



# ibda **new** perspective webinars



## NEW PERSPECTIVES TO MANAGE A NEW FUTURE September - December 2021

We recognise that despite confinement measures the world keeps on moving and changing. This is highly evident in our own world of payments and cash. More than ever we must keep a wider perspective on innovation and emerging trends, threats and challenges to banknotes .

We must understand the critical link between design and future change and innovation. To do this banknote designers and design decision-makers must have access to the 'bigger-picture' on payments and emerging technologies. The IBDA will facilitate this process via series of New Perspective webinars.

These informal webinars are intended to take you to the real issues and help you develop a more comprehensive understanding of how design interacts with all other moving parts in emerging payments ecosystems. You can access and view individual recorded webinars at your convenience.

## Why Join Us at the New Perspective Webinars?

When we created the IBDA (2010), the global payments landscape was a very different place, within which cash enjoyed a well-defined market-space and our mission was to support the global cash community by bringing industry actors together in the pursuit of excellence and innovation in banknote design.

Today, the global payments ecosystem has been transformed to a point that a whole new set of actors, technologies, challenges and trends are emerging. The main drivers behind such change include:

- Central Bank initiatives to improve payment efficiency
- Changes in Legislation & Regulation
- Technology Evolution
- Cash weaknesses (Access/Friction/Cost/Sustainability)
- Precise Analytics & Life-Cycle Assessments
- Cryptocurrencies and CBDC
- Big Data Infrastructure & Data Decentralisation
- Public Choice and payment habits
- Covid-19 & non-cash payment technology uptake
- Regional polarisation of cash usage

Banknote design and the inputs that feed and facilitate informed design decision-making can no longer ignore the great wave of change sweeping through the payments ecosystem. We cannot act in isolation, immune to such changes, believing that we can continue to operate as we have in the past. If we do, we will fail to understand and achieve the immense pool of new opportunities that exist in this constantly emerging and evolving payments landscape.

As CASHTECHs now enter the physical payment arena, significant opportunities exist to address the key weaknesses of cash and ensure a sustainable future for banknotes. The combined impact of FINTECH & CASHTECH on our industry will be far greater than the introduction of other payment tools such as credit or debit cards. These new actors can either innovate with our industry's support or without it...they certainly won't wait for us to decide in order to achieve their own business goals.

The New Perspective webinar series has been developed to provide valuable insights and understanding of the new forces shaping the future of cash, how it is accessed, used, moved and above all demonstrate how design has an important pivotal and enabling role to play in this process.

You can access and view any of the New Perspective Webinar recordings at your convenience, when you have time, from home or the workplace. The most important thing is to take the time and get up to speed on the major changes taking place in the national, regional and global payments ecosystems and begin forming your own perspectives on how you and your design work can act as an enabler of innovation for cash as a payments tool.



# New Perspective Webinar Series Programme 2021

Available for viewing from/ to (2021)	Subject
08 September	What Makes Cash Weak - where, why and how to fix it?
27 September	CASHTECHS – A Threat or an Opportunity for Cash?
12 October	The Next Cash Cycle Model – What will it look like and why is it necessary?
20 October	CBDC – What is it and will it have an impact on banknotes?
30 October	Cryptocurrencies – What are they and who is using them?
15 November	The Connected Banknote – Reasons Why/Why Not
29 November	Design = Art = Emotion = Attention: Creating User Attention in a highly competitive banknote landscape
04 December	Design & Ecology – Can We Make Banknotes Greener & How?
12 December	Design as an Enabler of Innovation: Case Studies and Proof
19 December	The Future Marketspaces for Cash – What to Expect and How to Get There

## Webinar 1: What makes cash weak - Where, Why & How to Fix it?

Improved analytics and data availability has enabled cash cycle stakeholders to assemble clearer pictures of how much cash in circulation actually costs and who pays for it. Life Cycle Analysis (LCA's) and the application of utility monitoring methodologies to national cash cycles equally allows us to pin-point where the friction points of cash are and how these generate both a cost and an ecological impact. Essentially, a growing body of data now exists showing us where cash is strong and where it is weak. Further research unveils a complex web of intermediaries, technologies and other actors in cash cycle models that all add layers of friction to cash.

