



## Shaping the future of digital money

The Digital Euro Association e.V. is independent and not affiliated with the Eurosystem nor any European organization.

## DEA's Core Team

The DEA is a registered association and backed by the expertise of the DEA Core Team.

### Executive Board



**Dr. Jonas Gross**  
Chairman



**Daniel Holk**  
Vice Chairman



**Valentin Seehausen**  
Secretary



**Lena Grale**  
Treasurer



**Anne-Sophie Gógl**  
Board Member

### Advisors



**Conrad Kraft**  
Strategic Advisor

### Executive



**Tamara Ferreira Schmidt**  
Executive Director



**Kaan Buyuk**  
Executive Director



**Valentin Kalinov**  
Operations Manager

## DEA's Mission and Vision

The Digital Euro Association is an independent voice of society committed to advancing values such as freedom, privacy, and transparent governance in digital money.



### Who we are

The Digital Euro Association (DEA) is a **think tank specializing** in central bank digital currencies (CBDCs), stablecoins and other forms of digital fiat currencies. In particular, we focus on the **private and the public digital euro**.



### What we do

We target **new and innovative topics** such as CBDCs and stablecoins, including emerging and novel forms of digital money and payment infrastructures.



### Mission

The Digital Euro Association (DEA) is committed to independence in aggregating and amplifying the views of society and the furtherance of the public good through knowledge exchange, encouraging new ideas, and forward-thinking in the field of digital money. The DEA is the independent voice of citizens regarding digital money-related topics. Partnerships and collaborations are in no way an endorsement of member ideologies, products and services, nor political regimes.

## DEA's Core Pillars

The DEA educates, builds communities, and fosters collaborations about digital money.



### Education

We **provide education** about the digital euro following a diverse approach. This **approach includes written publications, conferences, courses, working groups, roundtable and panel discussions**, and other novel means of education.



### Community & Collaboration

We build **multidisciplinary communities**, providing a platform for cross-institutional **knowledge exchange** to enhance understanding and support industries in developing digital euro-based use cases. We foster collaborations as part of the leading think tanks worldwide focused on digital currencies, especially the private sector digital euro (e.g. stablecoins) and the public sector digital euro (CBDCs).



### Public Affairs

We proactively **engage with European government bodies, legislators, and regulatory authorities** to represent our community **interests** and **influence** the development of policies supporting the growth and adoption of the digital euro. We offer advisory on CBDC and stablecoins for political institutions and support in the decision-making process.\*

\* The Digital Euro Association is an association of political interest groups registered in the lobby register with the registration number R006254 in accordance with Sect. 2 § 1 LobbyRG.

We fully implement the code of conduct for interest representatives within the framework of the Lobby Register Act.

## DEA Reach

The DEA collaborates and connects experts from across the globe and executes its mission via various channels.



### Worldwide Community

More than 1 000 individuals and companies from across the globe are part of our community



#### LinkedIn.

More than 10,000 followers on LinkedIn



#### WhatsApp.

More than 440 members in our members-only WhatsApp groups



#### YouTube.

More than 800 subscribers to our YouTube channel



#### Newsletter.

More than 3,000 subscribers to our weekly newsletter



#### Twitter.

More than 9,000 followers on Twitter



#### Podcast.

More than 15,000 streams since launch

# The DEA Community

## DEA Experts

The DEA community consists of more than 800 experts and fellows from various sectors, such as politics, the finance industry, international organizations, associations, and others.



**Miguel Fernández Ordóñez**

Former Governor of the **Banco de España**



**Prof. Dr. Peter Bofinger**

Professor for Monetary Policy and International Economics at the **University of Würzburg**



**Dr. Danyal Bayaz**

Finance Minister of Baden-Württemberg  
(**The Greens**)



**Inga Mullins**

CEO & Founder at **Fluency**



**Julien Le Goc**

Vice President of Enterprise Risk Management at **Circle**



**Dr. Peter Dittus**

Former Secretary General at the  
**Bank for International Settlements**



**Prof. Dr. Thomas Mayer**

Founding Director of the **Flossbach von Storch  
Research Institute** and former Chief Economist of  
**Deutsche Bank**



Scan the QR-Code to see all our DEA experts.



