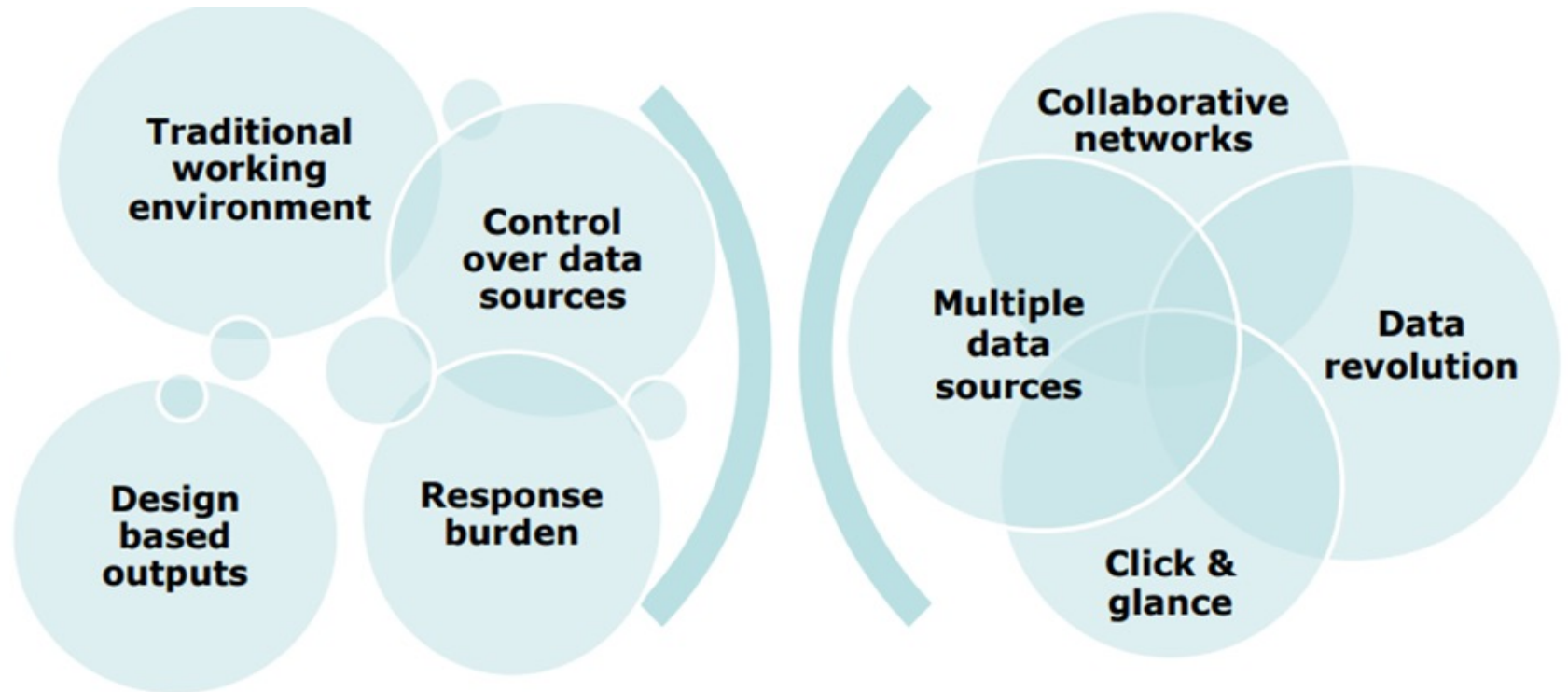


NEW COMMUNICATION STRATEGIES AND DISSEMINATION OF OFFICIAL STATISTICS

OUTLINE

- The new framework
- The NSIs' response
- The role of Eurostat
- Dissemination and communication policy and strategy
- Key actions to achieve the objectives
- The importance of monitoring and measurement
- Statistical sensationalism
- What we have learned

THE NEW FRAMEWORK



THE REACTION OF PRODUCERS OF OFFICIAL STATISTICS TO THE NEW FRAMEWORK...

- **Integrated and synergistic approach between new media, institutional website and other web services**
- **Modernisation of the information offer**
- **Stable relationship with users**
- **Human centric design at the heart of every communication and dissemination tool and product**
- **Adoption of innovative languages**
- **Dialogue with the digital community**

BEFORE LEAVING, A FEW POINTS TO KEEP IN MIND

- ✓ **The communication of official statistics** is crucial for their production and to exclude low-quality statistics and policies based only on sentiment
- ✓ **Dissemination of official statistics** is strategic for data users and brings statistics closer to citizens
- ✓ **Statistical information** must be presented in an objective and impartial manner and must be independent
- ✓ **All users** must have equal access to data, as well as to metadata
- ✓ **A modern communication and dissemination strategy** has to consider the actual and future needs of users

THE ROLE OF EUROSTAT

A reference for all NSIs also in the field of communication and dissemination

Driver of changes and innovations to strengthen the relationship with users

Eurostat's vision: better communication of European statistics, better statistical literacy among users and more agility and interaction in responding to users' needs

EUROSTAT DISSEMINATION AND COMMUNICATION POLICY

- We **proactively target** various user groups to meet their needs
- We are **timely and digital** by default
- Our products and services **are free of charge**
- **We are where** our users are active and expect to find our data
- We use and apply a consistent **visual identity**
- We maintain statistical **confidentiality and privacy** in all our dissemination and communication activities

FROM THE PRINCIPLES TO THE STRATEGY...

