



Lithuanian Payments Market Strategy up to 2030

March 2026

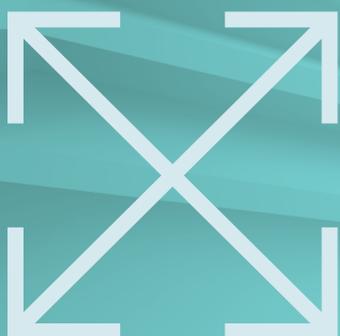


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Gediminas Šimkus,
Chair of the Board of
Lietuvos bankas

Foreword

Over the past decade, the Lithuanian payments market has undergone a major transformation, becoming the open part of the euro area payments market. After the introduction of the euro in Lithuania in 2015 and the country joining the Single Euro Payments Area (SEPA) in 2016, the core payment schemes were standardised, residents gained greater opportunities to open accounts in any EU Member State, while PSPs were able to choose among payment infrastructures in euro area countries. This created conditions for the development of new and more user-friendly payment services, the increase of competition, and the growth of the payments market.

The Lithuanian market has successfully taken advantage of the opportunities that have emerged, with the use of electronic payments and cards growing significantly, instant payments becoming a common practice in recent years, the service for the delivery and payment of e-invoices being developed, and an innovative payment initiation service becoming widespread. At the same time, new market participants (electronic money and payment institutions) have been actively established, thus increasing competition in the market. Moreover, banks and other PSPs have developed remote services. Additionally, the payment habits of residents have changed: the use of electronic payments has increased, making them a day-to-day reality in commerce, the public sector, and peer-to-peer transactions. Lithuanian residents are open to novel and innovative solutions, such as opening accounts remotely, contactless payments, and paying with smart phones while using apps. Even so, cash remains important to Lithuanian residents, and many still use it every day.

In recent years, global economic and geopolitical challenges and uncertainties have also had a major impact on the development of the Lithuanian payments market, making it necessary to learn to operate under new conditions. In the opinion of Lietuvos bankas, taking into account the current circumstances, strategic directions for the development of the Lithuanian payments market should be developed as follows:

- Due to Russia's war against Ukraine and the increasing risk of cyber threats faced by EU countries, it is necessary to strengthen the security and resilience of infrastructure, including payments infrastructure. Today, payments contribute significantly not only to economic development, but also to ensuring national security and public confidence in the financial system.



- The global COVID-19 pandemic has further accelerated the development of e-commerce and digitalisation, as well as increasing the use of social media and its influence on the public. Artificial intelligence is currently being developed intensively, and as most digital services have been transferred to mobile devices – particularly smartphones – the importance of the speed and accessibility of services is increasing. Advanced technologies and digitalisation create new opportunities but also pose additional threats, such as new forms of fraud. In addition, different groups in society are not equally able to adapt to the impact of digitalisation, so it is necessary to ensure that socially vulnerable groups are not left behind.
- A large number of countries are exploring the possibility of issuing digital central bank money, different forms of crypto-assets are emerging, and the influence of global non-European companies on the European payments market is growing. Excessive dependence on a small number of non-European payment solutions (international payment cards and the mobile wallets of BigTech companies – Google Pay, Apple Pay, etc.) and technology pose additional risks to both the European and Lithuanian payments markets.

Having assessed the characteristics of the Lithuanian payments market, consumer needs, and the international environment, Lietuvos bankas has prepared the Lithuanian Payments Market Strategy up to 2030, which aims at ensuring the targeted development of the Lithuanian payments market. The Strategy sets out three directions covering the most important areas where systematic and coordinated actions by all market participants are needed:

1. Enhancing the security and resilience of services – ensuring that payments are available even in unforeseen circumstances and that the risk of fraud is minimised.
2. Increasing the accessibility of services – ensuring that every resident of the country, regardless of their place of residence, age, or digital skills, has access to convenient and secure financial services.
3. Driving innovation – ensuring that European-owned payment solutions based on European standards emerge in the Lithuanian market, which would increase the competitiveness of the Lithuanian payments market and its integration into the euro payments market.

