

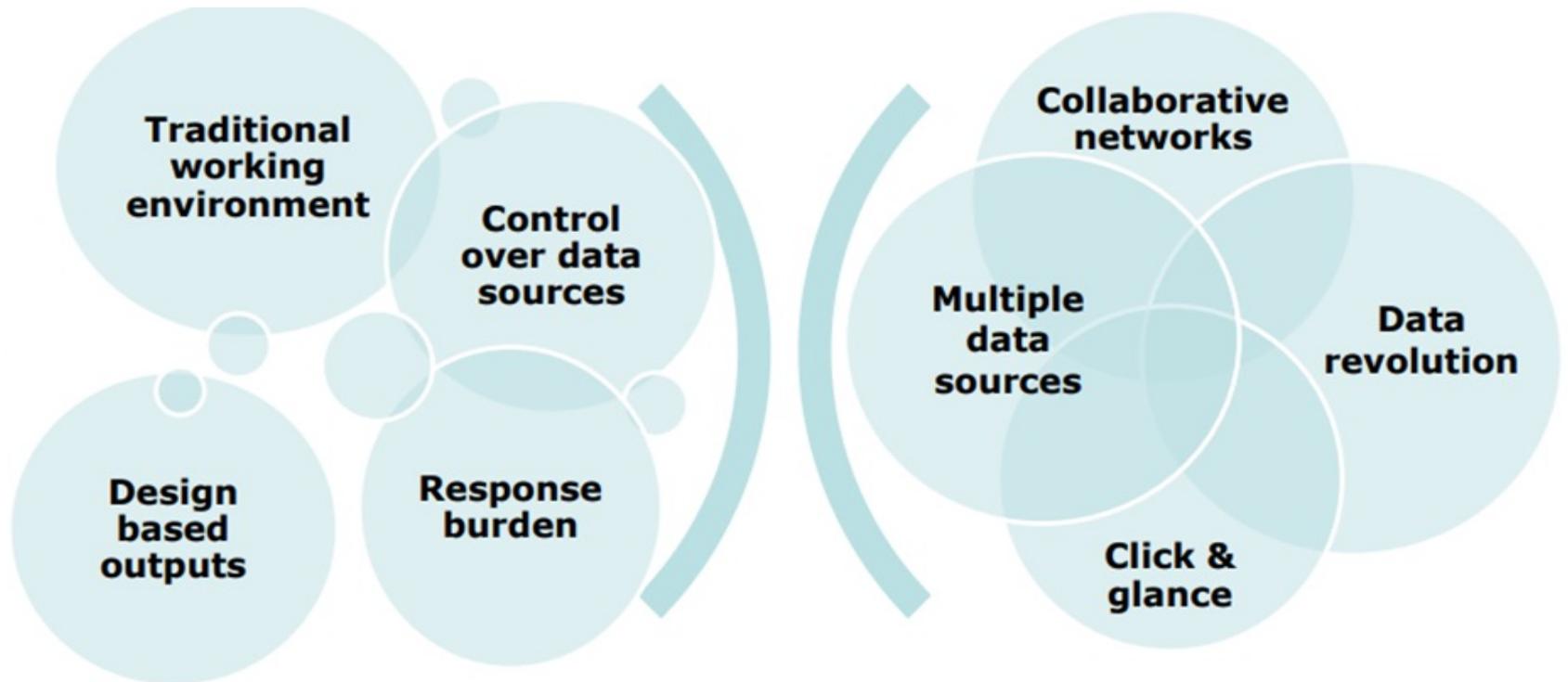


NEW COMMUNICATION STRATEGIES AND DISSEMINATION OF OFFICIAL STATISTICS

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...