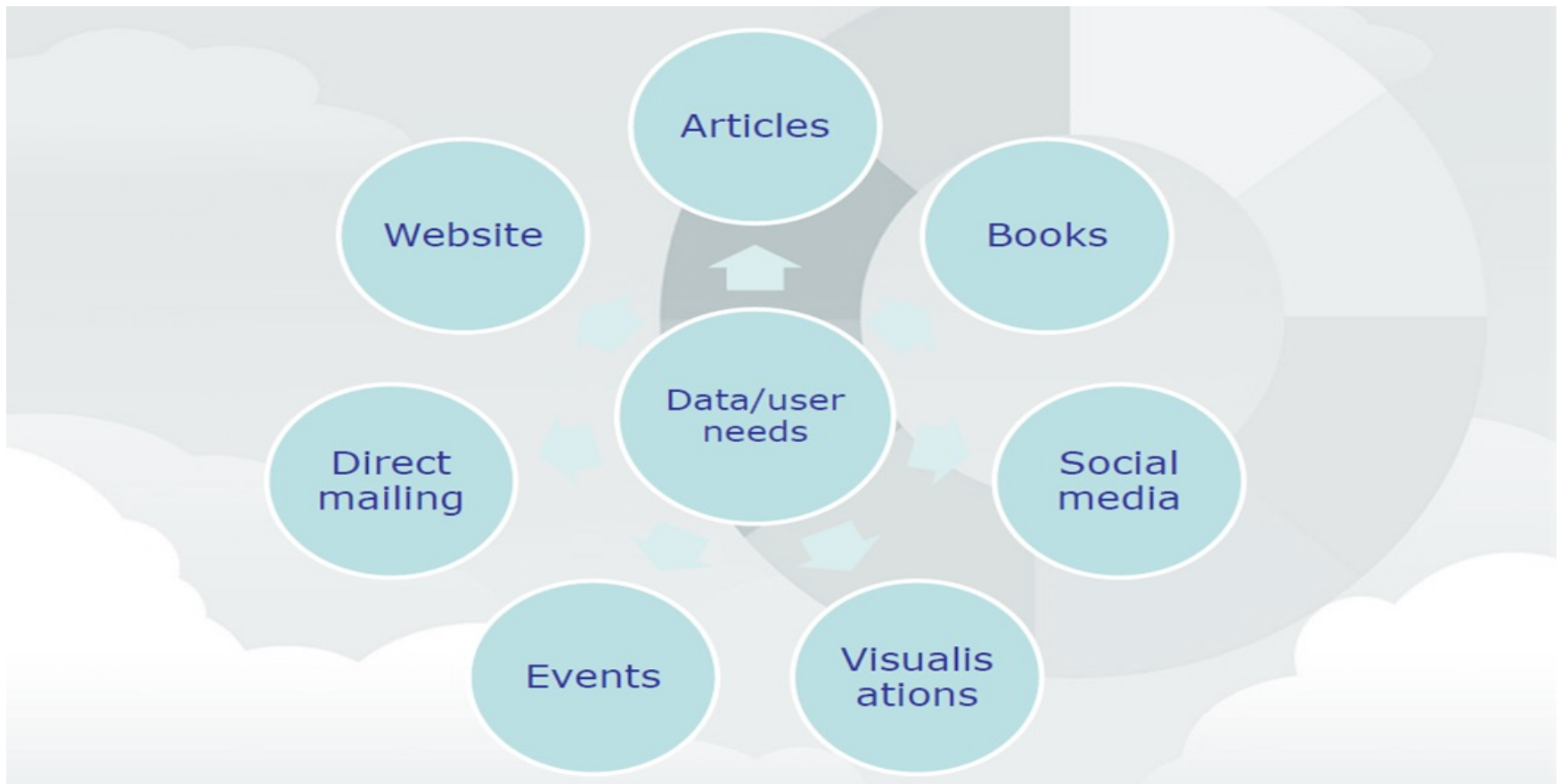
EUROSTAT DISSEMINATION AND COMMUNICATION STRATEGY

- **Diversify** communication **channels** to reach a wider audience
- Open possibilities for **feedback**, to continuously improve the quality of Eurostat products and services
- Get to know **additional** user segments
- To increase basic **statistical literacy**
- To increase **trust in Eurostat** ("*we listen and we answer*")
- To strengthen **Eurostat** image of **accessibility**
- To increase the **visibility of** Eurostat online



