



## 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



**Prof. Dr. Philipp Sandner**  
Vice Chairman



**Daniel Holk**  
Vice Chairman



**Valentin Seehausen**  
Secretary



**Lena Grale**  
Treasurer



**Anne-Sophie Gógl**  
Board Member

Executive Directors



**Conrad Kraft**  
Executive Director



**Sarah Palurovic**  
Executive Director



**Tamara Ferreira Schmidt**  
Executive Director

## 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** as well as **podcasts, videos, interactive webinars,** and **panel discussions.**



### Community

We build a multidisciplinary community and provide a platform for knowledge exchange, aiming to **improve understanding** of the **potential** of the digital euro and support various industries in building digital euro-based **use cases.**



### Collaborations

We **foster collaborations** and belong to the **leading think tanks worldwide** around digital currencies with a focus on the private sector digital euro (e.g. stablecoins) and the public sector digital euro (CBDCs).

# DEA's Education Services

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



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 Reach

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



### Worldwide Community

More than 800 individuals and companies from across the globe are part of our community



#### LinkedIn.

More than 6,000 followers on LinkedIn



#### WhatsApp.

More than 440 members in our members-only WhatsApp groups



#### Newsletter.

More than 3,000 subscribers to our weekly newsletter



#### Twitter.

More than 7,200 followers on Twitter

# 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)



CashOnLedger



Blockchain Founders Group



Association of German Banks



Yooba



Vyoma Partner AG



FNA



PolyCrypt GmbH



Finery Markets



eTonec



Blockrocket



Tangany



Internet Economy Foundation



Trustody GmbH



Millicent



Asufin



Sovereign Wallet Network



CMS



Flatstone 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  
Associatio**



**Web3  
Foundation**



**Lipis  
Advisors**



**Obius**



**GFT  
TECHNOLOGIES**



**BerFin Advisory  
GmbH**



**intas.tech GmbH**



**Perfinal**



**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**

The DEA is committed to independence and the furtherance of the public good through knowledge exchange, encouraging new ideas, and forward-thinking in the field of digital money. Partnerships and collaborations are in no way an endorsement of partner ideologies, products and services, nor political regimes.

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

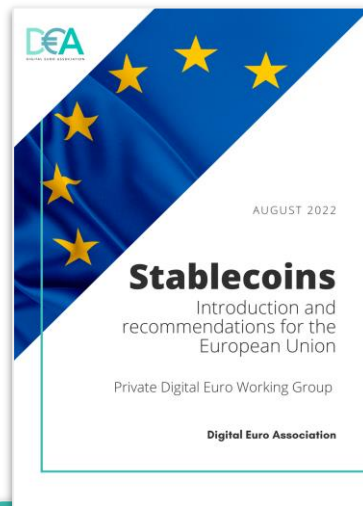
## DEA's Working Groups

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



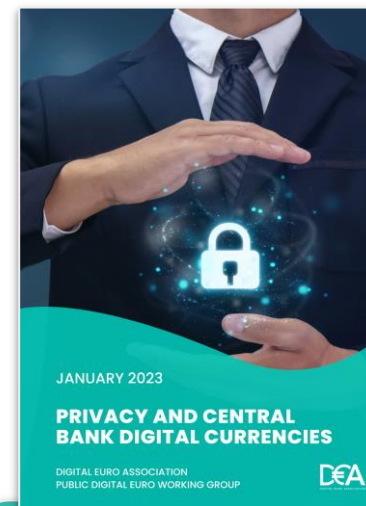
### Topics include:

- CBDC Design dimensions
- Legal considerations
- CBDC Payment aspects
- Monetary policy



### Topics include:

- Design choices and features
- Interactions with CBDCs
- Legal framework
- Recommendations



### Topics include:

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

# The Digital Euro Podcast

A new episode is released every two weeks!



