



THE NEW €50 BANKNOTE



EUROPEAN CENTRAL BANK
EUROSYSTEM

www.new-euro-banknotes.eu
www.euro.ecb.europa.eu

THE EUROPA SERIES €50 BANKNOTE

The new €50 banknote will start circulating across the euro area on 4 April 2017.

Like the €20 banknote of the Europa series, it will incorporate a portrait of Europa, a figure from Greek mythology.

The introduction of the new €50 is part of an ongoing effort to make euro banknotes even more secure. The central banks of the Eurosystem¹ are responsible for maintaining the integrity of euro banknotes by improving their security features.

One such feature is the hologram. It will include a portrait window, an eye-catching security feature visible on both sides of the note. This window becomes transparent when held against the light, revealing the portrait of Europa on both sides. It represents a breakthrough in banknote technology and makes the banknotes more difficult to counterfeit. In addition to this security feature the note includes an emerald number, which changes colour from emerald green to deep blue when tilted.

The €50 banknote is the most widely used of all euro banknote denominations: it accounts for more than 8 billion or about 45% of all euro banknotes currently in circulation.

For further information, please contact the press offices of the ECB and the national central banks of the Eurosystem (see page 11).

Full details of all euro banknotes, including images and videos, are available at www.new-euro-banknotes.eu



EURO BANKNOTES

The first series of euro banknotes started circulating in 2002. In the intervening years printing and imaging technology has progressed rapidly. To maintain trust in the notes and to stay ahead of counterfeiters, the notes need to be upgraded to make them even more secure. Thus, the Eurosystem has been gradually introducing a second series of banknotes called the Europa series, which includes enhanced security features.

Each denomination of the Europa series is instantly recognisable as it has stronger colours and more striking images than those of the first series. The new €5, €10, €20 and the upcoming €50 banknote include a portrait of Europa.

Euro cash is a tangible symbol of European integration: 338 million people in 19 countries now use the single currency. The euro makes it easy to compare prices from one country to another as well as to buy and sell goods and services across borders. Business people and tourists can travel without having to convert their money into the local currency.



THE €50 BANKNOTES

THE EUROPA SERIES €50

WHAT'S NEW



Front



Back

The new euro banknotes feature the “ages and styles” design of the first series and use the same predominant colours, but have been slightly modified to accommodate the enhanced security features. This also makes them easy to distinguish from the first series. Reinhold Gerstetter, an independent banknote designer based in Berlin, was selected to refresh the design of the notes. They now take into account the countries that have joined the EU since 2002. For instance, the map of Europe shows Malta and Cyprus, “euro” is written in Cyrillic in addition to the Latin and Greek alphabets, and the initials of the ECB appear in nine – instead of five – linguistic variants.

THE FIRST SERIES €50



Front



Back

> EASY TO CHECK

The Europa series, like the first series of euro banknotes, is easy to check using the “FEEL, LOOK and TILT” method.

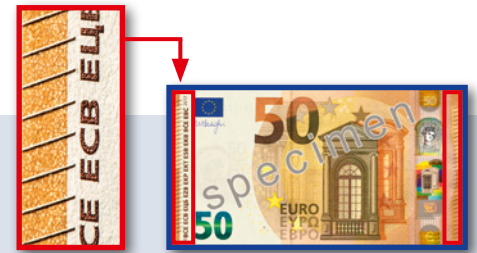
1 FEEL

Feel of the paper – Feel the banknote. It is crisp and firm.

Raised print – The main image, the lettering and the large value numeral feel thicker.

> What's new

There is a series of short raised lines on the left and right edges.



2 LOOK

Watermark – Look at the banknote against the light. A faint image showing the value of the banknote and the main image become visible.

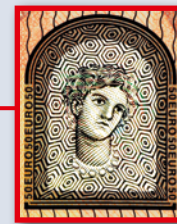
> What's new – Portrait watermark

A portrait of Europa is also visible.



– Portrait window in the hologram

Against the light, the window near the top of the hologram becomes transparent and reveals a portrait of Europa on both sides of the note.



3 TILT

Hologram – Tilt the banknote. The silvery stripe on the right reveals the value of the banknote and the € symbol.