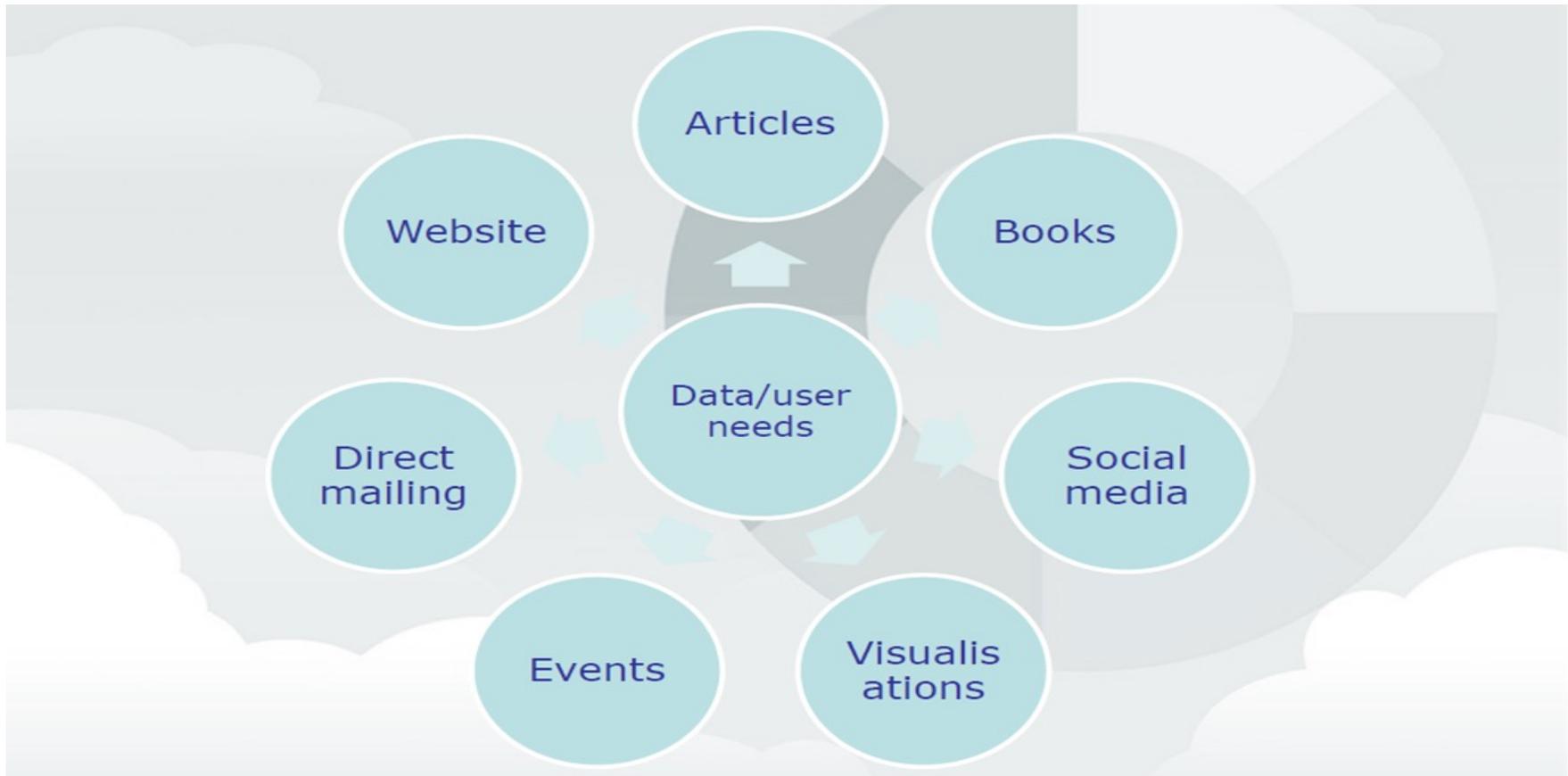
EUROSTAT DISSEMINATION AND COMMUNICATION STRATEGY

- **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



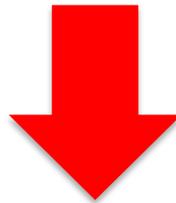
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NEW TOOLBOX OF DISSEMINATION AND COMMUNICATION



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

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.

TECHNICAL
ADVANCED
USER

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.



