**Experimental statistics an opportunity for analysts and users**

Experimental statistics have always been aimed at supporting official statistics and improving their quality by facilitating innovation in the production of official statistics and offering users faster access to interesting statistical information.

The statistics produced are defined as experimental because they do not fully comply with the criteria necessary for the stable introduction of new methodologies, their translation into technological and organizational solutions, and the verification of compliance with quality requirements and harmonization rules.

Experimental statistics must be short-term, but they can also be a single publication of statistical information, the start of a new regular publication or part of a statistical review process of the numbers already regularly published.

With the technological developments that have made it possible, among other things, to be able to examine large amounts of information (the so-called Big Data), we have realized that the potential of experimental statistics is very high.

Because they fill knowledge gaps in a timely manner; because they give impetus to the development of new analyzes and new indicators; because they guarantee valid cognitive support for policies.

For example, for the first time, Eurostat estimates price changes in the food supply chain, from farm to consumer. Another example is the use of Wikipedia as a new source for producing statistics on visits to UNESCO World Heritage Sites. This is to measure not only the popularity of the sites but also the "cultural consumption" of the public.

In times like today where the need to have statistical information as soon as possible, the dissemination of experimental statistics (ie non-standard statistics) is highly requested by users. This data is based on new data sources, model-based statistical analyzes, hypotheses and innovative additions to more traditional statistics of sufficient quality to be used for analytical purposes.

Official statistics could therefore not escape this user requests also because with the current massive data offer (the so-called data deluge) and an immense market of producers it would have run the risk of finding itself in the bank of the so-called conservatives disinterested in requests. of users which also includes citizens.

The factors of context and reputational evaluations therefore pushed the statistical institutes and other producers of public statistics to "open" the kitchen.

All of this had other positive effects as well. First of all, to develop a statistical culture capable of recognizing the different nature of data in terms of reliability, consolidation, etc

Indeed, it deserves to be underlined that the decision to publish unofficial statistics accompanied by metadata but also by a dedicated communication strategy has favored their conscious use by users.

Due to the innovative nature of experimental statistics, as we have already mentioned, the quality and reliability of the data and statistics produced may not be clear.

Today, European statistics guide the strategies of those who govern an institution, a company or an organization, trying to provide localized information at all levels, from national to local. Data on the allocation of EU funds, the monetary policy of the Central Bank or prices on European markets.

Therefore, it is not surprising that the European Statistical Office first labeled for, all projects classified as experimental statistics with a specific logo different from the official one. Experiment them.

The logo has the task of: identifying and summarizing the concept of experimental statistics but also to underline the difference in content between the experimental and official statistics and also to represent the views of the statistical institutes on this project.

This is a very delicate semantic passage that has to deal with the risk that the results of the experiments are read as the results of an investigation and used in a distorted or even instrumental way.

A risk that must be avoided because it could heavily affect the constituent elements of the brand (if we want to use a communicator term) are quality, reliability, relevance as well as timeliness.

Another important aspect is the organization of the supply of these experimental statistics and the meta-information that accompany them.

Eurostat, for example, has chosen to focus on the topics covered by guiding the user while viewing the data with illustrations on why they were produced, useful for getting to the methodological note and only then getting to the data.L’istituto italiano di statistica invece sembra puntare ad un utente più “attrezzato” e assicura il loro reperimento attraverso alcuni criteri : classificazioni non standard, nuovi indicatori, analisi e quadri interpretativi, risultati di sperimentazioni sui Big Data.

The Dutch, on the other hand, focus on the concept of innovation rather than experimentation and insert the statistics still without the official stamp in a section where we talk about 360-degree innovation.

We repeat it is about different approaches but all on the same line of **SEPARATING THE OFFICIAL STATISTICS FROM THE SPERMENTAL STATISTICS TO AVOID CONFUSION**

And here we return to the role of Communication as a crucial lever to help clarify.

The logo is only the starting point of a communication strategy that is defined to support the delicate process of recognition by users of the usefulness of experimenting to develop methods, techniques and cognitive approaches of proven efficiency and quality, to bring innovation to the internal processes of production and to contribute to the development of the knowledge economy.

A communication strategy turns into goals and actions to achieve them. All this is generally described in an operational plan which also defines the timing of its implementation.

Let's try to summarize a path of this kind if we are concerned with promoting experimental statistics:

First of all, the objectives must be identified which could be:

BE RECOGNIZED To connect all experimental statistics with a sign of synthesis, a mark that detects the differences between the experimental and official statistics.

LOCATE THE MESSAGE TO BE VEHICLE. Examples: «Experimenting and sharing is useful in the knowledge society».

INFORM / INFORM / INFORM. Accompany the experimental statistics with meta-information, products and insights explaining the reasons for the experimentation, why the presented data are published as experimental statistics, how the presented statistics are produced.

Achieving these objectives is much easier if a specific space that is easily accessible as well as recognizable is dedicated to experimental statistics.

And this is what Eurostat and many European and non-European statistical institutes have done within their institutional sites and on the web more generally.

The PR and Digital PR plan must therefore include events, seminars, meetings, sponsorships of operations to enhance, for example, innovation. Using all the toolbox of tools available which are videos, memes, gifs, visualizations and infographics.

*Improving the quality of statistical sources, developing new technologies and increasing the efficiency of analysis systems this is the future of statistics, therefore experimental statistics will play an increasingly important role.*