At a time when public perception of cash has been damaged (due to Covid-19) and a growing family of emerging digital payment alternatives are gaining market share, it is important for the design community to fully understand the forces at play in this emerging multi-payment ecosystem and how their success has a progressive impact on cash use and demand.

A new industry is emerging with a focus on fixing cash or removing friction and cost in order to make cash sustainable. These CashTech companies are driving innovation by changing the very way cash is accessed and moved and will ultimately contribute to a significant shift in cash cycle models.

This webinar will address the above subjects and in particular afford participants the opportunity to develop a better understanding of the following subjects in relation to cash:

- Cash cycle models
- Cost of Cash in Circulation
- Cost Drivers
- Recycling & Cash Management Companies
- Cash Access and the growing importance of retailers
- Legislation & regulation
- Innovation
- Winners & Losers
- How banknote design can enable innovation and cash sustainability



## Webinar 2: CashTechs - Who are they and what are they doing?



CashTech is the encounter of cash and technology. It brings together innovative companies who leverage software and modern communications technology to improve cash services: access to cash; acceptance of cash; and the efficiency of the cash cycle for all stakeholders. CashTech is all about connecting those who have cash with those who need cash, directly, fast and efficiently using new technology.

But who exactly are the CashTech's? What are they doing? How are they driving change and, most importantly, how can banknote design enable and empower them to bring about change on a scale necessary to ensure cash sustainability in the emerging multi-payment ecosystem. CashTechs are game-changers who are bypassing and redefining current cash models. The net result of their activity is favourable for cash and will help make cash more efficient. CashTechs are fundamentally active in the following market-spaces where cash is used:

- Cash access (virtual ATM's and CashBack)
- Cash movement (decentralised at the retailer layer)
- Cash use (current and new market-spaces e.g. internet payments)
- Cash payments (remittances and bill payments for unbanked)



Since CashTechs are using technology to bypass traditional cash cycle actors, they depend heavily on connectivity and interconnectivity. They find solutions via smart data linking those who have cash with those who need cash. But what if a banknote was designed with CashTechs in mind. Is there anything the banknote designer can do to enable/facilitate CashTech innovation. These and many more questions will be addressed during this webinar.

## Webinar 3: The Next Cash Cycle Model - What will it look like and why?

Cash cycles have evolved at different speeds and in different ways for almost 100 years. Several milestones resulted in significant model-shifts such as the introduction of ATM's, the emergence of Cash Management companies, Clean Note Policy Enforcement etc. Cash cycle models have been largely defined by two factors:

- The extent of Central Bank involvement
- The level of automation



Ironically, increased cash processing to maintain cash cycle health in terms of banknote quality/security has invariably increased costs, ecological impact and friction as banknotes move to and from cash centres to access points such as ATM's, retailers and commercial banks.

Many industry observers believe that we are on the verge of another milestone shift in terms of cash cycle models. The next cash cycle model is frequently referred to as the 'Community Cash cycle' or 'Distributed Cash Cycle', where tasks traditionally performed by commercial banks and cash management companies are delegated downwards to the retail layer and cash moves more locally, with less friction and cost.



Different parts of the world are operating under different cash cycle models according to the cash ecosystem in place. As many high cash use nations increase their ATM and bank branch networks to improve access, cash friction may increase. In other parts of the world where cash use is in decline, innovation is providing an alternative to traditional access points and opening up possibilities to create a more lean and direct flow of cash between users.

## Webinar 4: Central Bank Digital Currency (CBDC)



The subject of CBDC should not be considered complex nor new since the ecosystem facilitating it is both mature and proven in a wide range of industries. Despite the current buzz and wealth of research material available on the subject of CBDC, it appears that market segmentation, winning technologies and leaders are already emerging, leaving limited market-space for newcomers without a novel or interesting value proposition.

One must remember that CBDC was not developed by the traditional banknote and coin industry actors nor Central Banks. It is the result of expanding application opportunities based upon evolution in big data networking, open-source blockchain architectures and work previously carried out on cryptocurrencies and stable coins.

Today, CBDC is a maturing and well demonstrated concept and technically speaking, is robust and reliable. It certainly offers a multitude of potential advantages to Central Banks and other cash ecosystem stakeholders. With almost 80% of Central Banks worldwide currently evaluating CBDC, it is imperative that banknote designers develop a clear understanding of what exactly is driving this phenomenon and how the eventual deployment of a CBDC in any part of the world could have an impact on the designer's work.