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NEW TOOLBOX OF DISSEMINATION AND COMMUNICATION



KEY ACTIONS: USER PROFILING

The evolution of the scenario has produced a strong segmentation of the target audience



Classifying the different targets according to differentiated and identified criteria is the prerequisite for an effective communication and dissemination strategy

INSTITUTIONAL USERS

- European Parliament
- Council
- European Economic and Social Committee
- Committee of the Regions
- European Central Bank
- Confederation of European Business (BUSINESSEUROPE)
- European Trade Union Confederation
- European Association of Craft, Small and Medium-sized Enterprises
- European Data Protection Supervisor
- Commission DGs

NON-INSTITUTIONAL USERS

- Users with a general interest (e.g., economic growth)
- Journalists and media
- Citizens
- Students and Teachers (by level of education, or age)
- Users with a specific subject/domain interest (e.g., health)
- Other decision makers
- Policy analysts
- Marketing analysts
- Experts in a specific field
- Users with a research interest (e.g., innovation in enterprises)
- Scientific community: academics, researchers at universities and research institutions
- Consultants and researchers in Governmental Agencies and private sector

TYPE AND FREQUENCY OF USE

	<u>Institutional</u> users		<u>Non-</u> <u>institutional</u> users	
		General	<u>Specific</u>	Research
<u>(very)</u> Heavy				
<u>Light/</u> <u>occasional</u>				
<u>Not/</u> <u>potential</u>				


KEY ACTIONS: PROFILING POTENTIAL USERS

We need to learn more about potential users: people who do not currently use statistics but who could benefit from their use.



The “Personas” project has identified 5 specific types of potential users by defining characteristics with which users can recognise themselves

DATA-ORIENTED
INTERMEDIATE
USER

eurostat 

ISAK

Works as a journalist for
a national newspaper

STATISTICAL LITERACY



COMPUTER PROFICIENCY



*"The challenge is in finding
the right data rather than
interpreting it."*

Why do I use European statistics?

*I build stories by analysing
a given topic from different
angles. Statistics is one of
those angles.*

What do I do with European statistics?

- Search for visualisations and raw data
- Download selections of specific tables
- Look for inspiration to prepare own visualisations
- Support arguments or give the bigger picture through European comparisons

We should provide Isak with
crosslinks between datasets and the related
dissemination tools.

We must not let Isak waste
time while looking for relevant data.

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TECHNICAL
ADVANCED
USER

eurostat 

PIETRO

Works for a big consultancy firm

STATISTICAL LITERACY



COMPUTER PROFICIENCY



*"The search time to find and download
the right datasets is long, but I cannot
give up – it is my job to find the right
data at the right time."*

Why do I use European statistics?

*I collect high-quality data that
I provide as a commodity to
my clients.*

What do I do with European statistics?

- Set up automatic downloading of multiple datasets
- Combine different data sources to provide clients with latest data on market trends
- Provide clients with detailed information, like metadata or specific dataset codes
- Give trainings to colleagues on Eurostat

We should make automation as
easy as possible, allowing Pietro to easily access
different datasets.

We must not change the way
data are disseminated or the way variables are
measured without notifying him.

**ANALYTICAL
ADVANCED
USER**

Works as a policy maker for
the European Commission's
Directorate General for Trade

INGRID

STATISTICAL LITERACY
●●●●●
COMPUTER PROFICIENCY
●●●●●

*"I need raw data on specific topics
to draw my own conclusions."*

Why do I use European statistics?

*I use statistics to assess the
impact of existing policies
and propose new ones.*

What do I do with European statistics?

- Find data on a specific topic and customise tables for download in Excel
- Analyse downloaded data and create graphs
- Look up or request specific metadata
- Save bookmarks to return to datasets

We should facilitate the
customisation of tables for download
as much as possible.

We must not provide Ingrid with
ready conclusions or data visualisations without
a clear link to the raw data behind them.

**VISUALLY-ORIENTED
INTERMEDIATE
USER**

MIA

Studies political sciences
and international relations

STATISTICAL LITERACY
●●●●●
COMPUTER PROFICIENCY
●●●●●

*"Raw figures are interesting but
graphs give me an immediate
overview."*

Why do I use European statistics?

*I need to put things in
a European perspective when
drafting essays for my studies.*

What do I do with European statistics?

- Search for topic-specific graphs and maps
- Quote reports and publications and make screenshots of visualisations to use in my academic essays
- Browse through the website to see what else is available

We should provide Mia with
the tools to easily save and download the bits
and pieces she needs for later reference.

We must not let Mia get lost
while browsing through the Eurostat website, but
still allow her to explore different types of content.



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EUROPEAN
STATISTICAL
SYSTEM

PERSONALLY
INTERESTED
LIGHT USER

eurostat 

STATISTICAL LITERACY
●●●●●
COMPUTER PROFICIENCY
●●●●●

Interested in European statistics;
English and history teacher

KRISTOFFER

*"The general view is enough for me
– I am not enough of a specialist to
dig deep into the data."*

Why do I use European statistics?

