



Innovating Statistical Communication in Europe: the DIGICOM Project

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Overview

- Ongoing **changes** affecting official statistics
- Response of the European Statistical System:
ESS Vision 2020
- Modernising communication and dissemination through **DIGICOM**, a Vision 2020 project

Ongoing changes affecting official statistics

It is not the strongest or the most intelligent who will survive but those who can best manage change.

Charles Darwin



Ongoing changes affecting official statistics



Data
revolution



New metrics

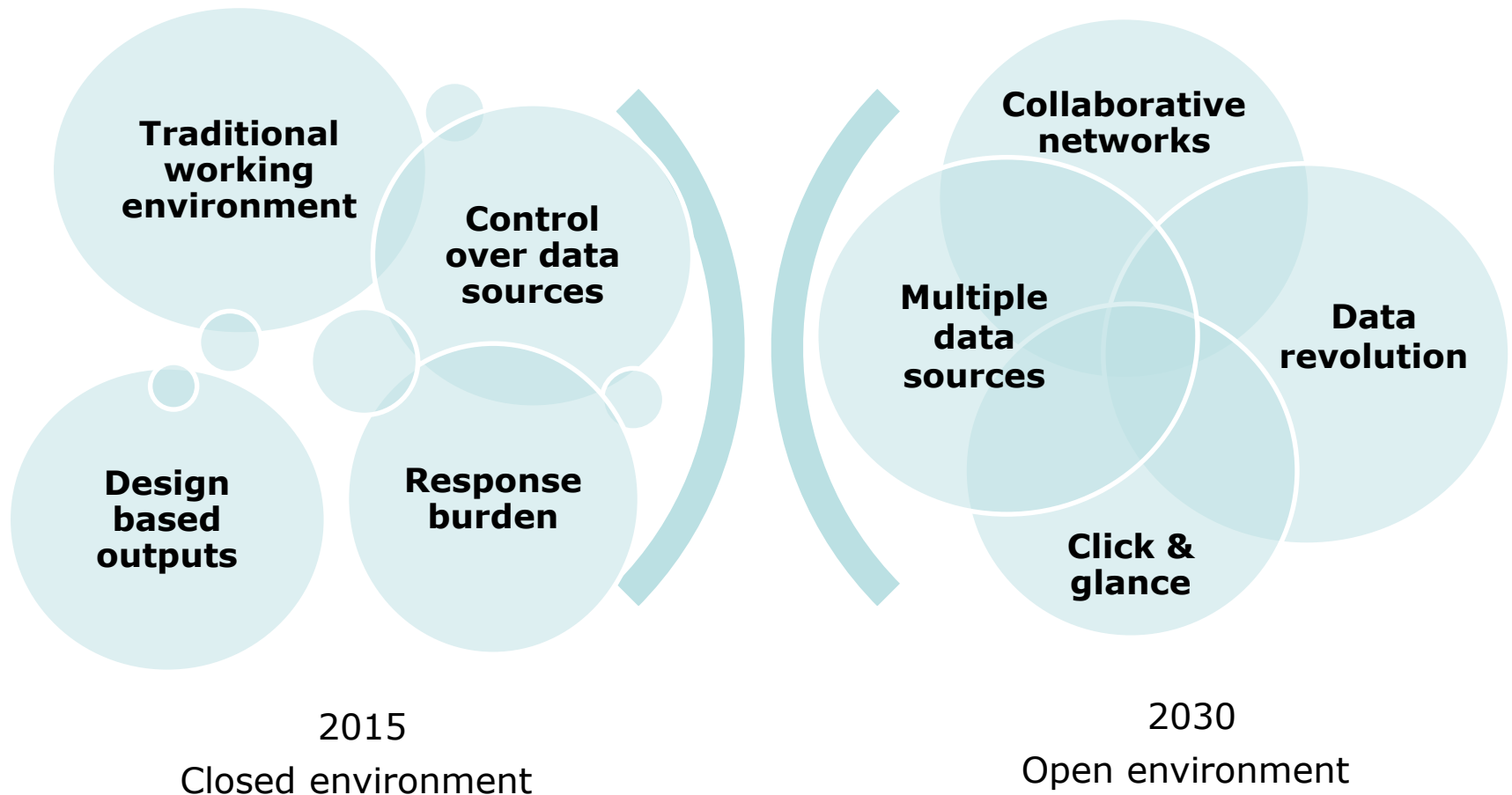


The price of
official
statistics



The future
of Europe

Change of paradigm

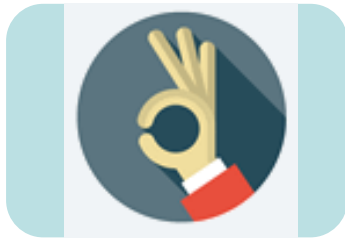


ESS Vision 2020 as a common response

Focus on users



Strive for quality



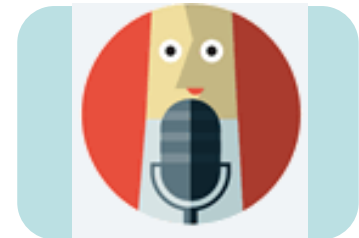
Harness new data
sources



Promote efficiency
in production
processes



Improve
dissemination and
communication



DIGICOM

contributes to 2 key areas
of the Vision

Why DIGICOM? Common challenges



How do users differentiate official statistics from other sources in the data deluge?