Episode 40: The Optimal Design of a CBDC



Episode 38: Updates on Stablecoin Regulation with Circle



Episode 35: The CBDC Manifesto Explained



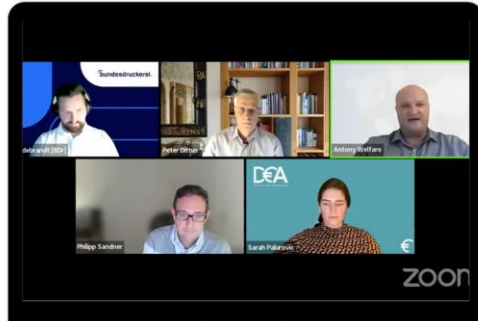
**The Digital Euro Podcast discusses a range of key topics and news related to digital money**

Listen On:  Spotify  Apple Podcasts  podigee  deezer



## Previous DEA Events

Examples of successfully held DEA events over the last year.



### The Optimal Design of a Central Bank Digital Currency

w/ Special guest

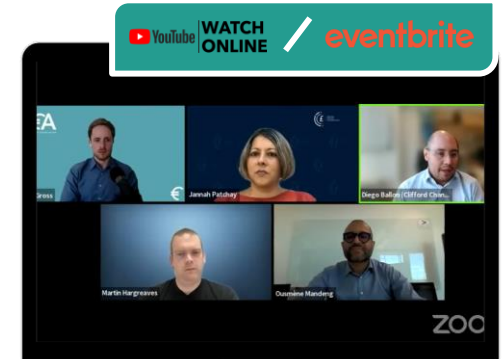
Antony Welfare (Ripple)  
 Steven Hildebrandt (Bundesdruckerei Gruppe)  
 Dr. Peter Dittus (SFB Technologies)  
 Prof Philipp Sandner (FrankFurt School Blockchain Center)



### DEA Techy Tuesday FNA's CBDC Simulator

w/ Special guests

Dr. Carlos Leon (Director, FNA)  
 José Fernando Moreno Gutiérrez (Senior Data Scientist, FNA)  
 Valentin Seehausen (Board Member, DEA)  
 Tamara Ferreira Schmidt (Executive Director, DEA)



### Fungibility and Interoperability in the Digital Money Ecosystem

w/ Special guests

Jonas Gross (Chairman, Digital Euro Association)  
 Diego Ballon-Ossio (Senior Associate, Clifford Chance)  
 Ousmene Mandeng (Accenture)  
 Martin Hargreaves (Chief Product Officer, Quant)

# Upcoming DEA Events

An excerpt of our tentative 2023 event calendar



## Expected Events 2023

1. Industrial Use Cases of 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 \*\*\*

February

07

Friday

April

11

Friday

June

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

DEA Digital Money Academy  
**Central Bank Digital Currencies**

With Guest Lectures by

**DIGITAL MONEY ACADEMY**  
DEA

**Ruslan Konurbayev**

**John Kiff**

**Péter Fáykiss**

**Miguel Fernandez Ordóñez**

**68th Governor of the Bank of Spain**

DEA

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.

**Date:** February 29, 2024

**Venue:** Frankfurt School of Finance and Management

**Topics:** Central bank digital currencies (CBDCs), stablecoins, and commercial bank money tokens

**Anticipated attendance:** 300 on-site + 1,500 online



[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



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

Khushboo 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 led by some of the leading experts on CBDCs, Stablecoins, and novel forms of digital money.

