

## Communications

P.O. Box, CH-8022 Zurich  
Telephone +41 1 631 31 11  
Telefax +41 1 631 39 10  
www.snb.ch  
snb@snb.ch

Zurich, 27 March 2002

### Press release

# New information tools of the Swiss National Bank

## The world of the National Bank for schools, colleges and the general public

The Swiss National Bank has produced new information tools introducing the Bank and its activity to the general public. Brochures, an expanded Internet website and two short films convey information in easily understandable form on money, the role of the banks in the money circuit, monetary policy and the structure and organisation of the National Bank. The brochures and the films may be ordered direct from the National Bank or via the Internet as from the end of March 2002. The expanded website may be accessed from today.

The activity of the National Bank affects every individual in his or her daily life and is of particular relevance to the Swiss economy. The new information tools make schools, colleges and the interested public more familiar with the National Bank and its monetary policy. The brochures and the Internet also deal with questions frequently put to the National Bank. In addition, a small glossary elucidates concepts from the world of central banks. The two short films provide an easy introduction to the subject of money and illustrate monetary policy.

The new information tools consist of the following individual elements:

The brochure **What is money really about?** describes the activity of the National Bank in simple terms and is an ideal teaching aid (intermediate and higher grades).

The brochure **The Swiss National Bank and that vital commodity: money** provides comprehensive information on the National Bank and its tasks. It is suitable as a teaching aid for the higher grades and vocational training and generally appeals to people interested in the National Bank.

The glossary **An «A to Z» of the Swiss National Bank** explains the most important terms from the world of the National Bank and money.

The new section **The world of the National Bank** on the website conveys the contents of the brochures, frequently asked questions and the glossary in a form adapted to the Internet. It also contains references to the two short films («The world of the National Bank»).

The short film **The Swiss National Bank and money** illustrates the main characteristics of money. It is intended to provide an easy introduction to the subject and to stimulate an active interest in all questions relating to money (duration approx. 6 minutes, video VHS, DVD).

The short film **The National Bank and its monetary policy** is more sophisticated from the point of view of contents. In the form of a reportage it illustrates how the National Bank conducts monetary policy on a daily basis and explains some principles of monetary policy (duration approx. 9 minutes, video VHS, DVD).

The new information tools are available in German, French, Italian and English. Interested persons and organisations may obtain them free of charge from the National Bank.

### Contact:

Swiss National Bank  
Library  
Fraumünsterstrasse 8  
CH-8022 Zurich  
Tel. +41 1 631 32 84

Orders for information material

Swiss National Bank