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**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.

eurostat

**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.



European
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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



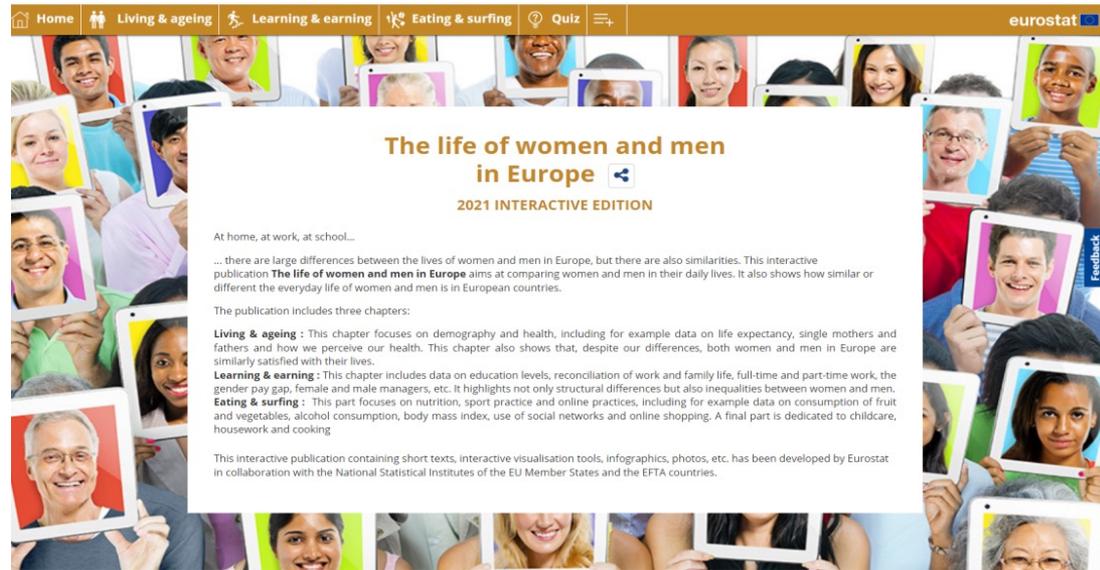
We need to leverage multimedia and more technologies to reach the different targets that make up today's audience of data users

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



The life of women and men
in Europe



Home Living & ageing Learning & earning Eating & surfing Quiz

The life of women and men in Europe

2021 INTERACTIVE EDITION

At home, at work, at school...

... there are large differences between the lives of women and men in Europe, but there are also similarities. This interactive publication **The life of women and men in Europe** aims at comparing women and men in their daily lives. It also shows how similar or different the everyday life of women and men is in European countries.

The publication includes three chapters:

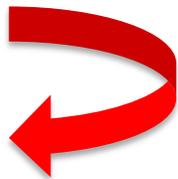
- Living & ageing** : This chapter focuses on demography and health, including for example data on life expectancy, single mothers and fathers and how we perceive our health. This chapter also shows that, despite our differences, both women and men in Europe are similarly satisfied with their lives.
- Learning & earning** : This chapter includes data on education levels, reconciliation of work and family life, full-time and part-time work, the gender pay gap, female and male managers, etc. It highlights not only structural differences but also inequalities between women and men.
- Eating & surfing** : This part focuses on nutrition, sport practice and online practices, including for example data on consumption of fruit and vegetables, alcohol consumption, body mass index, use of social networks and online shopping. A final part is dedicated to childcare, housework and cooking

This interactive publication containing short texts, interactive visualisation tools, infographics, photos, etc. has been developed by Eurostat in collaboration with the National Statistical Institutes of the EU Member States and the EFTA countries.

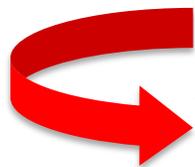
<https://ec.europa.eu/eurostat/cache/infographs/womenmen/>

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

i t f

<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*



European Commission

INTERACTIVE PUBLICATIONS



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



European Pillar of Social Rights: Social scoreboard of indicators

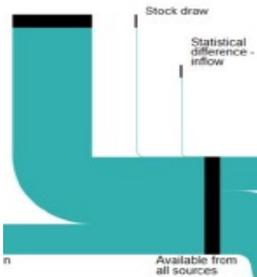
This event starts at 11:00

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



Watch on YouTube

Statistics Explained - Your guide to European Statistics



Key figures on Europe

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Your key to European statistics