Introduction



Introduction

Lietuvos bankas promotes the sustainable and efficient functioning of payment and securities settlement systems, including the development of Lietuvos bankas' payment systems and other information systems forming part of the payment infrastructure. Moreover, it strives to ensure that payment instruments and services offered on the market meet the needs of residents and businesses.

The Lithuanian payments market is part of the euro payments market; however, Lithuania, just like other euro area countries, has national specificities, and therefore the directions of the development of its payments market should reflect these national specificities while maintaining consistency with the [Eurosystem's Retail Payments Strategy](#). Taking into account the payment instruments and services currently widespread in Lithuania, the significantly changing payment habits of residents and businesses, the new functionalities of the European infrastructure, and the international context, it is important to select the strategic directions of the Eurosystem that are most relevant for Lithuania, and also to identify other essential directions for the development of the Lithuanian market in the medium term.

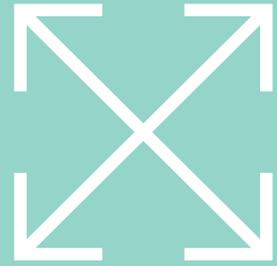
The vision of the Payments Market Strategy up to 2030 prepared by Lietuvos bankas (hereinafter – the Strategy) is to create in the Lithuanian payments market more opportunities for payment service users (residents, businesses, and public sector institutions) to choose reliable payment services, and to offer more opportunities for PSPs to develop (both now and in the future) innovative payment services.

The Strategy sets out three strategic directions for the development of the Lithuanian payments market: 1) enhancing the security and resilience of services; 2) increasing the accessibility of services; and 3) driving innovation. Seven objectives have been set in line with these strategic directions. The objectives of the Strategy and the measures to achieve them are included in the Strategic Action Plan of Lietuvos bankas.

The Strategy was prepared after evaluating [the outcomes of a public consultation on the Lithuanian payments market strategy up to 2030](#). Twenty-nine respondents participated in the public consultation, ranging from representatives of international payment schemes and banks to those speaking for municipalities and consumers. The resulting proposals helped to identify the national priorities and directions that were most important for Lithuanian market participants.

The Strategy sets out the priority directions for the development of the Lithuanian payments market, which, in the opinion of Lietuvos bankas, require targeted agreement and action by public authorities and market participants. It should be noted that the development of the FinTech sector is not specifically outlined in the Strategy. This sector is growing consistently in Lithuania while increasing in maturity, and the [Guidelines for the Development of the Lithuanian Fintech Sector for 2023–2028](#) have been prepared to promote its development and cover actions by different public authorities. The development directions set out in the Strategy are oriented towards all market participants – i.e. banks, credit unions, and non-bank PSPs – and will therefore also contribute to the further development of the FinTech sector. It should be noted that the Strategy does not cover the area of crypto-assets; aspects of the use of crypto-assets in the payments market are covered by the Pontes and Appia Eurosystem initiatives.

Directions and objectives of the Lithuanian Payments Market Strategy up to 2030



1.

Enhancing the security and resilience of services



1. Reduce the scale of financial fraud.
2. Improve the preparedness of market participants and residents to make payments in unforeseen circumstances.

2.

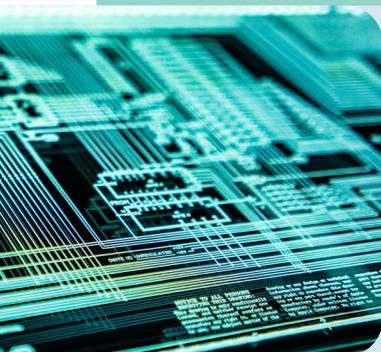
Increasing the accessibility of services



3. Improve access to cash in the regions.
4. Improve the physical accessibility of payment services in the regions.
5. Facilitate the switching of the main PSP and raise consumer awareness.

3.

Driving innovation



6. Implement a European payment solution at points of sale.
7. Promote innovation by introducing the SRTP scheme or an alternative payment solution.



1.

Direction 1:
**ENHANCING THE
SECURITY AND
RESILIENCE OF
SERVICES**



Direction 1:

ENHANCING THE SECURITY AND RESILIENCE OF SERVICES

The provision of secure and resilient payment services is a fundamental function of the payments market. Such services increase the confidence of payment service users and market participants in the financial system and provide assurance that payments will be available even in the event of unforeseen circumstances, thus contributing to national security.

