



Call for candidates to participate in the digital euro scheme workstream A3: “Brand rules”

The European Central Bank (ECB) is inviting leading experts in branding and communication with advanced knowledge of payments and digital money to contribute to the brand rules workstream. This workstream, along with several others, is part of the Rulebook Development Group set up by the Chair of the digital euro scheme to support the drafting of the rulebook.

The main objective of workstream A3 is to develop a proposal for brand rules that participants in the digital euro scheme, i.e. supervised payment service providers (PSPs), will adopt for their end-user solutions. This excludes brand strategy, expression and the visual identity of the digital euro.

The proposal should include content recommendations for the following section of the rulebook:

- Annexes (Implementation Specifications): Brand rules

The workstream will consist of market participants and Eurosystem representatives. Candidates should be proficient in English as a working language and have experience of working in multi-stakeholder groups.

The workstream is to hold frequent remote meetings over a period of six weeks, starting between February and March 2025. Members of the workstream will be expected to participate in all meetings and actively contribute to the deliverables.

Candidates interested in joining should submit a curriculum vitae (CV) highlighting their experience in the areas mentioned above. They should also answer the following questions in writing, in a total of no more than 3,500 words:

1. In your opinion what brand rules need to be established for the application of the digital euro brand by PSPs?
2. What brand rules do you suggest introducing to ensure a consistent brand experience for end users?
3. What considerations should guide the Eurosystem when deciding on the brand rules to be established and which aspects might be more effectively managed by the market?

Candidates are also asked to include a letter of consent from their employer. A nomination letter from either a representative payment stakeholder association or a

member of the digital euro scheme Rulebook Development Group would be considered an advantage. The requisite documents should be sent to the email address DigitalEuro-RBD@ecb.europa.eu by 29 December 2024.

Participants are expected to contribute in their personal capacity. However, if a participant is sponsored by a specific stakeholder association, they are also expected to collaborate with that association. This includes keeping it informed about the progress of their work and gathering feedback and input that aligns with the association's goals.

All applications will be treated confidentially. The list of successful candidates will, however, be made public.

The ECB is an inclusive institution, and we strive to reflect the diversity of the population we serve. We encourage you to apply irrespective of age, disability, ethnicity, gender, gender identity, race, religious beliefs, sexual orientation or other characteristics.

Participation in the workstream will not be remunerated. All intellectual property rights, copyright and rights to development and disposal related to the deliverables of the workstream shall reside exclusively with the ECB.