*I visit Eurostat's website out of
personal interest and sometimes
to prepare a lesson.*

What do I do with European statistics?

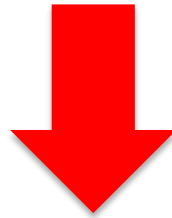
- Check out and share data visualisations from Eurostat's Facebook page
- Look for material for school lessons
- Look up facts on 'hot topics' that colleagues and friends are discussing

We should make sure that Kristoffer, who arrives on Eurostat via Facebook, can easily navigate his way around the rest of the website.

We must not ignore the fact that Kristoffer will also need help to correctly understand and interpret our data.

KEY ACTIONS: USING A MULTI-CHANNEL STRATEGY

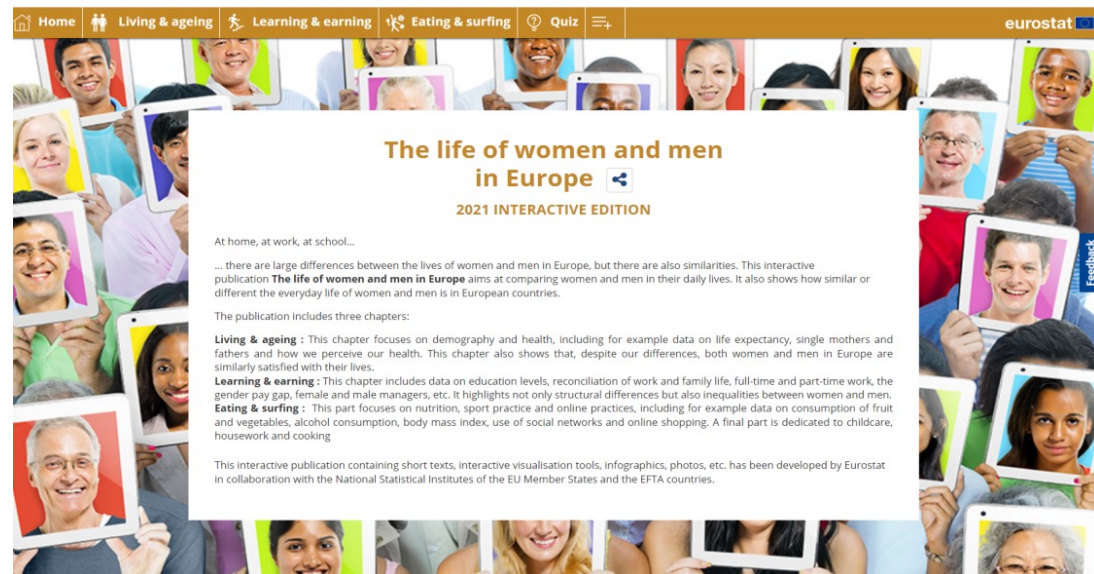
Users travel from one platform to another and from one digital site to another to search for information and share content with friends and family



We need to leverage multimedia and more technologies to reach the different targets that make up today's audience of data users

AN EXAMPLE OF A MULTI-CHANNEL STRATEGY

“The life of women and men in Europe” was promoted through the Eurostat website, a News Release, social media (https://twitter.com/eu_eurostat <https://it-it.facebook.com/EurostatStatistics>), a promotional video as well as through the related General Directorates of the European Commission on a European level



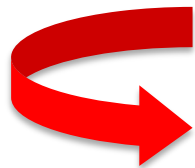
<https://ec.europa.eu/eurostat/cache/infographs/womenmen/>

KEY ACTIONS: STRENGTHENING DIALOGUE WITH CITIZENS

The impact of statistics is linked to the way they are
communicated



Plain language makes it possible to reach a non-expert
audience



Visualisation is a universal language that reaches
everyone



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AGEING EUROPE

European Union

Want to know more about Europe's ageing population? Select a country and then click on one of the images to discover more on each topic.

population

living conditions

health

working life

income & expenditure

social life

75

eurostat

<https://ec.europa.eu/eurostat/cache/digpub/ageing/>

KEY ACTIONS: ADOPTION OF INNOVATIVE COMMUNICATION STANDARDS

The paradigm change requires looking for unconventional ways to reach users

Technology today is absolutely a pre-requisite

Storytelling is the driver

The buzzwords are: *speed in communication and promptness in responding*



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INTERACTIVE
PUBLICATIONS



European Pillar of Social Rights: Social scoreboard of indicators

This event starts at 11:00

Event organised by Eurostat in cooperation with DG Employment, Social Affairs & Inclusion

Watch on YouTube

WHAT'S NEW?