How can NSIs reach the new generation?



Limited resources

Why DIGICOM? Common opportunities



DIGICOM - A project of the European Statistical System

Eurostat
+ 18 national statistical
institutes

= 50 people involved
in the 4 Work Packages
and Steering Group



DIGICOM – 4 Areas of Activity

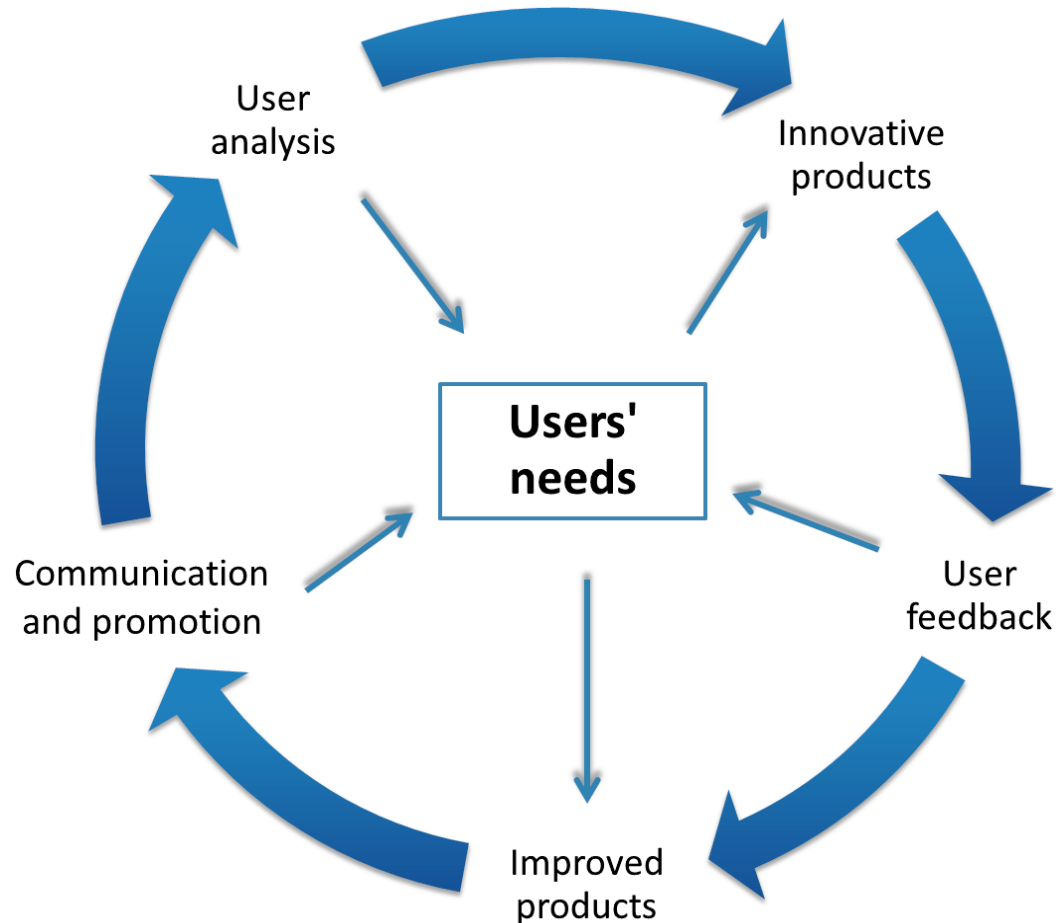


Focus on users



What we want to achieve	How we're getting there	When we're doing it
Identifying existing solutions within the ESS	Inventory of shareable practices	Concluded
Engaging with users on social media	Requirements and specifications for the ESS social network platform	Concluded
	Setting up an ESS Facebook account for potential users	To be launched in 11/2016
	Setting up an ESS forum for advanced users	To be launched in 01/2017
Gaining a better insight into current and potential users and their needs	In-depth user analysis	Ongoing, to be concluded in 12/2016
Improving the ESS agility in dealing with core users	User research and creating user profiles	To be launched in Q1 2017
	Testing the Eurostat digital publication on energy with users	12/2016 or 01/2017

