

“There is no viable alternative to cash” – ECB Executive Board Member Yves Mersch

Even traditionally all-digital businesses are now adopting cash payments.



Cash payments have been progressing in the majority of countries
Cash usage is up from 7% to 9% of GDP since 2000

79%
 of transactions in Europe are in **CASH**
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Cash in the age of technology

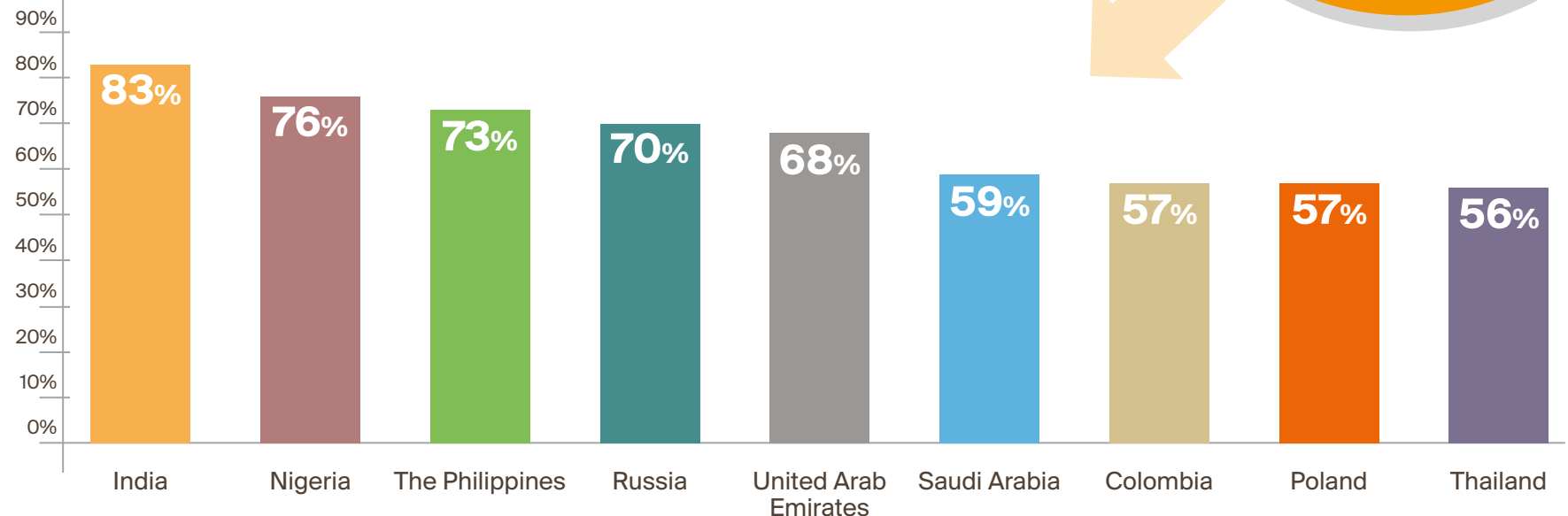
amazon + amazoncash

E-commerce giant Amazon went from a fully cashless business model, to launching Amazon Cash in April 2017, before expanding to Canada and Mexico.

The Nielsen Company

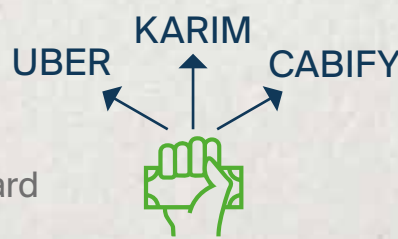
36%
 of online shoppers used **CASH** on delivery to make purchases.

Cash on delivery is extremely popular in:



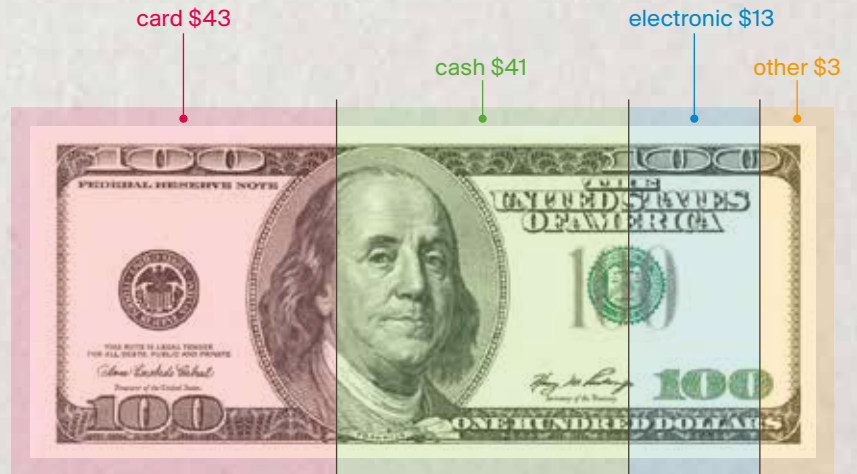
Digital doesn't mean cashless

Ride-hailing apps are now accepting cash realizing that many users are unbanked or not in possession of a credit card (Uber, Karim and Cabify)



Online shopping and payment platforms are turning to cash, including Square, Africa's n°1 shopping site, Jumia and Domino's Pizza.

How consumers spent \$ 100 in 2017
 World Data source: Euromonitor International



Accessibility through innovation

Numerous initiatives have sprouted allowing citizens to settle their bills, taxes and even parking tickets in cash.



Thanks to PayNearMe, US consumers can now settle anything in cash from their insurance to their utility bills and now even their New York City parking violations! Elsewhere, cash on delivery for online shopping is available in India with Grofers, in Germany with Barzahlen and in France with Cashway, to cite a few.



In Switzerland people can now simply download the Sonect app on their phone, locate the nearest shop or café with excess cash, and request to “withdraw” the needed amount directly from the cashier.

Influencers speak out

Pro-cash advocates are increasingly speaking out from ECB's Executive Board Member Yves Mersch to Ohio State University's Economist Jay L. Zagorsky and Brett Scott, contributor to The Guardian and author of The Heretic's Guide to Global Finance.

Jay L. Zagorsky

“A cashless society means a country's economy is vulnerable to anything that causes a long-term disruption in power, communications or security”

"The euro is something we all have in common – it is a tangible symbol of European unity."
 Mario Draghi, President of the ECB

"Government is not manned by angels, and constraining its actions is as necessary as it ever was, if not more so. Banning cash would do the opposite, which is the broad reason why it is a bad idea."
 Pierre Lemieux, Economist, Université du Québec.

"Cash does not fuel crime, any more than condoms fuel lust."
 James McAndrews, Asian Development Bank

"In times of crisis, the general public has always sought refuge in risk-free assets, such as cash, which are guaranteed by the state."
 Stefan Ingves, Governor Sveriges Riksbank

Cash: a necessity during a crisis

Cash has proven to be one of the most appreciated donations in disaster-struck areas thanks to the freedom and dignity it offers to victims. It simplifies aid agency logistics while allowing them to be more reactive on the ground. And that's not all. Even the OECD endorses it via its practical guide for humanitarian professionals.



Cash is the most efficient humanitarian relief solution.



Many International Organizations and NGOs are shifting to cash-based aid including the Red Cross, the UN, the EU and smaller NGOs like GiveDirectly that have built their entire strategy around cash.