



# HUMANIA CURRENCY

A Global Cash Community Initiative to Support Human Recovery & Development post COVID-19



**BRAVERY** Healthcare Workers  
**Military** Educators  
**Essential Services** **HEROES** Nurses  
Cabin Crew  
Public Transport  
**DEDICATION** **SPRIT** **THANK YOU** **COURAGE** Cleaners  
Delivery Drivers **PASSION**  
Doctors **GRIT** Paramedics Police Government Staff  
Supermarket Staff Fire Fighters  
Essential Trades **COMMITMENT** Border Patrol

**'THE ECONOMIC FALLOUT FROM THE CORONAVIRUS PANDEMIC  
COULD PUSH HALF A BILLION MORE PEOPLE INTO POVERTY UNLESS  
URGENT ACTION IS TAKEN TO BAIL OUT DEVELOPING COUNTRIES'**

*OXFAM International*





## What is HUMANIA?

The COVID-19 pandemic is the first truly global crisis. Beyond the loss of life, there are numerous far-reaching consequences such as human seclusion, suffering, economic distress and a sense of helplessness. COVID-19 is changing things on a personal, professional, social, economic and simply human level. We believe that it is our responsibility as a community, to respond to this new world in an inclusive, positive and collective fashion. We must leverage our strengths, sense of humanity, and solidarity to do some good.

The global cash community has already reacted to the ongoing crisis and consequent hardship being experienced by societies around the world. A diverse number of individual initiatives, driven by community members, are underway and making a real difference for millions of people. **HUMANIA** is a global platform for us to work together and through our collective efforts, achieve more than as individuals. By pooling our resources, reach, competencies and willingness to help, we can have more impact on a local scale (where it is needed most) while leveraging the assets that exist within our community globally. One may simply think of **HUMANIA** as a way of channeling support from those who can and want to help, to those who need it most.

The diversity of our community is our strength. Most of us already have ideas about how we can help others who are suffering during this crisis. These ideas will most likely be specific to your region, culture or scope of operations. **HUMANIA** will empower you to convert your ideas into reality and gain the support for the global community. Every idea, no matter how big or small, merits consideration. What really counts is our willingness to do some good for those who need your help. Our social responsibilities extend beyond the places where we live and work to the actual people who depend on cash to survive, exchange and simply exist as fellow humans. **HUMANIA** is the global cash community's social responsibility platform allowing us all to engage, contribute and 'give something back' to our world.

While Covid-19 is defining how many of us live our lives today, we are conscious and optimistic that this will not be an enduring phenomenon. We will find a way forward and without doubt, we will be confronted with new challenges. **HUMANIA** is a scalable infrastructure that can be switched on and off according to global, national, regional and even micro social requirements. It is the beginning of a new way of engaging with our world and we invite every actor in our community to take a leap of faith and become involved. You can do this simply and quickly by registering as a **HUMANIA** Partner and both discover a multitude of sustainable initiatives you can contribute to along with proposing your own ideas and concept.

Register now at [www.humaniacurrency.com](http://www.humaniacurrency.com)

While we are currently soliciting participation in **HUMANIA** from the global cash community, there is no reason not to extend participation outside our community to include any organisation or individual who shares our philosophy of creating value for society via the creation of a piece of currency artwork.





## HUMANIA Objectives

**HUMANIA** is all about restoring hope and supporting the people in society who have been most affected by the Covid-19 pandemic in their efforts to recover and rebuild. **HUMANIA** aims to achieve this by:

- ♥ Raising funds and awareness to support post COVID-19 recovery.
- ♥ Paying tribute to those who have been in the front line during the fight against the pandemic.
- ♥ Demonstrating that cash connects people in a crisis situation thanks to its unique attributes:
  - ♥ **UNIVERSALITY**
  - ♥ **RESILIENCE**
  - ♥ **TRUST**

## How Will HUMANIA Help?

The diversity of our community is our strength. Most of us already have ideas about how we can help others who are suffering during this crisis. These ideas will most likely be specific to your region, culture or scope of operations. **HUMANIA** will empower you to convert your ideas into reality and gain the support for the global community. Every idea, no matter how big or small, merits consideration. What really counts is our willingness to do some good for those who need your help. Our social responsibilities extend beyond the places where we live and work to the actual people who depend on cash to survive, exchange and simply exist as fellow humans. **HUMANIA** is the global cash community's social responsibility platform allowing us all to engage, contribute and 'give something back' to our world.

## HUMANIACURRENCY

To get **HUMANIA** started we are proud to announce the launch of **HUMANIACURRENCY**. This initiative will facilitate those willing to help, via design activity, to join forces, build bridges and leverage their design skills as a valuable asset to help reconstruction, post Covid-19. To achieve success, we have established a framework to facilitate the design of currency (banknotes and coins), celebrating and paying tribute to the people, spirit and collective solidarity of humanity during the Covid-19 pandemic.