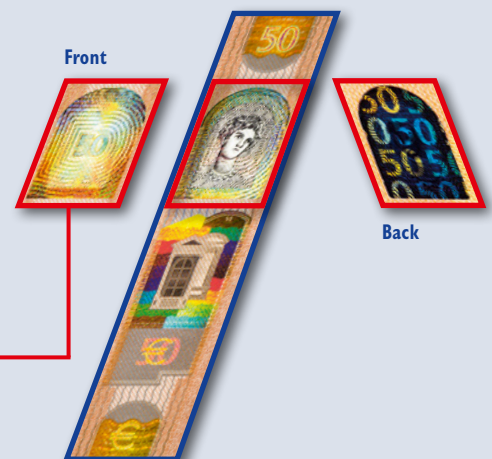
> What's new – Emerald number

This shiny number displays an effect of the light that moves up and down. The number also changes colour from emerald green to deep blue.



– Portrait window in the hologram

The window near the top of the hologram shows a portrait of Europa. When the banknote is tilted, the window also shows rainbow-coloured lines around the value numeral. On the back, rainbow-coloured value numerals appear in the window.



KEY FACTS ABOUT THE EUROPA SERIES

- The Europa series includes new and enhanced security features which offer better protection against counterfeiting.
- The new euro banknotes are being introduced gradually over several years, in ascending order. The new €5 started circulating in 2013, the new €10 in 2014 and the new €20 in 2015. They will be followed by the new €50 on 4 April 2017.
- In order to use up remaining stocks, the €50 banknotes of the first series will continue to be issued alongside the new €50 banknotes. For each denomination, both series will circulate in parallel.
- Banknote equipment manufacturers and other machine suppliers have been involved in the development of the Europa series, enabling them to prepare for the introduction of the new banknotes.
- The Europa series will not include a €500 banknote, as the ECB explained in its press release of 4 May 2016. The other denominations – from €5 to €200 – will remain in place. It is planned to introduce the €100 and €200 banknotes of the Europa series around the end of 2018.
- The legal tender status of the first series of euro banknotes may be withdrawn at some point in time far in the future and following a timely announcement. However, the banknotes of the first series will always retain their value; they can be exchanged for an unlimited period of time at national central banks of the Eurosystem.



➤ Suitable for visually impaired people

All euro banknotes have been designed so that the higher the value of the note, the larger it is, so visually impaired people can organise their wallets accordingly. Cooperation with visually impaired users during the design phase of the Europa series has led to the inclusion of features in the banknotes which enable those users to handle the notes with greater confidence. On the front, for example, there are bolder, large letters as well as tactile marks near the edges. The predominant colours of the notes of the first series have been retained for the Europa series, although the colours are stronger to make it easier to distinguish between the different denominations.

THE €50 INFORMATION CAMPAIGN

The main objective of the €50 information campaign is to inform the public and cash handlers about the new banknotes and their security features.



15 June 2016: Launch of the €50 Partnership Programme for banknote equipment manufacturers and other suppliers at a Eurosystem seminar in Madrid

5 July 2016: Launch of the online competition “Tetris® new €50”²



5 July 2016: Unveiling of the new €50 at the European Central Bank in Frankfurt

6 July 2016: The new €50 is lent to banknote equipment manufacturers and other suppliers for tests at their own premises and at banknote equipment locations to facilitate the adaptation of machines and devices



Q4 2016: Publications about the new €50 are sent by national central banks to commercial banks, police forces, chambers of commerce, professional federations etc. Update of the online training tools “Knowledge of Banknotes” and “Euro Cash Academy” at www.new-euro-banknotes.eu



Four weeks before the issue: Leaflets on the new €50 are sent to three million points of sale in the euro area

