.sk/en/publications-issued-by-the-nbs/nbs-central-library>



The exhibition *Two Sides of Money* during the Summer Nights of the Muses and the Night of the Museums events

of financial institutions that have operated in the territory of Slovakia since the 1940s.²⁶ In 2010, the NBS Archive managed, inter alia, to purchase a share of Tatra Banka, Martin from 1886.

As a member of the European Association for Banking and Financial History (EABH),²⁷ the NBS Archive has the opportunity to learn about the archival work carried out by central and commercial banks around the world as well as to help build up the EABH's information database and to participate in its events. In 2010, the long-term cooperation between the NBS Archive and the Archive of Česká národní banka in the dividing up of archived materials dating from the times of the common state was extended to include cooperation with the National Archive of the Czech Republic.

Also last year, the NBS Library and Archive stepped up their cooperation with the ECB's library and archive and with central bank libraries and archives within the ESCB. The NBS Library cooperated in the development of the ESCB's common database of legal information, and together with the NBS Archive it cooperated with Eurosystem libraries and archives. Staff of the NBS Archive and NBS Library also supported the provision of technical assistance to other central banks by lecturing at an expert seminar organised for representatives of the National Bank of Belarus.

MUSEUM OF COINS AND MEDALS AT KREMNICA

The Museum of Coins and Medals (MCM) at Kremnica²⁸ has been a part of NBS since 1994. Its steadily-growing collections are presented to the public through the following permanent exhibi-

tions: the numismatic-historical exhibition *Two Sides of Money – Money and Medals in the History of Slovakia*; the Town Castle's art-historical exhibition; and the exhibition *Routes of Collecting in 15th to 18th Century Art*, which is subtitled *Public and Private Collecting in Kremnica*.

In addition, the MCM has occasional exhibitions on different themes. In 2010, for example, there was an exhibition documenting the development of the Romanian currency between 1867 and 2010 (alongside an international numismatic symposium entitled "Money and its place in the history of society"), and a thematic exhibition of the MCM's numismatic and historical acquisitions in the period 1994–2009. The MCM's exhibitions and other presentational, cultural and educational activities in 2010 were dedicated to the 120th anniversary of the institution's establishment.

Last year, the MCM again took part in the international museum event "Night of the Museums", with people able to visit the museum in the evening hours to see the exhibitions *Two Sides of Money* and *Routes of Collecting in 15th to 18th Century Art* and to enjoy the many accompanying programmes. Another annual event was the MCM's "Summer Nights of the Muses", involving evening tours of the MCM exhibitions together with a varied programme of entertainments. In addition, the MCM ran various thematic educational programmes for schoolchildren and other particular groups of visitors.

In 2010, the exhibitions of the Museum of Coins and Medals at Kremnica attracted almost 34,000 visitors from Slovakia and abroad.

²⁶ Information about the content of, and public access to, documents and publications kept in the archival library are published on the NBS website at: <http://www.nbs.sk/en/publications-issued-by-the-nbs/nbs-archive>

²⁷ <http://www.eabh.info/>

²⁸ <http://www.muzeumkremnica.sk>