[See complete list](#)



29/09/2021

Commercial oil stocks adjust from COVID peak



29/09/2021

22% of people in the EU have high blood pressure



28/09/2021

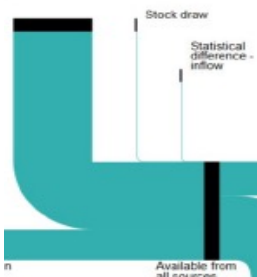
EU countries recognise occupational risk of COVID-19



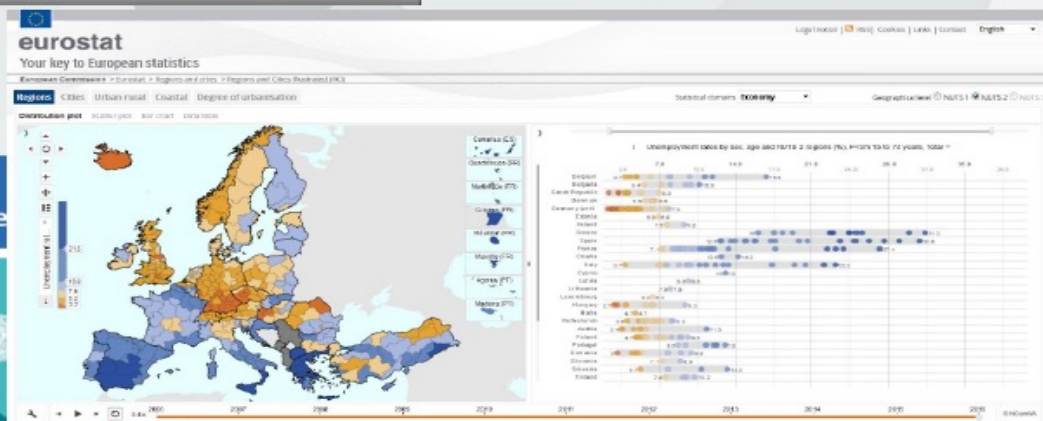
28/09/2021

SDGs & me: Responsible consumption and production

Statistics
Explained - Your
guide to
European
Statistics

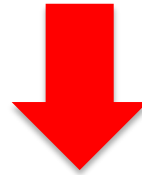


Key figures on Europe



KEY ACTIONS: OFFERING TAILOR-MADE SERVICES AND PRODUCTS

Different users or user groups have different needs.



Providing services and products better tailored to the best use of the data users are looking for

Diversity, flexibility, agility mark the new communication and dissemination strategy

TAILORED DISSEMINATION SERVICES

USERS	TAILORED SERVICES & PROUCTS
Heavy data users, data suppliers	Massive download tools, Linked Open Data, Microdata, Statistics in a machine-readable open data format
Researchers, analysts, financial community, data journalists	Microdata, Visualization, Digital Library
Institutions, policy/decision makers, central/local goverment	Statistical Reports with at regional level, Visualization, Census microdata
Media, old/new	Press releases, Video, Infographics, Training for data jounalists, Social media, On line press room, podcast
Prosumers, influencers	Apps, Reusable contents to embed and comment, Social media
Large audience, general public, pupils, teachers, citizens	Web publishing, Social media, Infographic, On line press room, podcast
Statistical producers / statistical community, Internal staff	E-learning system, Sharing platforms, Web seminars

KEY ACTIONS: INCREASING VALUE

New dissemination standards and semantic technologies have created additional information value in official statistics

CONTENT SIDE

**EMERGING THEMES,
MULTIDIMENSIONAL
ANALYSIS, ANALYSIS
DETAIL....**

TECHNICAL SIDE

**DATA EXPORT,
VISUALISATION,
INTEROPERABILITY....**



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English

European Commission > Eurostat > Regions and cities > Regions and Cities Illustrated (RCI)

Regions Cities Metropolitan Urban-rural Degree of urbanisation Border Coastal Island Mountain Outermost