In order to ensure the provision of secure and resilient payment services, Lietuvos bankas has set two objectives:

- To reduce the scale of financial fraud.
- To improve the preparedness of market participants and residents to make payments in unforeseen circumstances.

Objective 1: Reduce the scale of financial fraud

Financial fraud has become one of the most pressing and complex societal issues in recent years, and its proper containment and prevention are one of the biggest challenges for financial (and non-financial) service providers and public authorities. Adequate and effective prevention of financial fraud is necessary to ensure public confidence in financial services and financial and other service providers, as well as the security of consumers' funds and payment services. Financial fraud prevention measures are broader and not limited to payments, however in the context of the Strategy, it is important to monitor the issue of financial fraud and to continuously identify additional measures that can be taken in the area of payments to contribute to the overall prevention of financial fraud.

One reason why it is difficult to contain and reduce the growth in the scale of financial fraud is that there is currently no single authority in Lithuania responsible for preventing and combating this phenomenon. Furthermore, financial fraud, both as a phenomenon and as a criminal offence, is regulated in a fragmented manner in the legislation. Lietuvos bankas seeks the emergence of a coordinated nationwide fraud prevention system, and has therefore **proposed** that the objective of developing a coordinated nationwide financial fraud response system be included in the priority objectives of the Government's activities. The proposal includes the designation of an executive authority as the unifying and coordinating entity for all the entities that comprise the financial fraud prevention system, the development of a national strategy with common objectives, and the monitoring of the timely implementation of the objectives and targets set out in the strategy. It should be noted that in November 2025, the Government formed an inter-institutional working group to coordinate the fight against fraud in the digital space. One of the objectives of this working group is to develop a national strategy for combating fraud and to compose a plan of measures.

In order to increase the resilience of PSPs and users to financial fraud and to strengthen fraud prevention in the field of payments, Lietuvos bankas plans to take the following combined measures: 1) strengthening inter-institutional and public-private cooperation with a view to ensuring a systemic and coordinated approach to fraud prevention at the national level, the implementation of targeted measures, and/or support for relevant initiatives; 2) providing targeted educational campaigns to the most vulnerable social groups, raising awareness of financial fraud and resilience to it, as well as deepening knowledge about the safe use

of payment services, and 3) focusing preventive measures and supervisory actions on the highest-risk factors and PSPs.

Lietuvos bankas also emphasises that both public authorities (including Lietuvos bankas itself) and PSPs must contribute to increasing the financial literacy of the public, especially digital financial literacy. PSPs must regularly inform their customers about the risks and threats of fraud related to the provision of payment services and familiarise them with the safe use of payment services, both before concluding a contract and regularly during the provision of services. It is also important for PSPs to take a proactive approach and prioritise the area of fraud prevention by allocating sufficient human and financial resources, as well as investing in technological measures designed to improve the effectiveness of the fraud prevention process (e.g. introducing advanced payment transaction monitoring systems that integrate artificial intelligence).

The regulatory environment in the EU is designed to encourage PSPs to adopt innovative measures to prevent fraud, while allowing for enhanced cooperation in this area. Under the Instant Payments Regulation, PSPs located in the euro area are already mandated to provide the verification of payee service starting from 9 October 2025: when a resident or a business initiates a regular or instant SEPA credit transfer, the name, surname, or business name provided by the payer is checked against the name of the holder of the payment account provided. The new Payment Services Regulation strengthens the prevention of payment fraud by providing PSPs with more tools, while at the same time imposing more obligations to ensure payment security. The new provisions will expand the scope of application of the verification of payee service to credit transfers across all EU countries and in all EU currencies. The Payment Services Regulation also sets out requirements for PSPs to cooperate in combating fraud and provides for the possibility of exchanging information on fraudsters (e.g. on their accounts). These provisions will enter into force in 2028. Lietuvos bankas will seek to apply the provisions of legislation that are of relevance for fraud prevention in Lithuania without waiting for the final entry into force of the Payment Services Regulation.