European Commission | Eurostat | Regions and Cities | Regions and Cities | Regions and Cities

Geographical | **EU27** | **EU28** | **EU25** | **EU15** | **EU12**

Statistical domains | **Demography**

Distribution plot | **Unemployment rates by sex, age and NUTS 2 region (%) from 1970 to 2020, total**

Region	1970	1975	1980	1985	1990	1995	2000	2005	2010	2015	2020
Belgium	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
Denmark	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
France	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
Germany	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
Greece	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
Ireland	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
Italy	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
Latvia	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
Lithuania	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
Malta	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
Netherlands	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
Poland	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
Portugal	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
Romania	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
Slovakia	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
Slovenia	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
Spain	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0

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 journalists, 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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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

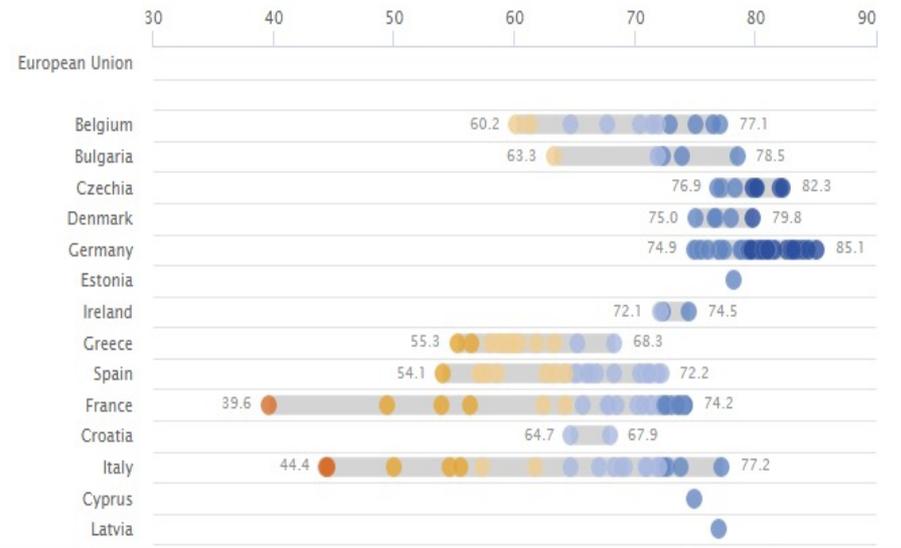
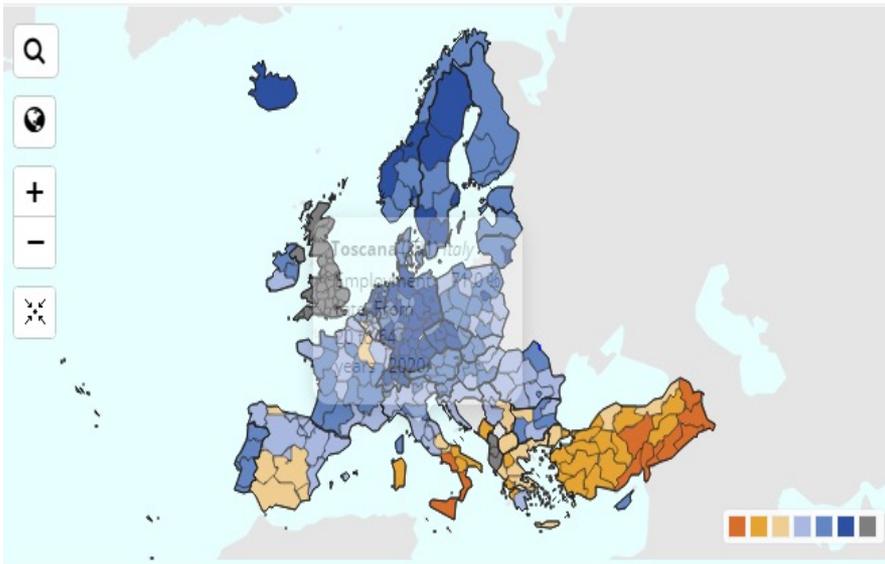
Labour market

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

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



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EUROPEAN STATISTICAL Recovery Dashboard

eurostat



This dashboard presents a selection of COVID-related indicators.