Statistical domains

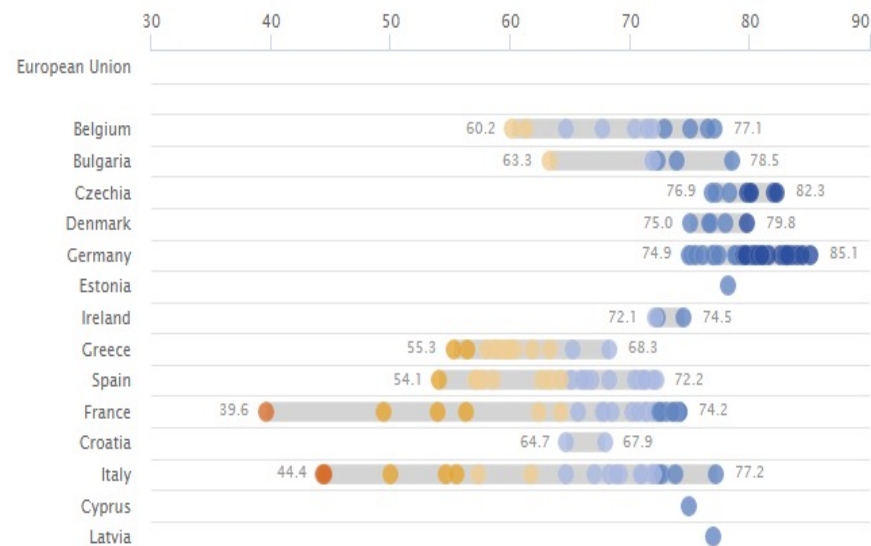
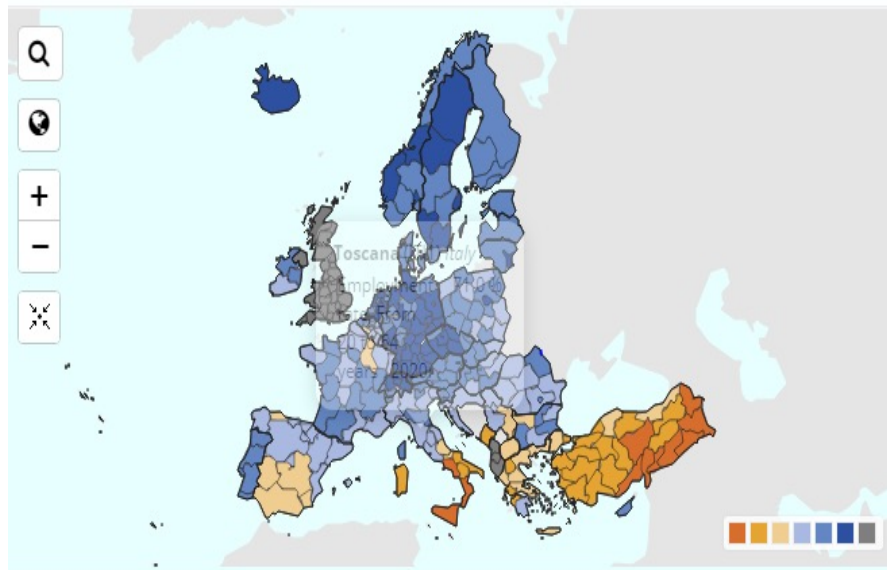
Labour market

Geographical level

☐ NUTS 1 ☒ NUTS 2 ☐ NUTS 3

Distribution plot Scatter plot Bar chart Data table

Employment rate, From 20 to 64 years, 2020



2012 2013 2014 2015 2016 2017 2018 2019 2020

Help Share

Boundaries ©EuroGeographics ©UN-FAO ©Turkstat // Cartographie Eurostat - GISCO // Disclaimer

<https://ec.europa.eu/eurostat/cache/RCI/#?vis=nuts2.labourmarket&lang=en>



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EUROPEAN STATISTICAL Recovery Dashboard

This dashboard presents a selection of COVID-related indicators.

For an analysis of the indicators, please read the [Eurostat commentary](#)

eurostat



Next update: 17 March 2022

Edition: **February 2022**

European Union

ALL TOPICS

ECONOMY & PRICES

BUSINESS & TRADE

PEOPLE & WORK

Excess mortality

22.9%
DEC 2021



GDP

0.4%
Q4 2021



Inflation

5.3%
DEC 2021



Industrial production

0.7%
DEC 2021



Business registrations

1.6%
Q4 2021



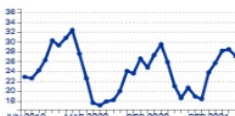
Bankruptcy declarations

-0.7%
Q4 2021



Air quality

27.1 µg/m³
JAN 2022



Unemployment rate

6.4%
DEC 2021



Economic Sentiment Indicator

111.6
JAN 2022



Government surplus / deficit

-3.3%
Q3 2021



Services turnover

Accommodation & food services turnover

Government debt

Production in construction

Retail trade

<https://ec.europa.eu/eurostat/cache/recovery-dashboard/>



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DATASETS

ORGANIZATIONS

ABOUT

Search



Welcome to Linked Open Statistical Data Hub

This data hub is a catalog of datasets and resources used in the Linked Open Statistical Data project. From this site you can access datasets, Linked Data tools and training materials.



Data conversion using Juma



Querying our RDF Store using
SPARQL or GraphQL



Visualization and Analysis using
OLAP Browser or Cube Visualiser



Learning Platform



European Statistical Training Programme
Organization created for the purpose of the...

SILC Ireland



Istituto Nazionale di Statistica
Italian National Statistics Office

ILO Unemployment Rate for Ages 15-74 by NUTS region Italy

<https://losd-data.staging.derilinx.com/>

Big Data

- ▶ **Initiatives**
- ▶ **Studies**
- ▶ **Training**
- ▶ **Eurostat-Cybernetica project**
- ▼ **Events**
 - NTTS 2019 - Big Data Hackathon
 - ▼ **European Big Data Hackathon 2017**
 - What is the purpose?
 - ▶ **Teams**
 - Policy question
 - ▶ **Data sources**
 - Data product
 - Panel of evaluators
 - Industry sponsoring
 - Schedule
 - Detailed description
 - Privacy statement
 - Big Data Europe project - event 5 December 2016 in Cologne
 - ▶ **Big Data Event 2014**
 - European Data Forum 2014
- ▶ **Official Statistics in the era of Ubiquitous connectivity and Pervasive Technologies**



Date and venue

Participation in the Hackathon

Teams of three members were proposed by the National Statistical Institutes and included members of the national data science community, staff of the statistical office or a partnership of both.

