

Business Code of Ethics

The Business Code of Ethics establishes arrangement to be applied by business entities for the purpose of reliable and transparent introduction of the euro in the Republic of Croatia aiming to build trust and to create a safe environment to consumers.

The Business Code of Ethics is for business entities in non-financial and financial sectors working in the Republic of Croatia and operating in direct contact with consumers.

On the day of joining the Business Code of Ethics, a business entity shall be entitled to display a visual identification label and a slogan and **shall accept and guarantee implementation of the principles of the Business Code of Ethics:**

1. The procedure for the introduction of the euro shall not be used for unjustified increase of the price of goods and services, as the prices are determined by supply and demand in the free market;
2. The conversion of prices and other monetary amounts, including their rounding, shall be carried out only at the fixed conversion rate in its full numerical value and in accordance with mathematical principles for rounding;
3. At the points of sale and at the places of supply of services and websites, dual display of prices and other monetary amounts for all goods and services shall be implemented in kuna and in euro during the dual display period, from 5 September 2022 to 31 December 2023;
4. During marketing and promotional activities, dual display of prices and of other monetary shall apply always indicating the fixed conversion rate;
5. The fixed conversion rate shall be displayed at the points of sale, at the places of supply of services and websites in an easily identifiable and clearly legible manner in order to simplify conversion and comparison of prices and other monetary amounts for consumers;
6. Employees shall be informed and trained in a timely manner on the procedure for the introduction of the euro, so that they could provide consumers with transparent explanations on the rules on conversion and rounding of prices and other monetary amounts, and on dual display within the scope of their work;
7. During dual circulation period, a special attention shall be given to correct and clear conversion of the amount of change in the euro to be given to consumers.

The visual identification label and slogan “Svaki Cent se Broji, Svaka Kuna se Računa” (Every Cent Counts, Every Kuna Counts) will be displayed at the points of sale, at the places of supply of services and websites, including setting the visual identification label during marketing and promotional activities.

The Business Code of Ethics shall cease to apply on 31 December 2023, or on the day of revoking the right to display the visual identification label, or on the day of termination of the legal personality.

The list of the business entities that have joined the Business Code of Ethics is publicly available at the official website for the introduction of the euro www.euro.hr.