**Catherine Gu**

Global CBDC Product Lead at **VISA**



**Tobias Tenner**

Head of Digitalization at  
**Association of German banks**



**Nilixa Devlukia**

CEO at **Payments Solved**



**Dr. Cyrus de la Rubia**

Chief Economist at  
**Hamburg Commercial Bank**



**Dr. Wolfgang Prinz**

Vice Chair of  
**Fraunhofer FIT**



**Prof. Dr. Bernhard Herz**

Professor for Money and Finance at  
**University of Bayreuth**



**Dr. Silvia Attanasio**

Head of Innovation at **ABI**

# DEA Standard Members



## DEA Lite Members (1)



STASIS

Blockchain Founders  
GroupAssociation of  
German Banks

Yooba



Vyoma Partner AG



FNA



PolyCrypt GmbH



Finery Markets



eTonec



CMS



Tangany

Internet Economy  
Foundation

Trustody GmbH



Millicent



Asufin

Sovereign Wallet  
NetworkFlatstone Capital  
Markets Inc.

PPI AG

Blockchain Lawyers  
Group

## DEA Lite Members (2)



**Iberpay**



**Raiffeisen Bank  
International AG  
(RBI)**



**Association of  
National Numbering  
Agencies**



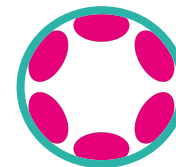
**MONEI**



**2Tokens  
Foundation**



**Bulgarian  
Fintech  
Association**



**Web3  
Foundation**



**Lipis  
Advisors**



**Chavanette  
Advisors**



**GFT  
Technologies**



**intas.tech GmbH**



**Otranto  
Limited**



**Blockchain  
Investor AG**

## DEA Central Bank Partners

The DEA is proud to partner with a growing list of central banks from across the globe towards knowledge sharing in the digital currency sphere.



**Payment and Financial  
Technologies Development  
Center of National Bank of  
Kazakhstan**



**Central Bank  
of Hungary**



**Central Bank of Eswatini**



**National Bank of Georgia**

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The DEA is a regular contributor to a various hearings such as those hosted by the European Economic and Social Committee, European Central Bank, and European Data Privacy Supervisor, focused on CBDCs.



## DEA Global Strategic Member and Media Network

Our global partners focus on digital money in their respective jurisdictions.



Our media partners focus on digital money and the crypto space.



THE COINTELEGRAPH



# DEA Projects

## DEA's Education Services

The DEA education services are wide-ranging and cater to an array of audiences.



DEA Thesis Awards



Digital Money Academy



Digital Money Research



Digital Euro Conference

The Digital Euro Association provides a variety of services to educate various groups about digital money. Our goal is to support a successful digital money future for all.  
**[Enquire about our education services here.](#)**

## DEA's Public Affairs

The DEA has frequent engagements with policymakers, pioneering digital currency conversations.

German Ministry of Finance



German Parliament



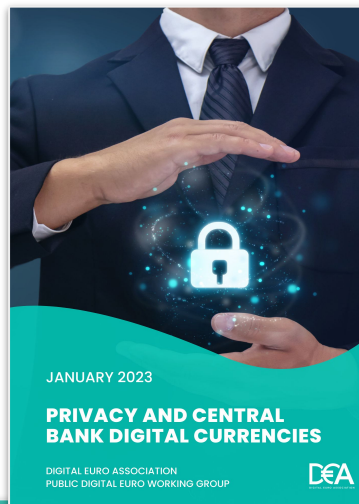
## DEA's Working Groups

Our working groups members are central bankers, technology, regulatory, and payments experts.