433 Tweet



EU-BD-Hackathon

@EU_BD_Hackathon

#euBDhack is the European Big Data Hackathon with teams combining #bigdata & #OfficialStatistics.

Tweets by @darbuono

26 of Feb to 4 March, online [ec.europa.eu/eurostat/cros/...](https://ec.europa.eu/eurostat/cros/)

Iscrizione a gennaio 2017

168 following **476** follower

Tweet

Tweet e risposte

Contenuti

Mi piace

 Tweet fissato



EU-BD-Hackathon @EU_BD_Hackathon · 5 mar 2021

.@AWirthmann just announced the winners of the 2021 edition of European Big Data Hackathon:

1st IT (@istat_it) 🇮🇹

2nd PL (@StatPoland)

3rd LT (Lithuania) 🇱🇹

4th FR (@InseeFr)

5th DE-1 (@destatis)

6th NO (@SSB_Norway) 

#euBDhack

KEY ACTIONS: IMPROVING STATISTICAL LITERACY

Getting statistics correctly understood by a wide audience using communication products and actions has also made numeracy more attractive and usable

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Your key to European statistics

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[Translate](#)

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[Our services](#)

▲ [Frequently asked questions](#)

[COVID-19](#)

[Brexit](#)

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VIDEOS AND EXERCISES FOR TEACHERS AND STUDENTS

Overview of Eurostat tools

Statistics in the classroom



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[Energy statistics](#)

Data driven journalism



Increasing impact with Open Data across borders
20/06/2018

What is data driven journalism?

"The goal is to explain the news and tell the stories in the most attractive, accurate and simple way as possible." Jaime Serra, Data Journalist, [La Vanguardia](#).

Data journalists are professionals with a sense for news and the ability to write compelling stories using data. Data can be a source of information for data journalists and it can be used to compare, analyse or aggregate information

How the digitisation of media led the way to data driven journalism

With the course of the digitisation of media, the gatekeeper to information was superseded. Publishing houses used to have the exclusive privilege to receive press releases and invitations for press conferences to gain and process information for their publications. Hence, they functioned as a gatekeeper to information, filtering, selecting and evaluating news. Today information is spread and shared swiftly via numerous digital channels. This leads to a flood of information available, creating the opportunity for everyone to get informed, research for another opinion, vet referenced sources or contribute to the public discourse. It became easier to retrieve information and to publish stories on digital platforms. Independent journalists, now having equal access to information and the possibility to share their work with others on digital platforms, gained more recognition and influence.

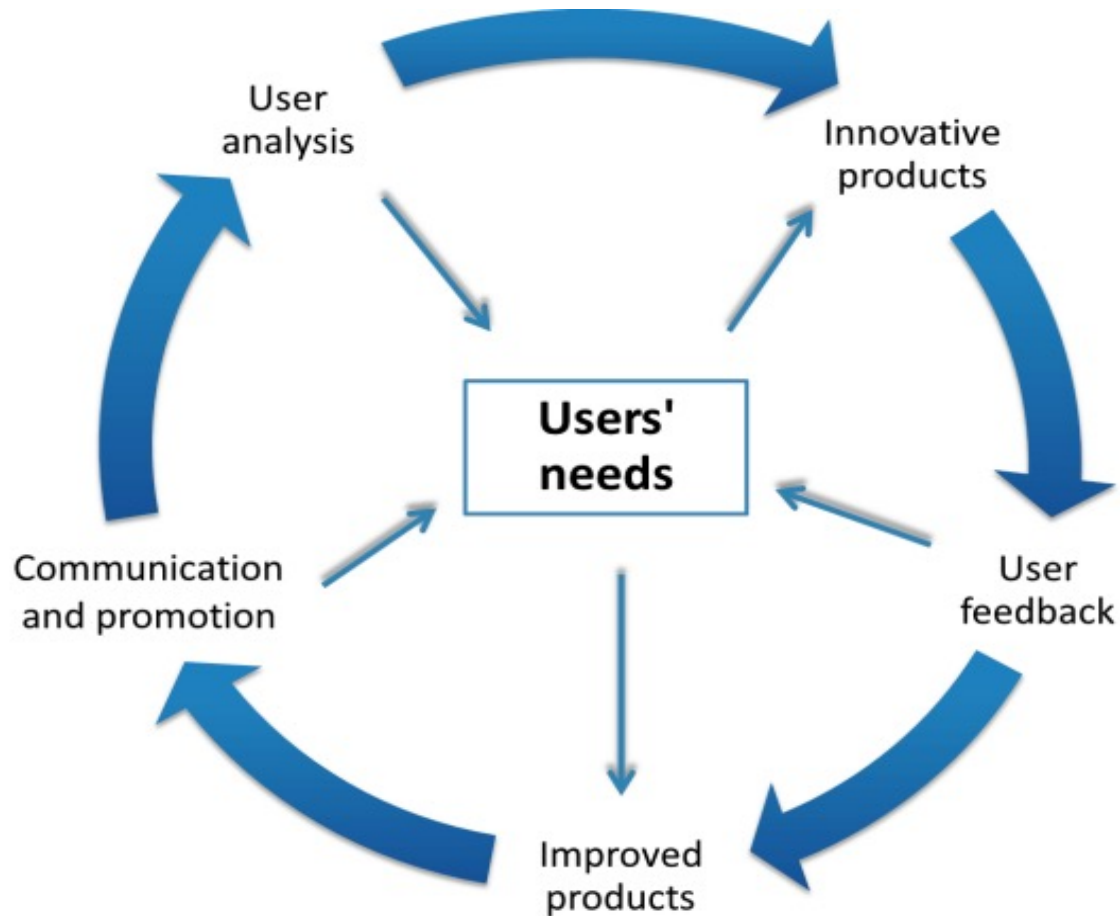
At the same time the trust in media and the objection against biased media publications increased. It became more difficult for journalists to make an impact and create awareness with their publications, especially if they do not have sufficient support, networks and financial means at their disposal. The flood of sources, processed information and publications led to an overload of impressions. Working with data can help journalists to be forceful in their argumentation and increase the impact of their publications.