Revisiting the dissemination cycle



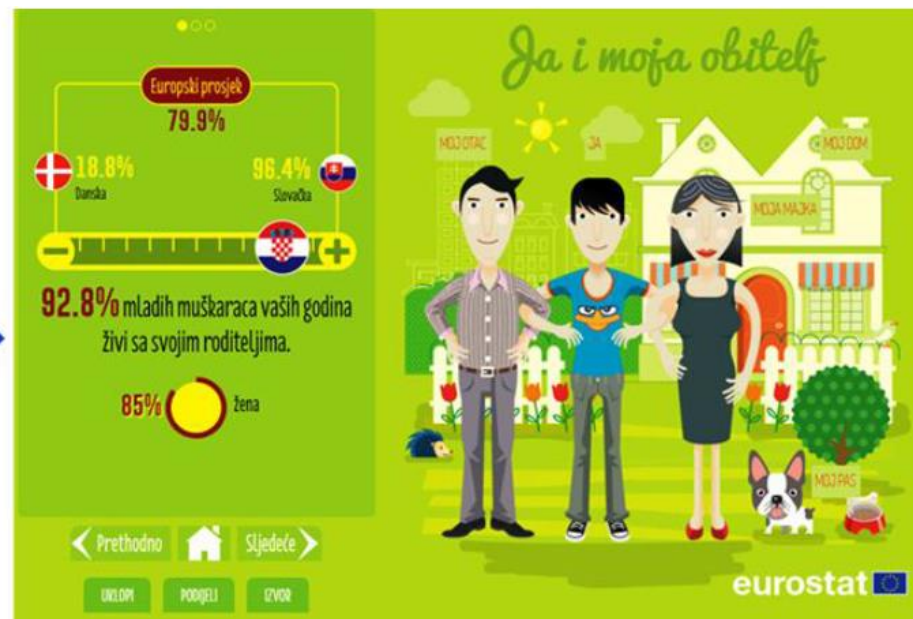
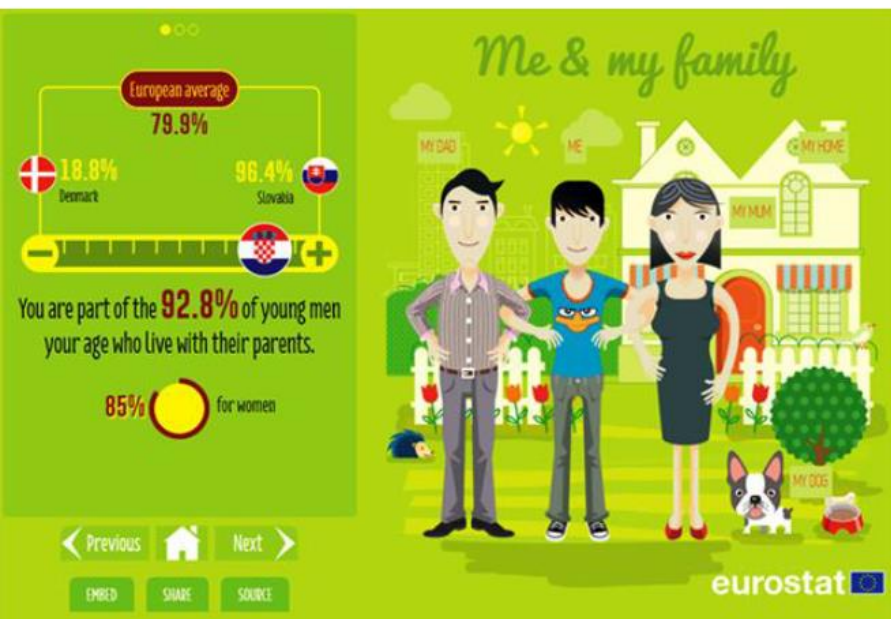
Sharing innovative products and tools



What we want to achieve	How we're getting there	When we're doing it
Identifying existing solutions within the ESS	Inventory of practices	Concluded
Enhancing further sharing and development of customisable products	Developing guidelines for sharing visualisation tools within the ESS	11/2016 – 07/2017
	Sharing new visualisations: You in the EU, Government Expenditure, Shipments of Waste	Ongoing
Developing new, tailored products and services	Developing an ESS flagship product – "Women and men in the EU"	11/2016 – 09/2017

Sharing innovative products and tools

Eurostat interactive infographic "Young Europeans"
shared by the Croatian Bureau of Statistics