2017: Online launch of films on the new €50



4 April 2017: New €50 banknote is issued

> Images of euro banknotes

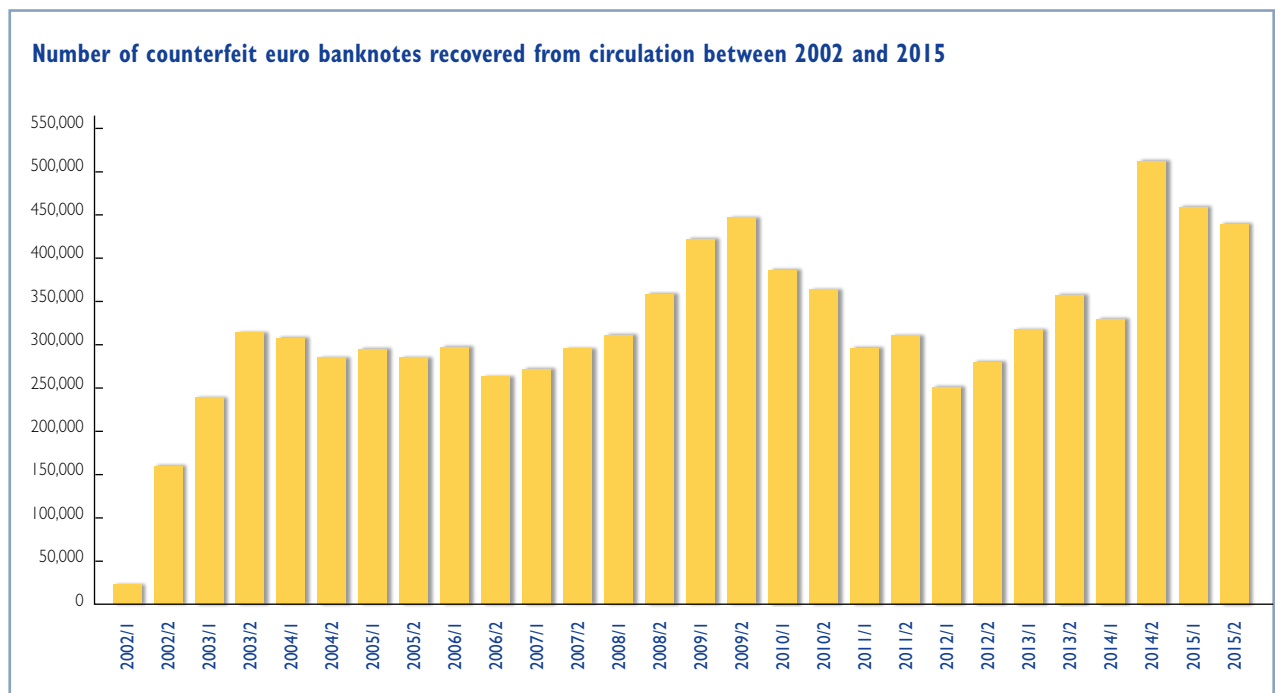
The images of euro banknotes are digitally protected. Organisations with a legitimate business interest in reproducing euro banknote images should request unprotected images. To obtain them, users must first sign a confidentiality declaration, which can be obtained by writing to info@ecb.europa.eu.

Further information is available at www.ecb.europa.eu/euro/banknotes/images/html/index.en.html.

PROTECTING EURO BANKNOTES

> Effective anti-counterfeiting measures

The Eurosystem invests considerable effort in ensuring that the public and professional cash handlers know how to recognise a counterfeit banknote. It also provides lists of banknote authentication devices and handling machines which have been officially certified as being capable of identifying and withdrawing counterfeits from circulation.



The ECB also cooperates closely with the European Commission (which is responsible for providing information about counterfeit euro coins), as well as with national police forces, Europol and Interpol. Another essential line of defence is ensuring that the public is well informed about the new notes.



PARTNERSHIP PROGRAMME

To help the cash industry prepare for the introduction of the new €50 banknotes, the national central banks of the Eurosystem have been offering banknote equipment manufacturers the opportunity to test the new €50 banknotes at their premises since 4 April 2016, and will offer new €50 banknotes on loan for tests at banknote equipment manufacturers' own premises and banknote equipment locations from 6 July 2016.

The new €50 Partnership Programme was launched at a Eurosystem seminar at the Banco de España in Madrid on 15 June 2016. This programme – similar to that for the new €20 in 2015, which brought together more than 500 industrial partners across Europe – aims to ensure that banknote machines and devices throughout the euro area are ready in time.