Custom Research

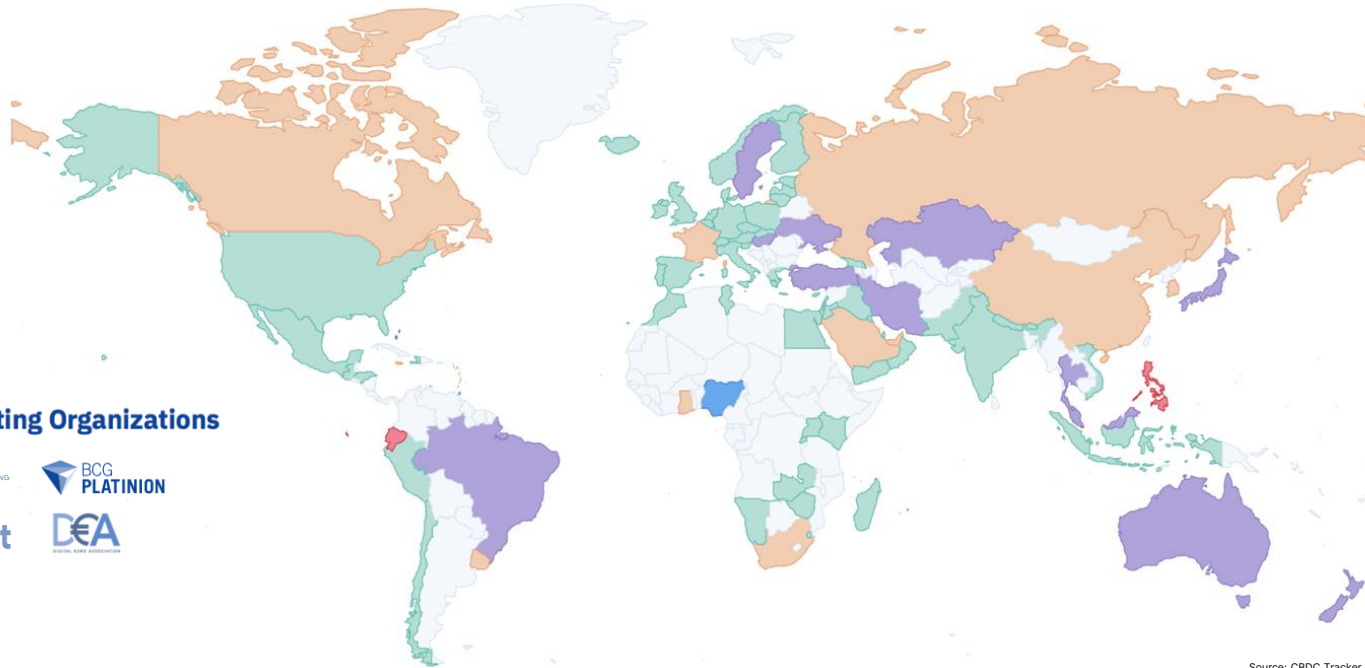
[Enquire about our Custom Research Services here!](#)

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

# The CBDC Tracker

DEA's CBDC Tracker aggregates all CBDC projects worldwide

Cancelled Research Proof of concept Pilot Launched Show all



## Contributing Organizations



Source: CBDC Tracker. Available at: <https://cbctracker.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.

Individuals		Institutions	
<p><b>DEA Fellow</b></p> <p>Becoming a fellow of the DEA is free of charge – you <u>do not</u> need to have prior knowledge of digital money.</p>	<p><b>DEA Expert</b></p> <p>Becoming a DEA expert is free of charge – you need to provide proof of two projects relating to digital money to get classified as an expert.</p>	<p><b>DEA Lite Membership</b></p> <p>With a lite membership, you get full access to our DEA network and can actively participate in DEA's working groups.</p>	<p><b>DEA Standard Membership</b></p> <p>With a standard membership, the DEA offers many different marketing, branding, and HR benefits for your company.</p>



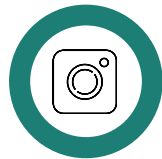
To join our community, please scan the relevant QR codes

### 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 members-only 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>200 €</b> excl. VAT	<b>400 €</b> excl. VAT	<b>800 €</b> excl. VAT	<b>2,000 €</b> excl. VAT	<b>4,000 €</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.

	Gold Member 25 000€ per year*	Silver Member 17 500€ per year*	Bronze Member 10 000€ 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 on-site corporate event (1 day, incl. catering)	Appearance as co-host/speaker		
Exclusive online corporate event, e.g., online panel, fireside chats	Appearance as co-host/speaker	Appearance as speaker	
Promotion as thought-leader among DEA 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 exclusive roundtable discussions with DEA's Core Team	✓	✓	

\* once-off admin fee applies

## Contact

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



## Digital Euro Association e.V.



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Digital Euro Association