Objective 2: Improve the preparedness of market participants and residents to make payments in unforeseen circumstances

In recent years, due to Russia's increasingly aggressive stance towards Western countries and the growing threats of cyber attacks and infringements on communications and electricity infrastructure in EU countries, it is necessary to ensure that residents are able to make payments in unforeseen circumstances. In addition, the greater frequency of extreme natural phenomena causes long-term power outages, which may affect connectivity. Such events may disrupt electronic payments and limit the availability of cash withdrawals from ATMs.

Financial market participants are subject to high standards of security, which will be further tightened as part of the implementation of the **Digital Operational Resilience Act**. Nevertheless, it is essential to prepare without delay for possible coordinated malicious acts and natural disasters that could lead to prolonged, such as week-long, power outages, lack of connectivity, disruptions of PSP services, etc.

When digital payment instruments are not available, cash on hand is usually used first. This is a good and reliable alternative; therefore, emergency management authorities recommend holding some cash stash.¹ However, if cash is not to hand, it may not be possible to withdraw cash using a payment card in the event of connectivity failure, when there is no electricity or when the system of the PSP that issued the card is down. In Lithuania, a significant proportion

1 <https://lt72.lt/?lang=en>

of residents usually pay for everyday purchases using payment cards or smart devices, so if card payments are disrupted and are down for a longer period of time, residents may experience significant inconveniences.

In 2024, Lietuvos bankas and major banks operating in the country signed mobilisation-related ordering agreements. Action has also been taken, in cooperation with the relevant authorities, to implement various measures designed to increase the resilience of the payments market. In 2025, measures were being prepared in order to ensure necessary card payments and cash withdrawal services in the event of a declaration of mobilisation.² During mobilisation, major banks will have to make it possible for residents to pay using payment cards in the absence of connection between a POS terminal and a bank (i.e. offline card payments). This possibility will be available up to a predefined amount and only at designated points of sale for necessities, such as food, medicines, and fuel. Preparations will also be made to allow cash withdrawals from at least some ATMs in the country in the event of declaration of mobilisation, disruptions of connectivity, power outage, etc.

These measures, which are implemented within the framework of a mobilisation task, can only be activated during mobilisation. It should be noted that measures prepared for mobilisation (e.g. offline card payments) could also be used in other unforeseen circumstances, such as prolonged, large-scale power outages or connectivity disruptions caused by cyber attacks or natural disasters. However, this requires preparation – i.e. the conditions for such payments must be regulated by laws and other legal acts of the Republic of Lithuania and agreed between market participants. Lietuvos bankas will seek to ensure that measures prepared for mobilisation can also be used in other unforeseen circumstances.

In addition to technical solutions, it is also important for the public to be prepared and have knowledge about how to make payments in unforeseen circumstances that may cause not only systemic disruptions in the payments market, but also disruptions in the services of individual PSPs. In educating consumers, Lietuvos bankas will seek to ensure that a significant proportion of households³ use at least two unrelated payment methods: cards, mobile apps provided by different PSPs and/or hold enough cash to cover their weekly basic expenses. This would make consumers better prepared for possible, though unlikely, long-term disruptions in the services of individual PSPs. Coordinated action by payment market participants, public authorities, and Lietuvos bankas is needed in educating the public, while indicating specific steps on how to prepare for unforeseen circumstances and what should be done when they occur.

² The circumstances of mobilisation and its declaration are regulated by the Republic of Lithuania Law on Mobilisation and Host Nation Support.

³ Household – an individual living alone or a group of individuals living together in one home, who share their expenditure and collectively procure the necessary means to live. For some individuals, using the services of multiple PSPs may be an additional financial burden, which is why there could be a solution where persons residing together in a household use different PSPs and hold payment cards issued by them and/or use their mobile apps.



2.

Direction 2:

INCREASING THE ACCESSIBILITY OF SERVICES



Direction 2:

INCREASING THE ACCESSIBILITY OF SERVICES

In Lithuania, every resident must have convenient and easy access to financial services that are acceptable and appropriate for them, regardless of their place of residence, age, or digital skills. The aim is for the payments market to meet the needs of all residents: to enable them to make payments in both cash and non-cash forms and to receive financial services both remotely and in person. While digitalisation opens up new opportunities, it is important to ensure the inclusion of socially vulnerable groups, as well as to meet their needs. Residents must also have easy access to clear information about the payment services they use and be able to easily choose or change their main PSP.