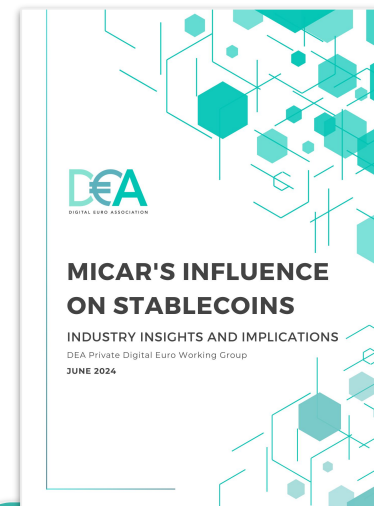
### Commentary:

A synthesis of expert insights and actionable recommendations to guide the digital euro's potential integration into the EU's financial ecosystem.



### Topics include:

- Degrees of CBDC privacy
- Privacy enhancing technologies
- Privacy actors
- Regulatory considerations



### Topics include:

- Issuer Perceptions
- Use Cases and MiCAR's Impact
- Opportunities and Challenges
- Recommendations to Regulators

# The Digital Euro Podcast

A new episode is released every two weeks in addition to a monthly digital money news recap.



Episode 55: CBDCs & Privacy:  
Considerations for an International Landscape



Episode 52: Sand Dollar Chief Architect Shares  
Insights Into Bahama's CBDC



Episode 56: The Digital Euro Legislative  
Proposal: Key Take-Aways & Commentary



**The Digital Euro Podcast  
discusses a range of key  
topics and news related to  
digital money**

Listen On:  Spotify  Apple Podcasts  podigee  deezer

## Exclusive DEA Roundtable Events

The DEA hosts monthly invitation-only roundtables with key decision makers on current topics.

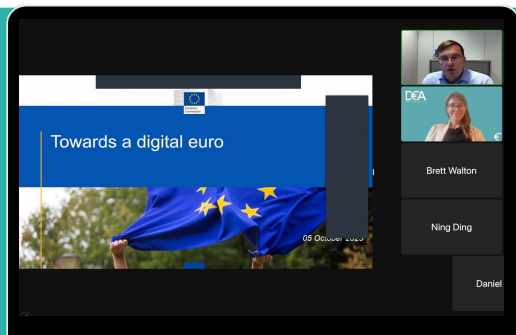
### Attending Guests

Selected DEA community partners, key policy and financial decision-makers such as (central)banks, representatives from politics and financial authorities, DEA Standard members, strategic partners.

### Format

Exclusive exchange forum to share and discuss current developments in digital money and topics of general interest.

### Previous Roundtable Keynote Speaker's



**Updates on  
the e-Krona  
with Veljko  
Andrijasevic**

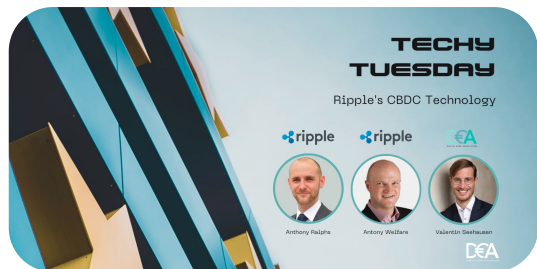


**Discussions on the  
Digital Euro  
with Laszlo Butt**

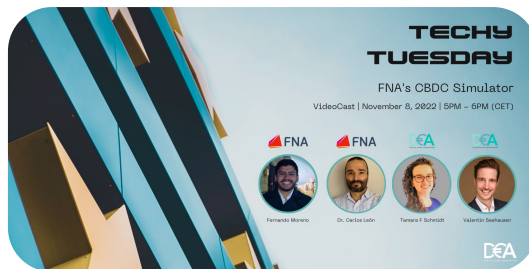


## DEA Techy Tuesday

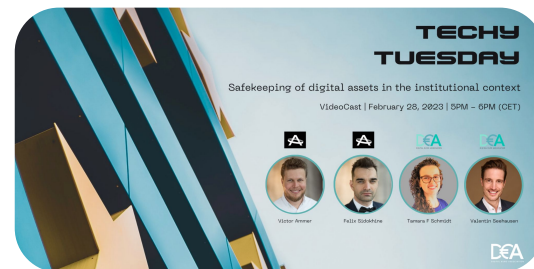
Live videocast on YouTube where DEA members can delve into the technical nuances surrounding CBDCs, stablecoins and tokenized commercial bank money by showcasing a product/service and interacting with the DEA audience.