It provides a wide range of educational tools and materials, most of which are available in the official languages of the EU, for banknote equipment manufacturers and suppliers, as well as clients and users.

Under the Partnership Programme, the ECB and the 19 national central banks of the Eurosystem will:

- communicate directly with partners on the Europa series and the need to adapt cash handling machines and authentication devices to the new €50;
- organise a series of events and activities to raise awareness ahead of the launch of the new €50;

- provide electronic and print media on the new banknotes, in 23 official European Union languages, to help partners communicate with their target groups;
- invite partners to sign a memorandum of understanding which commits them to providing timely assistance in adapting banknote handling machines, vending and ticketing machines and authentication devices to the new €50 banknote.

Banknote equipment manufacturers and other suppliers are expected to start preparing their machines for adaptation as soon as possible. The users of banknote handling machines and authentication devices are also expected to contact their suppliers or manufacturers in order to start preparing their devices for adaptation. Anyone planning to purchase a banknote handling machine or authentication device should check with their supplier that the device can be adapted to accept the new banknotes.

Lists of banknote authentication devices and handling machines which have been officially tested by the Eurosystem central banks for their ability to recognise the new €5, €10 and €20 banknotes are available on the ECB's website (www.ecb.europa.eu/euro/cashprof/cashhand/devices/html/results.en.html). The lists will be updated to include the new €50 banknote following further tests of the machines and devices by the Eurosystem central banks. The updated lists will be published on the ECB's website this year and in 2017.



KEY DATES FOR THE NEW €50

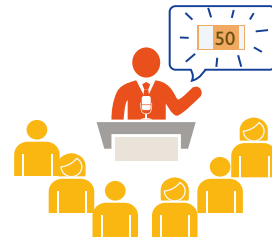
2016



Press release

Eurosystem seminar for banknote equipment manufacturers and suppliers is held at Banco de España in Madrid.

15
June

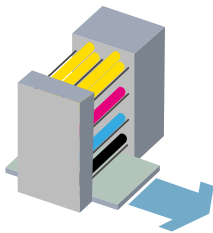
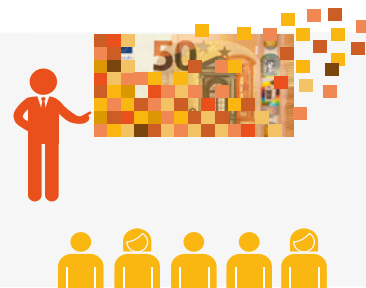


Press release

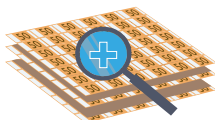


The new €50 is unveiled at the ECB in Frankfurt.

05
July



New €50 banknotes are lent to banknote equipment manufacturers and suppliers so that they can adapt machines and authentication devices.



2017

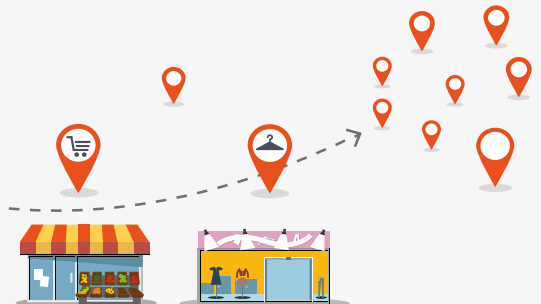


Press release

Leaflets on the new €50 are sent to 3 million euro area points of sale.



March

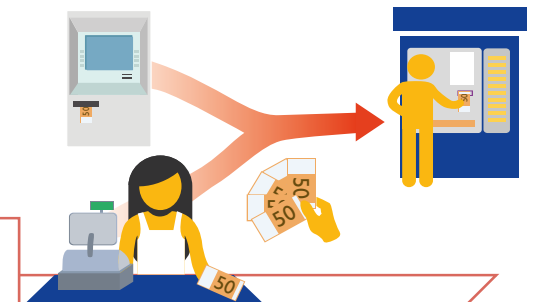


Press release



Spring

The new €50 is issued across the euro area.



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