In order to increase the accessibility of services, Lietuvos bankas has set three objectives:

- Improve access to cash in the regions.
- Improve the physical accessibility of payment services in the regions.
- Facilitate the switching of the main PSP and raise consumer awareness.

Objective 3: Improve access to cash in the regions

In order to ensure a sufficient level of access to cash services, Lietuvos bankas initiated a dialogue among financial market participants and signed a Memorandum of Understanding in June 2021 together with the Lithuanian Banking Association, AS Citadele banka Lithuanian Branch, Luminor Bank AS Lithuanian Branch, AB SEB bankas, Swedbank, AB, AB Artea bankas (formerly AB Šiaulių bankas), and the Lithuanian Central Credit Union, with a view to ensuring cash accessibility in Lithuania (hereinafter – Memorandum). By signing this Memorandum, market participants committed to expanding the cash access network in the regions and improving access to cash for consumers. In 2022, following the installation of 100 ATMs in the country's regions in accordance with the Memorandum, access to cash was significantly improved, with at least 90% of Lithuanian residents being able to access an ATM within 10 km of their declared place of residence by road, and 99% of residents being able to access an ATM within 20 km. This means that around 250,000 residents of 40 municipalities across the country are able to withdraw cash more quickly and conveniently.

Although the importance of cash is declining as alternatives develop and people's habits change rapidly, it remains an important means of payment for some residents. Essential measures to ensure access to cash on the market have already been implemented. However, the current conditions for accessing cash vary across municipalities, as do the needs of municipalities. Therefore, access to cash in individual municipalities should be assessed on a case-by-case basis, taking into account alternative options for cash withdrawal.

Lietuvos bankas will seek to improve the conditions for access to cash agreed in the Memorandum, will assess the needs for cash services in the regions together with PSPs, and will seek to meet them.

Objective 4: Improve the physical accessibility of payment services in the regions

Digitalisation is changing many areas and the payments market is no exception, with innovations such as payment methods, forms of customer service, payment account opening processes, etc. This provides more opportunities for residents to use services remotely and increases the variety of payment options. While most Lithuanian residents actively use remote payment services, the physical accessibility of payment services remains important for a significant proportion of the public. As the number of services provided by PSPs in the digital space is increasing, the network of customer service locations is shrinking, which reduces the accessibility of services provided in physical locations. This accessibility is also limited by additional conditions for using physical services, such as the need to register an appointment in advance. This issue is particularly acute in the more remote regions of Lithuania, where it is difficult for consumers to reach the existing physical customer service locations of PSPs.

In order to ensure that consumers can use services in person, it is necessary to maintain a sufficient number of physical service locations or to offer alternatives, such as mobile PSP teams, PSP specialists who periodically visit designated locations, or other means of ensuring that consumers can access services through physical contact. This option is particularly important for individuals who do not own smart devices or do not know how to use such devices, means of electronic identification, or the internet. In view of this, banks must ensure the physical accessibility of financial services in municipalities where there is no bank branch and where there is a significant need among residents to receive financial services through physical contact. The role of municipalities is also important in identifying the needs of local residents, while banks must seek ways and means to enable customers to access financial services in person.

Lietuvos bankas, by engaging various stakeholders, will seek the development and implementation of best practices by market participants to ensure the physical accessibility of banking services to consumers in the regions, and will also seek to establish a mechanism ensuring compliance with these practices.

Objective 5: Facilitate the switching of the main PSP and raise consumer awareness

The possibility for consumers to easily switch their main PSP is an important factor in increasing competition in the payments market and ensuring that consumers can choose the PSPs that best meet their needs. Greater competition between PSPs would be encouraged by both a simpler process for switching PSP and greater willingness among residents to switch. Currently, the switching of PSPs in Lithuania is not sufficiently simple for several reasons: it requires active actions on the part of the consumer during the transition period when switching their PSP, the practice of bundling financial services is often applicable, and consumers often lack easily understandable information about the payment services they use and the possibilities for switching PSPs.