KEY ACTIONS: MEASURING AND EVALUATING

In order to assess the effectiveness of the work and improve the communication and dissemination strategy and activities, specific actions need to be planned and implemented

- Adopt **user analytics**
- **Planning systems** to measure the effectiveness of communication initiatives and actions
- **Listen systematically** to the network
- **Consult periodically** on strategic brand positioning

A SUMMARY OF OUR TRIP



BUT THERE'S MORE.....

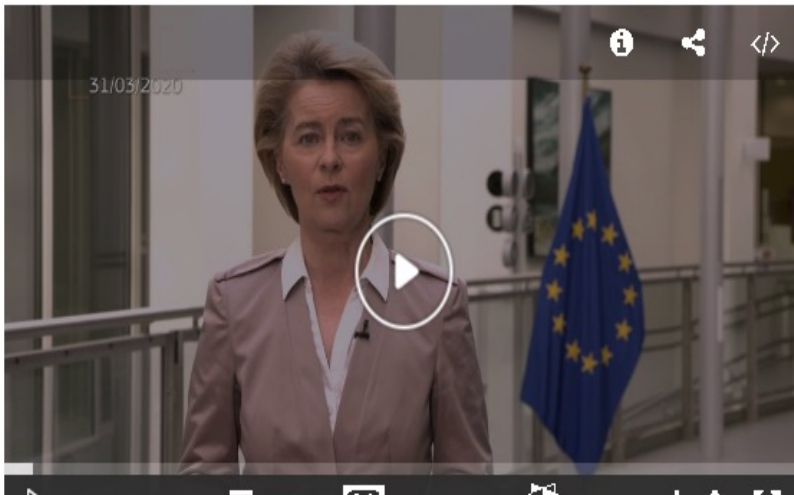
Statistical data enters a 'life cycle' and interacts with different information and can be the subject of fake news

Statistical sensationalism is a phenomenon to be considered in the dissemination and communication strategy

The new challenge is to promote actions, products to support fact checking, gatekeepers, misinformation and disinformation and veracity

Home > Live, work, travel in the EU > Coronavirus response > Fighting disinformation

Fighting disinformation



Disinformation on the coronavirus is thriving. It is important that you get updated information from authoritative sources only.

We suggest that you follow the advice of [your public health authorities](#), and the websites of relevant EU and international organisations: [ECDC](#) and [WHO](#). You can also help by not sharing unverified information that comes from dubious sources.

The fight against disinformation is a joint effort involving all European institutions. The EU is working in close [cooperation with online platforms](#) to encourage them to promote authoritative sources, demote content that is fact-checked as false or misleading, and take down illegal content or content that could cause physical harm.

WHAT WE HAVE LEARNED

- ✓ **Use social networking channels**, but also listen to the "websphere"
- ✓ **Be agile and flexible** by following changes in users, behaviour and communication channels
- ✓ Make what is communicated **understandable** and make sure it is **understood**
- ✓ Design each product and each communication and dissemination tool according to the criteria of **Human centric design**



WHAT WE HAVE LEARNED

- ✓ Communicating and disseminating statistics **means interacting** with target audiences
- ✓ **Co-creating with users** means knowing their needs and transforming them into multipliers of the information produced
- ✓ **Evaluate communication and dissemination actions:** the absence of evaluation leads to ineffective communication

”BE WHERE THE USERS ARE!”

THANKS FOR THE ATTENTION!