Key objectives in this webinar include:

- Understanding what is CBDC
- Understanding the background, history and context of CBDC
- Understanding the motivations and drivers behind CBDC
- Understanding why CBDC is attractive to Central Banks
- Becoming familiar with CBDC terminology and models
- Appreciating the outputs from existing CBDC pilot projects
- Becoming familiar with the major CBDC actors/technologies



## Webinar 5: Cryptocurrencies - What are they and who is using them?

A cryptocurrency (or crypto currency or crypto for short) is a digital asset designed to work as an exchange wherein individual coin ownership records are stored in a ledger existing in a form of computerised database using strong cryptography to secure transaction records, to control the creation of additional coins, and to verify the transfer of coin ownership. It typically does not exist in physical form (like paper money) and is typically not issued by a central authority. Cryptocurrencies typically use decentralised control as opposed to centralised digital currency and Central Banking systems.



Bitcoin, first released as open-source software in 2009, is the first decentralised cryptocurrency. Since the release of bitcoin, over 7,000 altcoins (alternative variants of bitcoin, or other cryptocurrencies) have been created. The emergence of crypto-assets may to some extent indicate new use cases for currencies. However they have raised important financial stability concerns. The uptake and eventual success of private monies denominated in a unit of account unrelated to a Central Bank will depend on credible alternatives and use cases. The use of blockchain technologies may offer certain advantages relative to conventional currencies but the lack of a regulatory framework for crypto-currencies remains a significant constraint to broader based acceptance.

The world of cryptocurrencies will be revealed and explained in this insightful webinar, enabling the design community understand the fundamentals of cryptocurrency and how it may/may not have an impact on their work in the future.

## Webinar 6: The Connected Banknote - Why/Why Not?



Research on the 'connected banknote' stem back to the 1990's when several major commercial banknote printers engaged in significant research on the subject. Despite some fundamental technical barriers the biggest issues with the idea of a connected banknote at the time stemmed from associated use cases; 'connected to what and why?'

Today, several projects are underway to demonstrate that a physical currency can carry embedded technology (antennae) allowing it to be queried by NFC technology and then interface to a blockchain/DLT for validation and value registration from blockchain accounts. Since most mobile devices are now equipped with some form of visual scanning or NFC connectivity, this would mean that a physical banknote could transfer it's value into a digital ecosystem such as the internet and then be voided to prevent further use of the physical banknote.

Traditional arguments against a connected banknote are losing traction since a connected banknote does not necessarily mean a banknote that precludes user anonymity. Indeed, there are many use cases and potential applications for banknote connectivity and interconnectivity and as we enter the Post 5G mobile communications era where interconnectivity trumps direct connectivity, perhaps future digital ecosystems will create entirely new use cases and market-spaces for a connected banknote'. This webinar will present the technology, use cases and arguments in favour of and against a connected banknote.

## Webinar 7: Design = Art = Emotion = Attention - Using Art to Create User Attention



Most of us will agree that design is all about attention capture or attentional competition. As banknote designers, a big part of your job is to tell a visual story and use visual cues and triggers to guide the user to key salient points on the banknote landscape.

A growing body of research reveals that by applying a highly specific and scientific approach to this task, the designer can achieve a pre-programmed user navigational path on the banknote landscape, taking the user to areas that will create trust, confidence and certainty and thereby enhance the user experience.

Art is a key factor in this process since art can create emotion and emotion is something we all, as humans, work with. By associating visual triggers with our fundamental emotional capacity, we can generate attention and build attention hotspots in the exact zones we want to on the banknote landscape. This webinar will present the very latest research on the subject of banknote user perception and experience and is an essential knowledge building exercise for all banknote designers.

## Webinar 8: Design & Ecology/Sustainability



Cash and the way we access, move and use it has an impact on our environment. However, it is important to consider the level of impact by activity and not simply look at one big number. Many central banks have engaged in Life Cycle Assessments (LCA's) over the past 20 years. Some of the more recent studies clearly demonstrate that while the banknote design & manufacturing phase contribute a nominal % of total cash ecological impact, the high impact drivers are to be found in the way we move and access cash. Deep-diving into this subject reveals an even more shocking trend as we see progressive technological advances driving ecological impact in a chain reaction fashion.