Facilitating the switching of the main PSP

When switching their main PSP, Lithuanian residents usually first open an account with the new PSP and, after a transition period, choose to close or keep their account with the previous PSP. Although in some cases it is possible to open an

account with a new PSP remotely, switching PSPs still requires more time, effort, and adjustment than, for example, switching mobile operators, because:

- The payment account number changes; therefore, regular payers of the user, such as employers, public authorities, etc., have to be informed about the new number.
- The interface of the online banking system and mobile app change, which brings a different user experience.
- The list of payment transactions made with the previous bank is no longer available (the account statement from the previous bank is only available if the account is not closed, or on a durable medium provided by the bank when closing the account).
- A new payment card is issued, and the consumer will have to change the payment card details for multiple providers to whom payment card details were provided in order to make payments.
- E-invoices (including automatic payments) need to be reordered.
- Recurring payments need to be reordered.

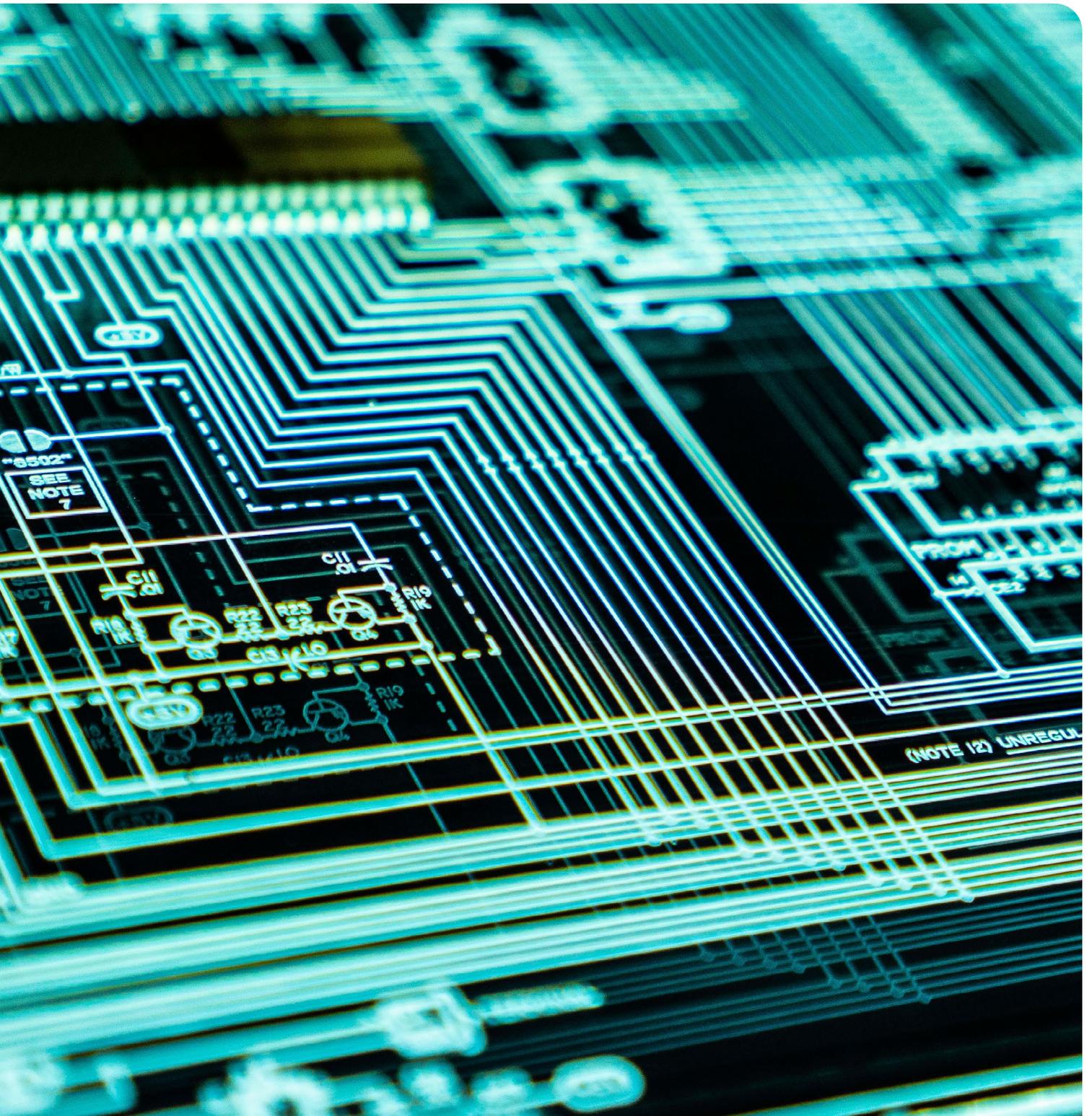
In Lithuania, PSPs offer the account switching service, which is regulated by the Law on Payments. However, this service is limited (e.g. it is not highly automated, requires significant consumer involvement, and usually takes a long time), and is therefore rarely used. In order to encourage more consumers to switch PSPs, the consumer experience when switching the main PSP must be improved, having in mind the specific features of payment services. The payment account number and the payment card will inevitably have to be changed; however, greater automation when transferring information, the provision of clearer and more detailed information to consumers, and the further development of the remote account opening process could improve user experience when switching PSPs.

