



EUROPEAN CENTRAL BANK

EUROSYSTEM

Summary of collected inputs from ERPB members

Rollout approach for the digital euro



12 May 2023

Digital euro project team

Market consultation on rollout approach

1

Staggered approach

Is the proposed staggered approach the best way to ensure a successful rollout of the digital euro from market and policy perspectives, while ensuring a timely delivery?

2

Sequencing of use cases

What are your considerations on the sequence and composition of the two different product releases: (i) P2P and e-commerce (ii) PoS and G2X use cases?

3

Technical considerations

Do you have specific considerations with regards to the technical and implementation efforts required for the different product releases?

1. Staggered approach

- Nearly all ERPB participating members found the **staggered approach** proposal as a convenient way to successfully rollout the digital euro, due to the novelty, size and complexity of the project.
- Such a sequence would ensure a smoother adoption, enable intermediaries to implement gradually and finetuning the different complexities (e.g. fix potential bugs, make improvements) on an ongoing basis.
- On the contrary, **one banking association was in favour of releasing all use cases from the start** (except offline functionality), contributing to a unique selling proposition and therefore adoption.

2. Sequencing of use cases

- The majority of ERPB participating members agreed with the **product releases composition**. Nevertheless, some members (four associations from the supply side) put forward alternative sequences with a different number of product releases. These proposals usually prioritised P2P and PoS payments (either together with e-commerce or alone) for an early release.
- In general, those commenting on the **time gap between the two product releases**, were in favour of a short timeframe between the roll-out of different use cases.
- With regards to the e-commerce use case, some members indicated the possibility to identify sub-categories which can be addressed in greater detail to ensure a successful launch.

3. Technical considerations & other aspects

- The majority of members stressed the **importance of education and communication campaigns** towards end-users as key success factors. Consumer associations raised the need to properly explain the staggered releases, in particular towards those less digital savvy consumers. They also indicated the need for running specific pilots with representative user groups.
- Several members highlighted the importance to properly **address omnichannel use cases** (i.e. those where consumers shop at merchant's physical store but still perform a "remote" transaction).
- Members from the supply side noted some potential **challenges for intermediaries** (e.g. resourcing of skilled individuals, holding limits, testing and app design).
- Retailer associations pointed at the convenience for **aligning trial and rollout coordination across countries** for the different releases, preferably also alongside other initiatives endorsed by the European authorities (e.g. EU digital ID wallet) was also seen as desirable.

Thank you