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

Next update: 17 March 2022

Edition: **February 2022**

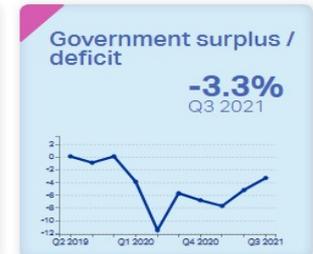
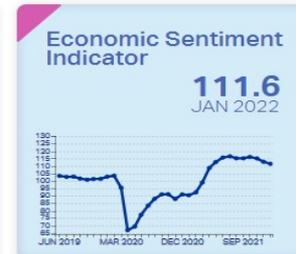
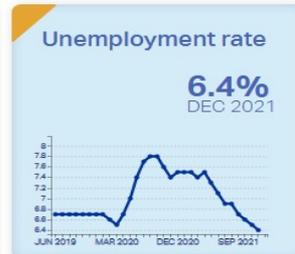
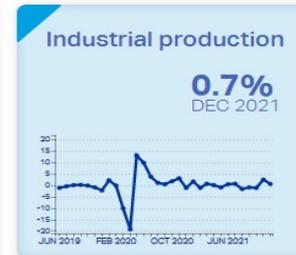
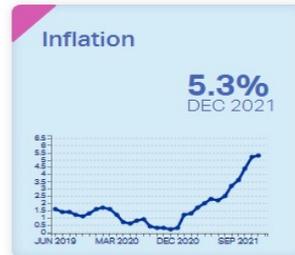
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ALL TOPICS

ECONOMY & PRICES

BUSINESS & TRADE

PEOPLE & WORK



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



European Commission



DATASETS

ORGANIZATIONS

ABOUT

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/>



European Commission

EU-BD-Hackathon
433 Tweet



Segui

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/...
📅 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

European Big Data Hackathon 2017

- 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



The European Big Data Hackathon is an event organised by the European Commission (Eurostat) which gathered teams from all over Europe to compete for the best data product combining official statistics and big data to support policy makers in one pressing policy question facing Europe.

Date and venue

The Hackathon took place in Brussels from 13 to 15 March 2017 back to back with the NTTS 2017.

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.

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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▲ [Frequently asked questions](#)

[COVID-19](#)

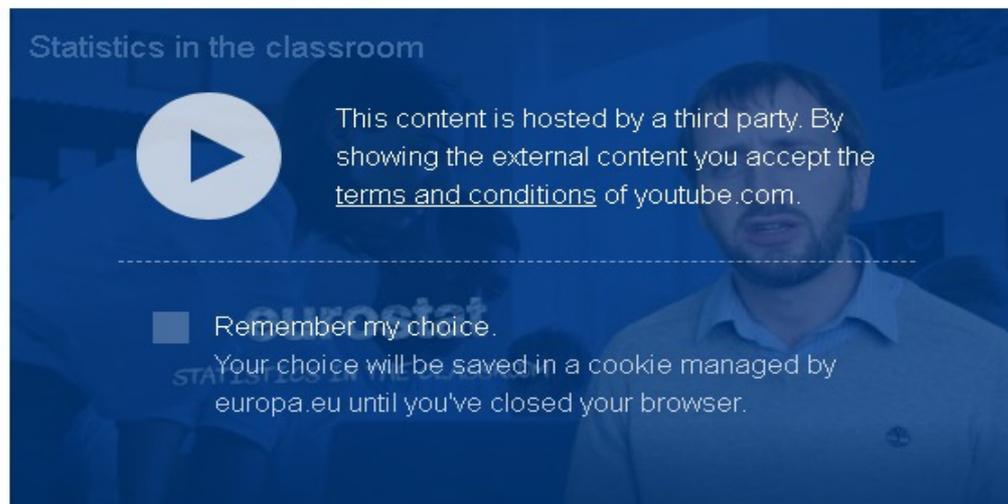
[Brexit](#)

▼ [Education corner](#)

VIDEOS AND EXERCISES FOR TEACHERS AND STUDENTS

Overview of Eurostat tools

Statistics in the classroom



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[Energy statistics](#)

<https://ec.europa.eu/eurostat/help/education-corner/teachers-and-students>

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.