## Who Can Participate in the HUMANIACURRENCY Design Initiative

The **HUMANIACURRENCY** initiative is open to all organisations within the cash community and we count on industry-wide support to make **HUMANIACURRENCY** a success. Since we all share a collective responsibility, we invite all stakeholders in the cash community – including the design and production of notes and coins, the distribution, transportation, processing and recirculation, as well as the destruction and recycling – to support the initiative. Stakeholders can participate either as individual organisations or through industry associations.

Here is how you can directly participate in the **HUMANIACURRENCY** initiative:



## HUMANIACURRENCY Design Guidelines

**HUMANIACURRENCY** participants should note that since many submitted designs will actually be produced, they should respect and adhere to established currency design guidelines. While we in no way wish to impose any limitations or restrictions on the design concept and storyboard, the physical design should be realized in a manner that allows future development, origination and production using existing technologies and processes.

Your **HUMANIACURRENCY** Design should:

- ♥ Capture a moment, memory or special person/event from your life during the COVID-19 pandemic.
- ♥ Celebrate the spirit of humanity and solidarity that binds society together.
- ♥ Tell a poignant story emanating from or relating to the COVID-19 pandemic.
- ♥ Visually depict our future as a society in the post COVID-19 world.





## The HUMANIA Journey

**HUMANIA** is a journey for us all. How far we go and how much good we do ultimately depends on you and your support. The following illustration frames our long term ambition with **HUMANIACURRENCY**. We will make this journey together, along with all contributors and supporters and regardless of how far we go, every step we take along the road will show we care and that individually and collectively, the currency community cares and has a profound sense of humanity towards others, especially in times of crisis.

### PHASE 1

HUMANIA Design Initiative



Social Responsibility

### HUMANIA Can Become More

The possibilities for **HUMANIA** to evolve into a vector for the Global Cash Community to 'give back' to society are significant. Collectively, we share a responsibility to support those who use the products (banknotes and coins) we design develop, distribute and deploy. Our social responsibilities are global in context and we must find a way to reach and help those who need it the most.

The very simplicity of the **HUMANIA** initiative affords each and every one of us the opportunity to make a difference. Since banknotes and coins touch the lives of virtually every sector of society in every part of the world, future **HUMANIA** activity will not be limited to the cash community but we will extend it to those who use our products.

### PHASE 2

Transformation of artistic HUMANIACURRENCY designs into security concepts

**HUMANIA** can act as the voice of social responsibility for our community and unite individual initiatives and efforts under a global umbrella... Just imagine schoolkids around the world creating a **HUMANIA** design and through this, exchanging and discovering other cultures and societies.

**HUMANIA** is a Journey without any real roadmap... You are in the driving position to take us anywhere. BY embracing the spirit of HUMANIA we can discover just how much good we can do in this world by pooling our ideas, resources and good will.

This is just the beginning and by opening our minds and our hearts, **HUMANIA** can become our community's way of supporting sustainable social and economic development in times of crisis and in ways we never before imagined... It all depends on your support and contributions.

### PHASE 3/4/5

Central Bank/State Printing Works/Commercial Industry Actor/Production of **HUMANIA** Banknote/Coin Activity