Raising consumer awareness

In order to choose a PSP offering better terms of services, it is relevant for consumers to assess the types of services they use, their current expenses for the payment services, and the fees they would pay elsewhere. Easy and clear access to this information may increase consumers' willingness to choose a PSP that better suits their personal needs. Currently, the main document providing residents with summarised information about the payment services provided by PSPs is a statement of fees submitted annually by PSPs to their customers being natural persons, which shows consumers' payment service costs over the year and how many times each fee was applied. This information is also visible on account statements, but it is not summarised. With a clear view of all their costs, consumers can assess their extent and compare how much the same services would cost elsewhere. With this in mind, consumers can decide whether to switch their PSP. The aim is to ensure that consumers know where they can check information about the payment services they use or about their costs, that this information is made available to them in a clear manner, at sufficient frequency, and through convenient channels, and that consumers are encouraged to regularly review the information received.

In order to make it easier to switch the main PSP, it is also relevant that consumers are aware of the possibilities for switching PSPs, how to do so (e.g. the account switching service), what to look for when choosing another PSP, how to open an account remotely, etc.

Consumers often choose their main PSP where they have other financial obligations (usually a mortgage loan) because PSPs bundle loans with payment services, offering consumers more favourable loan terms. Consumers should be clearly informed that it is possible to opt out of using payment services when taking out a mortgage loan, as a credit institution can open a free account of limited functionality for the handling of mortgage-related payments.



3.

Direction 3:
**DRIVING
INNOVATION**



Direction 3:

DRIVING INNOVATION

Innovation in the payments market is essential in order to ensure market competitiveness, technological renewal, and the access of users to modern and secure payment services. When it comes to the deployment of innovation in Lithuania, it is important to respond to the Eurosystem's general goal of using payment services based on common standards and interoperability, thus contributing to the creation of an integrated euro area payments market. Innovation is essential in reducing the dependence of the Lithuanian payments market on non-EU card schemes and Big Tech companies, especially for payments at physical points of sale. The European payment instruments and services based on common standards create preconditions for increasing competition, are easily adaptable to new use cases with respect to payment instruments/services, and improve customer experience.

With a view to driving innovation, Lietuvos bankas has set two objectives:

- Implement a European payment solution at points of sale.
- Promote innovation by introducing the SRTP scheme or an alternative payment solution.

Objective 6: Implement a European payment solution at points of sale

In most European countries, PSPs are already offering payment solutions which are alternatives to card payments and are adapted for different payments at points of sale (e.g. Swish, MobilePay, Blick, Bizum, etc.). It should be noted that the European payments market is still fragmented in this area, as the payment solutions offered are mostly only available in national or regional markets, and therefore cannot fully compete with non-European payment cards and mobile wallets (Google Pay, Apple Pay). Today, Lithuania, just as other euro area countries, still has no widespread European retail payment solution at points of sale and in e-commerce. However, Lithuania also does not offer any national or regional alternatives to payment cards at physical points of sale, which makes the Lithuanian payments market particularly dependent on non-European payment solutions.

One of the main objectives of the Eurosystem's retail payments strategy is the emergence of a European retail payment solution at points of interaction. Currently, several market initiatives are being intensively developed in Europe that have the potential to become a widespread European payment solution at points of interaction, namely: the European Payments Initiative (EPI), the European Payments Alliance (EuroPA), and the European Mobile Payment Systems Association (EMPSA).