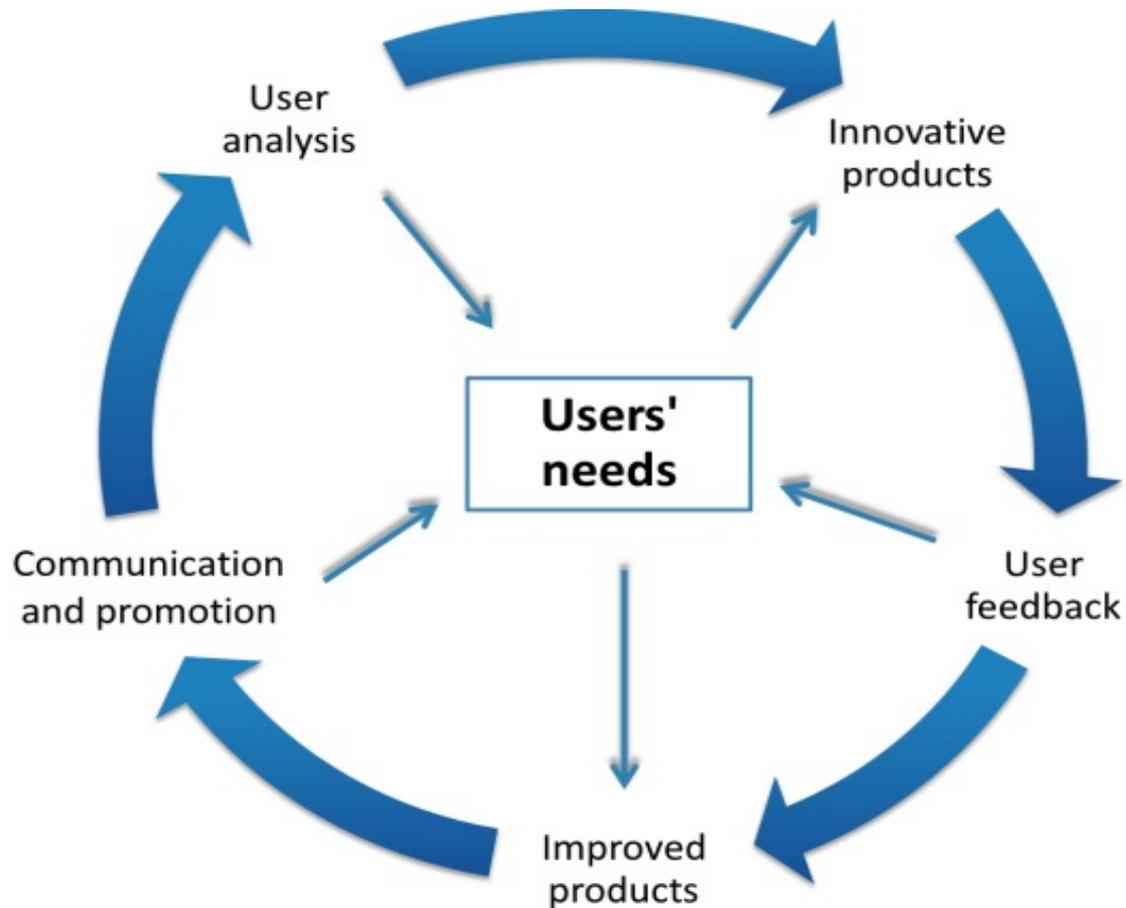
At the same time the trust in media and the objection against biased media publications increased. It became more difficult for journalists to make an impact and create awareness with their publications, especially if they do not have sufficient support, networks and financial means at their disposal. 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



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EN English

Search

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.

ec.europa.eu/info/live-work-travel-eu/coronavirus-response/fighting-disinformation_en?

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!