We are all responsible for the products our community designs and produces. Their impact on the natural world and the precious resources we depend upon for life to exist is a priority. In fact, several recent Central bank surveys underline this fact by disclosing that ecology is their top priority over the next 10 years. So, what can the designer actually do to make banknotes greener and more ecologically friendly? You will discover answers to this question during this dedicated webinar and concrete examples of how the banknote designer can actually become a driver and facilitator of positive change in favour of our

## Webinar 9: Design as an Enabler of Innovation

Banknote design and the inputs that feed and facilitate informed design decision-making can no longer ignore the great wave of change sweeping through the payment ecosystem. We cannot act in isolation, immune to such changes, believing that we can continue to operate as we have in the past. If we do, we will fail to understand and achieve the immense pool of new opportunities that exist in this constantly emerging and evolving payments landscape.



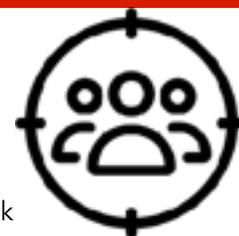
If we look back at how FINTECHs revolutionised digital payments since 2008, we can see quite easily how a dated ecosystem can be completely redefined and reinvented, ultimately bypassing traditional actors such as commercial banks and established payment service providers.

As CASHTECHs now enter the physical payment arena, significant opportunities exist to address the key weaknesses of cash and ensure a sustainable future for banknotes. The combined impact of FINTECH & CASHTECH on our industry will be far greater than the introduction of other payment tools such as credit or debit cards. It is clearly in our interest to embrace, understand and include these new actors in our community. We need to explore and discover new ways of moving, accessing and using cash in existing and new market-spaces. We cannot simply base our vision of the future on the past. New technology coupled with new actors can quickly become a disruptive force or a positive one, depending on how we position ourselves in this new arena.

For just one moment let us think about changing direction a little. While continuing our good work in the area of 'DESIGN INNOVATION', let us now consider 'DESIGN AS AN ENABLER OF INNOVATION'...This may be the key to our future and our future will involve new innovators. So logically, for all of this to work, we must get to know these innovators, how they work and what their vision of the future is. This webinar is aimed at broadening your scope of knowledge and activity to help you explore how design can act as a facilitator of innovation.

## Webinar 10: Future Market-spaces for Cash

Historically, growth in demand for cash was largely fuelled by macroeconomic phenomena such as GDP growth and population growth. For almost a century, all textbook definitions of cash defined it as a 'medium of exchange or a payment tool'.



But today, the fundamental societal role of cash is changing in many countries. Recent data suggests that in many parts of the world the primary role of cash is not a payment tool but a store of wealth or funds.

Cash is being displaced as the No.1 payment tool choice in many parts of the globe and this trend has been significantly accelerated by the stigmatisation of cash during the Covid-19 pandemic.

But we must keep things in perspective. Cash is declining in use in only very limited parts of the world. For more than 80% of the world's population, cash is a vital part of day to day life and in fact some of the biggest challenges faced in these parts of the world is access to cash. This suggests that cash most certainly is not broken but perhaps the delivery and distribution channels are.

This webinar will look at cash from a global, regional and local perspective and highlight the key market-spaces where cash demand/use growth is expected and explain why. This is an essential webinar for designers who wish to develop a truly holistic picture of how and why cash is used across the globe and how the design community can contribute to making the process better.

## How to Access the New Perspective Webinars Series

The New Perspective Webinar Series has been developed to allow you to view any single, selection of or all webinars according to your level of interest. Webinars will be recorded with participants and then edited and packaged to ensure efficient information and knowledge transfer to the viewer in a brief period of time. The average length of each webinar is 30 minutes and they will be made available to IBDA Members via streaming according to the dates listed in the Webinar Programme,

Participation is possible upon registration and payment according to the following pricing schedule:

Number of webinars	Price Euro
10	1500
5	1000
Per webinar	250

Please note that this price covers participation by all employees from your organisation and unlimited post-webinar viewing via online streaming for 30 days after the event.



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