Watch E1



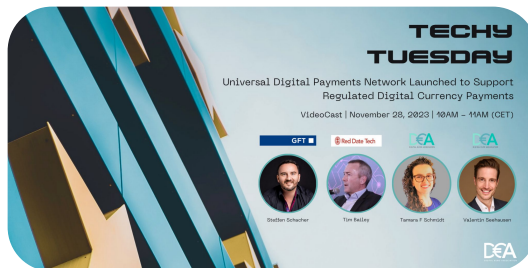
Watch E2



Watch E3



Watch E4



Watch E5

**YouTube**  
Access the Complete  
Playlist here

## Upcoming DEA Events

An excerpt of our tentative 2024 event calendar



### Expected Events 2024

1. Digital ID and the Digital Euro
2. Tokenized commercial bank money
3. Payments in the machine economy of the future?
4. \*\*\* Your topic here \*\*\*
5. \*\*\* Your topic here \*\*\*

October

05

Friday

November

11

Friday

December

06

Wednesday

## Custom Projects

Example of past customized Member-collaboration project



### DEA Thesis Awards

The DEA Thesis Award is a call for student papers whose thesis topics cover the digital euro and provides an excellent opportunity for students to not only contribute towards an emergent body of knowledge but to also transition into the new and exciting field of digital money.

[Enquire about our Custom Research Services here!](#)



\*Custom projects to be discussed with DEA for scope of activities and pricing

# Digital Money Academy

The DEA actively educates the public about CBDCs and Stablecoins



Ticket for DEA Supporting Members

€0 Access to the DMA on CBDCs

- ✓ DEA supporting members receive 100% off DMA tickets for their employees

Ticket for DEA Lite Members

€62,50 Access to the DMA on CBDCs

- ✓ DEA lite members receive 50% off DMA tickets for their employees

## The Digital Money Academy (DMA)

### For who?

The general public, employees, executives and decision-makers from the financial sector interested in the future of the monetary system.

### Digital Money Academy on CBDCs

1. Introduction to CBDCs
2. CBDC technology
3. Lessons learned from central banks worldwide
4. CBDC use cases

### Digital Money Academy on Stablecoins

1. Introduction to Stablecoins
2. Current stablecoin landscape
3. Stablecoin use cases
4. Stablecoin regulation in and outside of the EU

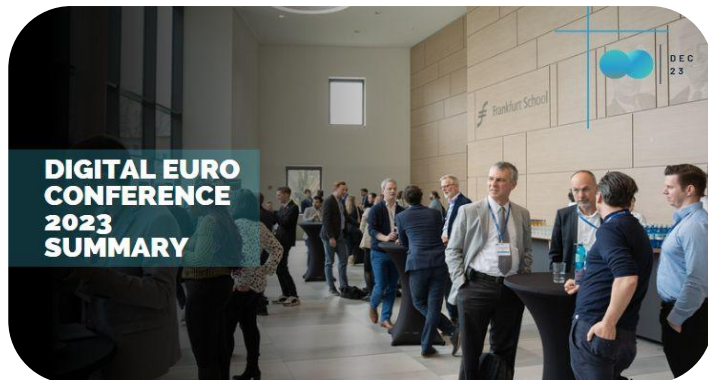
[Enquire about the Digital Money Academy here!](#)

### By whom?

Esteemed industry expert lectures involved in the design, deployment, oversight and general discussions about CBDCs and stablecoins.

## Digital Euro Conference (DEC)

The DEC is a premier global digital money event that brings leading experts in Central Bank Digital Currencies (CBDCs), Stablecoins, and Tokenized Commercial Bank Money together.