In addition, the Eurosystem has been exploring the possibility of issuing a digital euro since 2021, and on 29 October 2025, it decided to move to the next stage of preparation – namely, ensuring technical readiness for the issuance of the digital euro. As consumer payment habits evolve, it is sought to ensure the freedom of choice of payment instruments for consumers

across the euro area at all times and in all cases, whether in e-commerce or at physical points of sale. The digital euro would be an additional legal tender complementing cash and issued by the central bank, would be accepted at all points of interactions across the euro area, and could also be used for person-to-person payments. The aim of the digital euro is to achieve a higher level of privacy compared to the current digital payment means, to make it easy to switch PSPs, and to allow the end-user to make payments at any time, even when in the absence of connectivity.

The digital euro project seeks to use a harmonised set of standards that would increase the integration of the euro area payments market and reduce dependency on third-country providers. The digital euro infrastructure would be open to private providers to build on and offer their own solutions that add value for residents and businesses. Therefore, the new solutions being developed by PSPs would be competitive and have a better chance of spreading across the euro area countries.

The final decision on whether and when to issue the digital euro will be taken by the Governing Council of the ECB only after the relevant legislation has been adopted. Under the assumption that EU legislators adopt the Regulation on the establishment of the digital euro (defining the main features of the digital euro, the rules for its distribution and use, and the obligations involved) in 2026, the pilot project and initial transactions could be undertaken from mid-2027. Accordingly, the entire Eurosystem should be ready for the possible issuance of the digital euro by 2029.

Lietuvos bankas will seek to ensure that by 2030, Lithuanian consumers have access to a European payment solution as an alternative to non-European payment cards when paying at points of sale. The aim is that this solution would be available for payments not only in Lithuania but also in other EU countries.

Objective 7: Promote innovation by introducing the SRTP scheme or an alternative payment solution

Instant payments are already widespread in Lithuania, and when used in conjunction with additional functionalities, such as interbank payment requests, they can offer new and more convenient services not only for peer-to-peer transactions, but also for e-commerce payments, utility bill and tax payments, business-to-business payments, or even payments at points of sale.

The SRTP scheme is one of the latest and most innovative schemes developed by the EPC, allowing for the convenient and secure sending and processing of payment requests. The main objective of the SRTP service is to enable residents and businesses to send and receive payment requests easily and quickly, providing the payer with the amount, term, and conditions until the final payment is made.

The SRTP scheme developed by the EPC was launched in the EU in 2017 with the aim of optimising and modernising traditional payment solutions, enabling the development of SEPA payments under various payment use cases (collection of bill and tax payments, business-to-business payments, peer-to-peer transactions or at points of sale, subscription or membership payments, etc.), and ensuring the standardised use of this scheme in all EU countries. The SRTP service scheme, used together with existing SEPA payment schemes (SEPA credit transfers, SEPA instant payments), opens up new opportunities in the financial services sector, giving banks and FinTech companies room to create new products and services. This increases competition and provides more user-friendly payment solutions.

The development of the SRTP service in Lithuania, or an alternative request-to-pay service used in Lithuania and abroad, that allows the sending and processing of requests to pay and the submitting of documents related to the request could help to create new and more user-friendly payment solutions in use cases where only traditional payment services are currently available (e.g. interbank payments between individuals or businesses), and could also become a European alternative to local solutions (e.g. e-invoices).

Lietuvos bankas seeks to promote innovation in the payments market by introducing the SRTP scheme or an alternative payment solution that would be adaptable to various payment scenarios (collection of bill and tax payments, payments between individuals and businesses, etc.), thus enabling the majority of PSP customers to access new and user-friendly services and all willing PSPs to develop innovative products based on European schemes.



Abbreviations

ECB	European Central Bank
EC	European Commission
EPC	European Payments Council
EU	European Union
Eurosystem	European Central Bank and the central banks of the euro area
PSP	payment service provider
SRTP	SEPA request to pay
SME	small- and medium-sized enterprises



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Gedimino pr. 6, LT-01103 Vilnius

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