**'TO DEFINE  
IS TO LIMIT'**

*Charles Darwin*



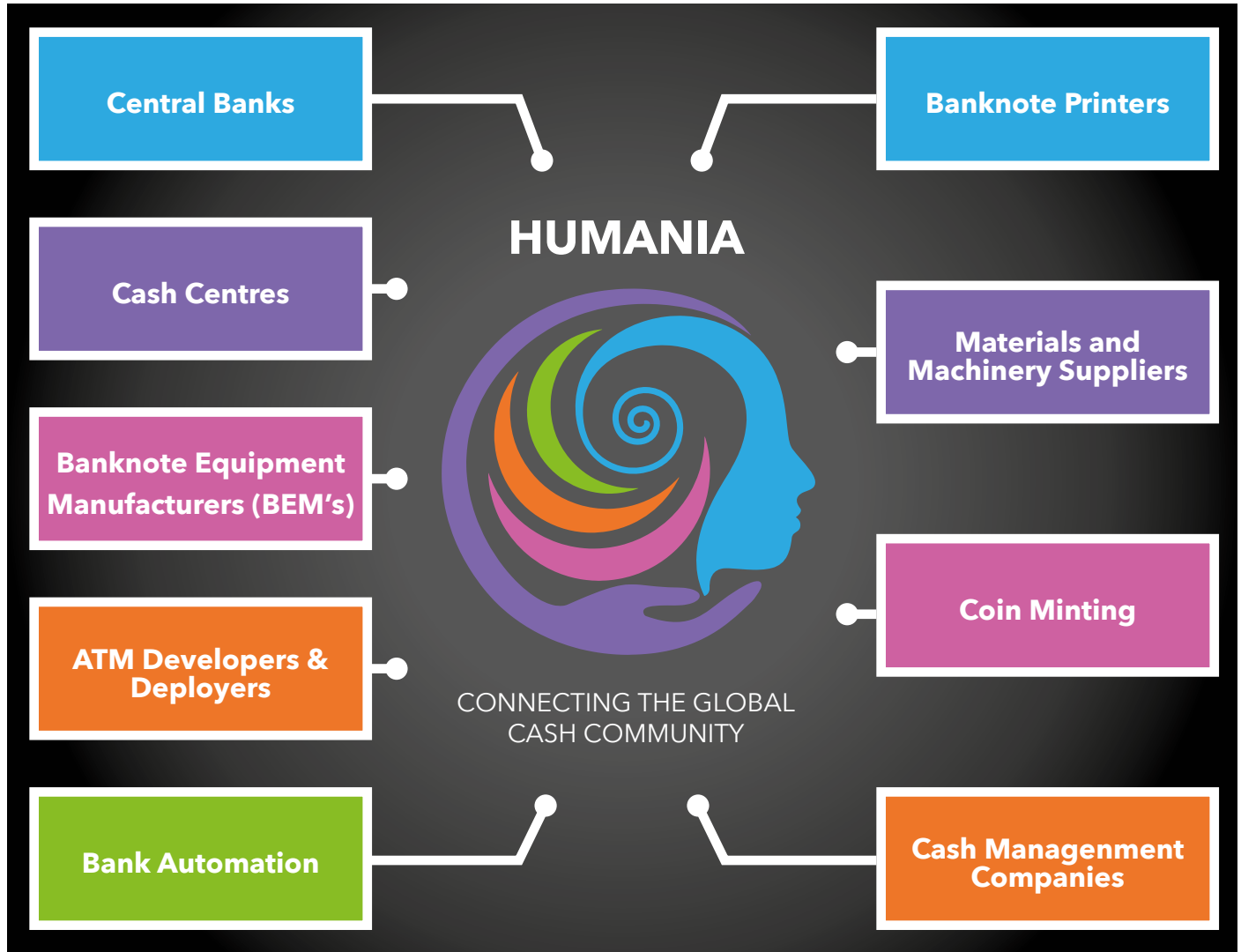
**'Memories of a Global Crisis...  
This is Your Opportunity to join  
together and help society as a  
community and as a fellow human'**



## How Can You Help HUMANIA - Today

**HUMANIA** is all about helping and all parties actively involved in driving the initiative are offering their time, energy and resources free of charge. This spirit of helping and giving back to society is an essential component in the **HUMANIA** initiative and the initiative depends on our community sharing this ethos in order to be a success.

Everyone in the Global Cash Community can support **HUMANIA** and we now invite you to share in this spirit of helping in one or more of the following ways:



## Let HUMANIA Help You

We recognise that many global cash community organisations are actively involved in some form of Covid-19 relief efforts. Tell us more about what you are doing and let us spread the word for you by enhancing global visibility of your actions and helping to boost support and contributions

## Share Your Ideas and See Them Come True

If you have some ideas on how your organisation would like to help support society during these challenging times, let us know. We can help you convert your ideas into a reality and gain support from other industry actors who may possess the requisite skills, reach and resources to make it happen.

Our role is to ensure that every organisation in our community feels part of a bigger whole and by working together in pursuit of a common goal, we can actually achieve more than as individuals. The world is a big place and it is impossible to know all the actors within our community. We can help connect you with your global counterparts who share your sense of social responsibility to make good things happen.



## Your Time & Resources

We recognise that not everyone can make a financial contribution right now to the **HUMANIA** initiative. However, you can offer your time, resources and energy to help the project. In particular, we need people to help us in the following domains throughout the life of the initiative:

- ♥ Graphic design
- ♥ Web design
- ♥ Social media
- ♥ Translation services
- ♥ Administration
- ♥ Communication
- ♥ Exhibition set-up and supervision (May 2021)
- ♥ Photography & video services

## Create a HUMANIACURRENCY Design

You don't need to be a professional designer, not to mention a banknote designer to create a **HUMANIACURRENCY** design. At its very essence, **HUMANIACURRENCY** is about enabling you to tell your story by capturing a moment in time from the COVID-19 pandemic and depicting it visually in the form of a banknote. **HUMANIACURRENCY** designs will not actually become or replace circulating currency so you have a great deal of freedom and latitude to create a piece of artwork that respects the simple project design guidelines. Your design will help us remember and celebrate those special people who demonstrated an exceptional degree of courage, humanity and solidarity and directly contribute help us achieve our goals.