[Read the DEC23 Recap here](#)

*"Very good and condensed look at the current state of the digital Euro with a broad set of expert speakers."*

Thomas Hartmann - Partner at IBM



*"Very dense and informative conference (and this is rare!)"*

Christian Pfister - Former Advisor at Banque de France



[Read the DEC24 Recap here](#)

*"There is too much ambiguity regarding CBDCs and DEC23 provided the right platform to gain clarity on it."*

Khusboo Gupta - Researcher at Digital India



# Custom Digital Money Research Services

World-class research tailored to your needs



## Relevant and Flexible

An end-to-end research consulting service that takes tasks off your hands.

## Well-researched

Through our academic partners, we access high quality resources.

## World-class

Our research team is lead by some of the leading experts on CBDCs, Stablecoins, and novel forms of digital money.

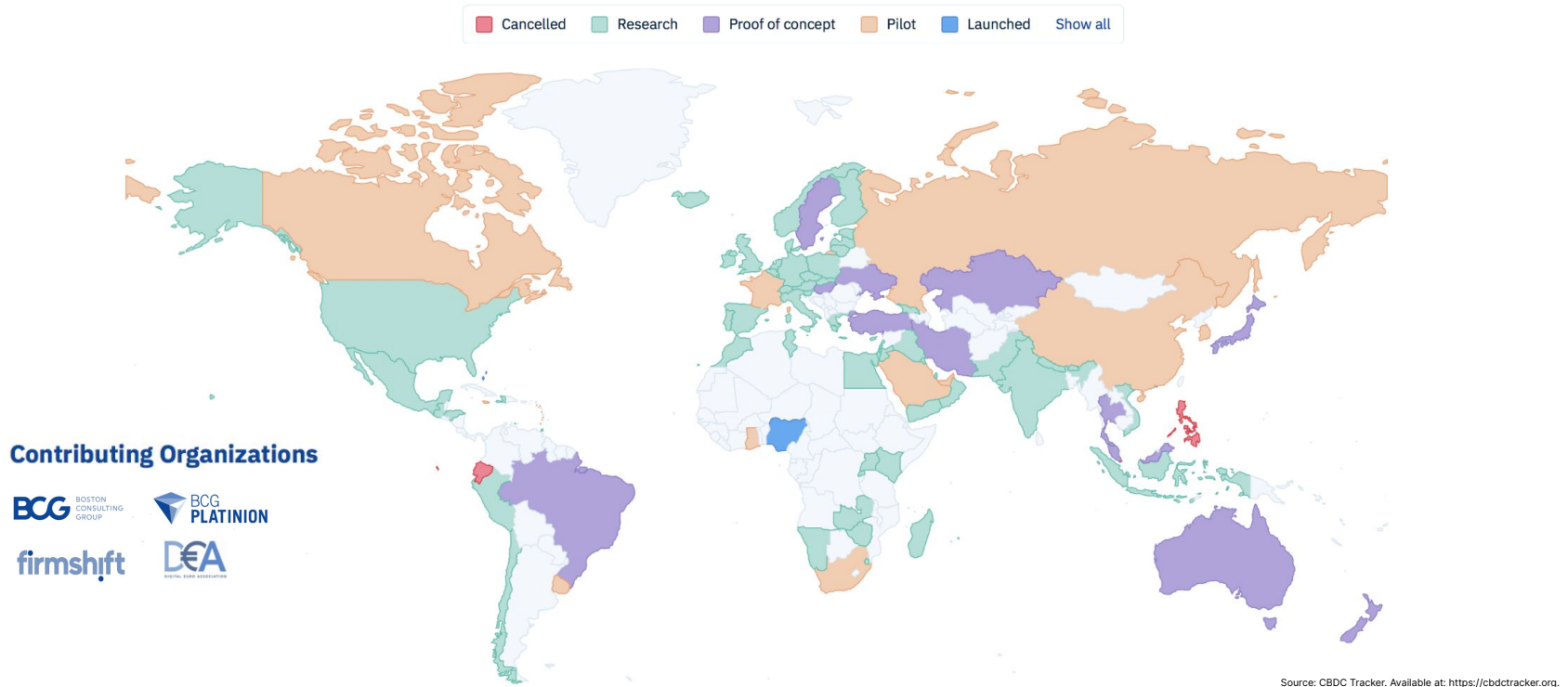
[Enquire about our Custom Research Services here!](#)

\*Research projects to be discussed with DEA for scope of activities and pricing

Custom Research

# The CBDC Tracker

DEA's CBDC Tracker aggregates all CBDC projects worldwide



Source: CBDC Tracker. Available at: <https://cbdctracker.org>.

# Membership Options

## Become Part Of Our Community

Become a fellow, expert, standard or premium member to represent DEA's mission to the outside community and benefit from our network, brand, and further benefits.



### DEA's Lite Membership Benefits

The DEA's lite membership program allows your company to participate in our network of reputation and expertise.



Access to  
community  
member events



Membership  
announcement via  
social media



Access to  
members-only  
WhatsApp group



50% off all DMA  
tickets & on-site  
DEC tickets



Logo placement  
on website and  
pitch deck



Participation in  
DEA Working  
Groups



Voting rights in  
our registered  
association



Techy Tuesday  
(product  
walkthrough)

## DEA's Lite (Active) Membership Option

The DEA offers clearly differentiated membership options for a variety of businesses.

	Academic & non-profit	Business 1-5 FTE	Business 6-25 FTE	Business 26-100 FTE	Business > 100 FTE
<b>Lite membership</b> (annual fee)	<b>230 €</b> excl. VAT	<b>460 €</b> excl. VAT	<b>920 €</b> excl. VAT	<b>2,300 €</b> excl. VAT	<b>4,600 €</b> excl. VAT
<b>Admission</b> (one time fee)	<b>50 €</b> excl. VAT	<b>100 €</b> excl. VAT	<b>200 €</b> excl. VAT	<b>500 €</b> excl. VAT	<b>1.000 €</b> excl. VAT

## DEA's Standard (Supporting) Membership

The DEA's standard membership program allows your company to participate in our network of reputation and research.

	<b>Gold Member</b> 28 750€ per year*	<b>Silver Member</b> 20 125€ per year*	<b>Bronze Member</b> 11 500€ per year*
Lite Membership benefits (excluding voting rights)	✓	✓	✓
Exclusive "in cooperation with" branding	✓		
Placement of Member content in the weekly DEA newsletter	✓		
Announcing content provided by the Member via social media after prior consultation with the Member	✓	✓	
Exclusive keynote at in-person corporate event (Eg. Digital Euro Conference)	✓		
Exclusive online corporate event, e.g., online panel, fireside chats	Appearance as co-host/speaker	Appearance as speaker	
Promotion as thought-leader among media members, company representatives, central banks, and at events	Predominant Placement	Dominant Placement	
Discount on in-person Digital Euro Conference tickets in Frankfurt	100% discount	75% discount	75% discount
Discount on Digital Money Academy tickets	8 free tickets/ year	5 free tickets/ year	2 free tickets/ year
Human Resources "Matchmaking"	Bi-Monthly	Quarterly	Yearly
Exclusive episode on the Digital Euro Podcast and Logo placement on website and pitch deck	✓	✓	✓
Participate in high-level roundtables with international decision-makers e.g., European Commission delegates	✓	✓	

\* once-off admin fee applies

## Contact

For questions regarding our initiative and general inquiries, please contact us.



## Digital Euro Association e.V.



Digital Euro Association e.V.  
Thurn-und-Taxis-Platz 6  
60313 Frankfurt am Main



<http://www.digital-euro-association.de/>



[info@digital-euro-association.de](mailto:info@digital-euro-association.de)



@DigiEuro



Digital Euro Association