You can register right now to participate in the **HUMANIACURRENCY** Design Initiative by visiting [www.HUMANIACURRENCY.com](http://www.HUMANIACURRENCY.com).

In order to finance the necessary project logistics and **HUMANIACURRENCY** Art Exhibition we are asking each **HUMANIACURRENCY** designer to pay a reasonable registration fee as follows:

- ♥ Commercial Banknote Designer/Team.....€**900**
- ♥ Central Bank Designer/Team.....€**700**
- ♥ State Printing Works/Mint Designer/Team€**700**
- ♥ Freelance/Independent Designer/Team....€**250**
- ♥ Non-Industry Designer/Team.....€**250**
- ♥ Non-professional Designer/Team.....€**100**





## SPREAD THE WORD

The more people who know about **HUMANIA**, the better are our chances for success. Communication is at the very heart of the **HUMANIA** initiative and since this is the first ever Global Cash Community Initiative, we could certainly benefit from your help in spreading the word. **HUMANIA** crosses all borders and divides; linguistic, cultural, political, social and religious. It focuses on helping those who need it most and the more people who engages in and support **HUMANIA** activity, the more we can help others. You can help spread the word about **HUMANIA** in any of the following ways:

- ♥ Make **HUMANIA** a part of your Organisation's Goals in 2021.
- ♥ Tell your employees/clients about **HUMANIA**.
- ♥ Contact your national press and media and ask them to write an article about **HUMANIA**.
- ♥ Write an article yourself (we can help you) about **HUMANIA** and get it published in social, web or print media.
- ♥ Distribute **HUMANIA** media to your contacts, colleagues and friends.
- ♥ Promote and visit the **HUMANIA** Design Expo in 2021.
- ♥ Tell others about **HUMANIA** collectables and outputs.
- ♥ Encourage others to procure & offer **HUMANIA** banknotes and collectables to their employees/clients.







## HUMANIA Partners

The following Industry Organisations have formally signaled their support of and Partnership with the **HUMANIA** Initiative:



## HUMANIACURRENCY at 6th IBDC

The IBDA is proud to announce that the outputs from Phase 1 of the **HUMANIACURRENCY** Initiative will be shown for the very first time at the 6th IBDC Virtual Event in May 2021 – depending on the global situation at that time. The **HUMANIACURRENCY** banknote designs will form a central component in this event and participants will have the opportunity to view the designs and meet the designers who created them. This is a unique opportunity to hear the human stories behind the **HUMANIACURRENCY** initiative and at the same time directly contribute to the **HUMANIACURRENCY** Initiative via one of the **HUMANIACURRENCY** actions:

Other important **HUMANIACURRENCY** activity that will take place at the 6th IBDC includes:

- ♥ Purchase of **HUMANIACURRENCY** Visual Media Packs for Central Banks/Museums
- ♥ Purchase of **HUMANIACURRENCY** Commemorative Art-book

The 6th IBDC will also host the **HUMANIACURRENCY** Design Award Event at which **HUMANIACURRENCY** designers will receive recognition for their contributions and ultimately a small number of **HUMANIACURRENCY** designs will be selected by an independent committee to be banknotised and produced as part of the subsequent phases of the **HUMANIACURRENCY** Initiative.

## HUMANIA Governance

From the outset, the **HUMANIA** initiative has recognized the importance of transparency, equitable representation, compliance and governance in all its activities.

For this reason the following supervisory and decision-making committees have been assembled. All **HUMANIA** activity will be accounted for and presented to participants and include a set of fully validated and audited accounts. To date all **HUMANIA** actors have agreed to offer their time and resources on a free of charge basis demonstrating a collective spirit of solidarity and sincere desire to support global recovery post COVID-19.

The IBDA will assume management of the **HUMANIACURRENCY** project in the initial phases.

### HUMANIA Executive Committee:

- ♥ **Guillaume Lepecq** (CEO CashEssentials)
- ♥ **Mark Stevenson** (President, IBDA)
- ♥ **Richard Wall** (Chairman, IACA)
- ♥ **Astrid Mitchell** (CEO Reconnaissance International)
- ♥ **Lahcen Hadouni** (ex - President of African Association of Banknotes and Security Documents Printers-AABSDP)
- ♥ **Anton Bleikolm** (Chairman of the Board, Orell Füssli Security Printing)

### HUMANIA Advisory Committee:

- ♥ The **HUMANIA** Advisory Committee consists of representatives from Global Cash Community Organisations and Associations.



### HUMANIA Contacts:

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