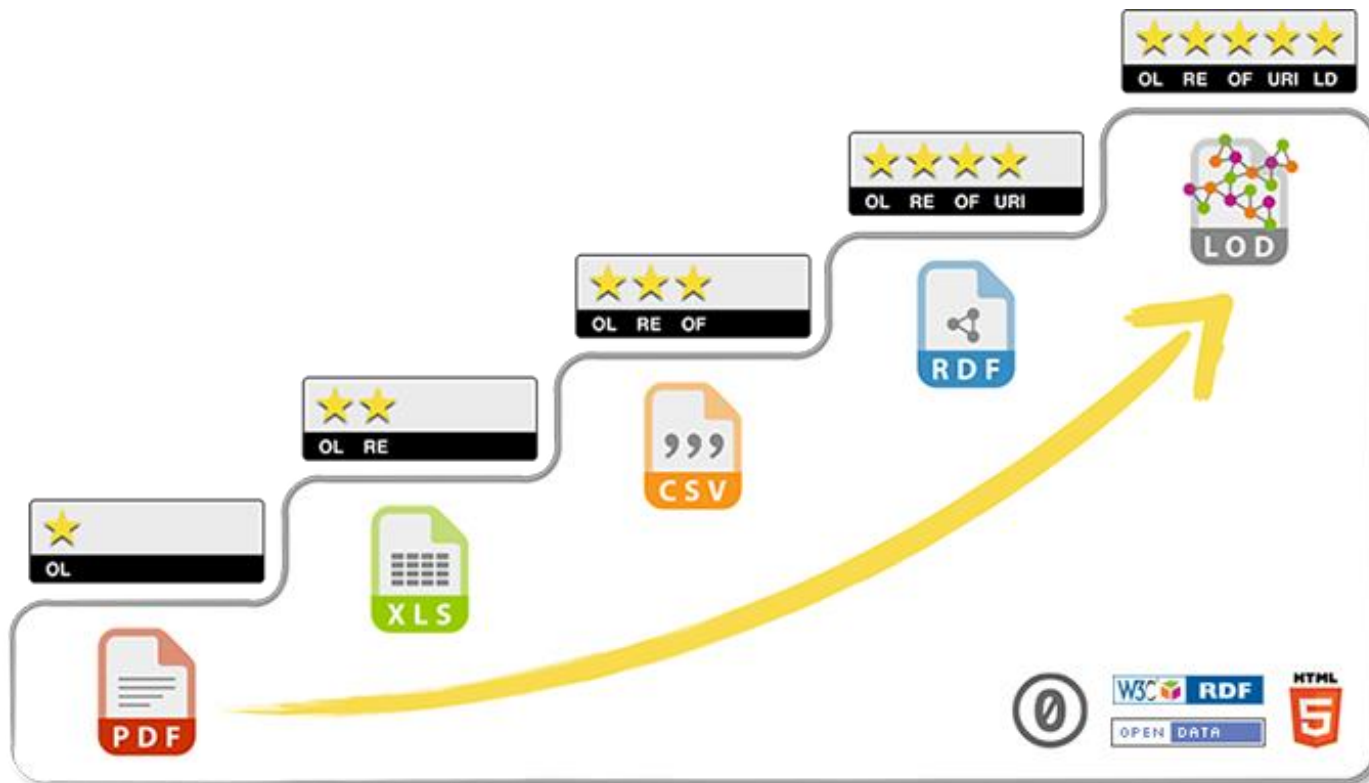


Addressing advanced users – open data dissemination



What we want to achieve	How we're getting there	When we're doing it
Identifying existing solutions within the ESS	Inventory of shareable practices	Concluded
	ESS Workshop on dissemination of official statistics as open data in Malta	18-19 January 2017
Enabling advanced users to create their own products based on official statistics	Requirements study, including proof of concept	February 2017
	ESSnet to support the development of LOD portals in the ESS	2017
Facilitating researchers' access to micro-data	Enabling access to Public Use Files	March 2017
	Tutorial for researchers	Concluded

From Open Data to Linked Open Data



5-star deployment scheme by Tim Berners-Lee

Ensuring trust through communication and promotion



What we want to achieve	How we're getting there	When we're doing it
Identifying existing solutions within the ESS	Inventory of practices	Concluded
Developing a new dissemination and communication strategy to promote the value of European official statistics	Marketing/branding study	June 2017
	Pilot dissemination of experimental statistics	2017
General outreach	Hackathon Big Data and Open Data	March 2017
Enhancing statistical literacy	Supporting statistical literacy initiatives in Member States	2017
	Developing Statistics for Beginners, a set of easy-to-understand explanations of statistical indicators and concepts, in Eurostat	June 2017

Branding European official statistics



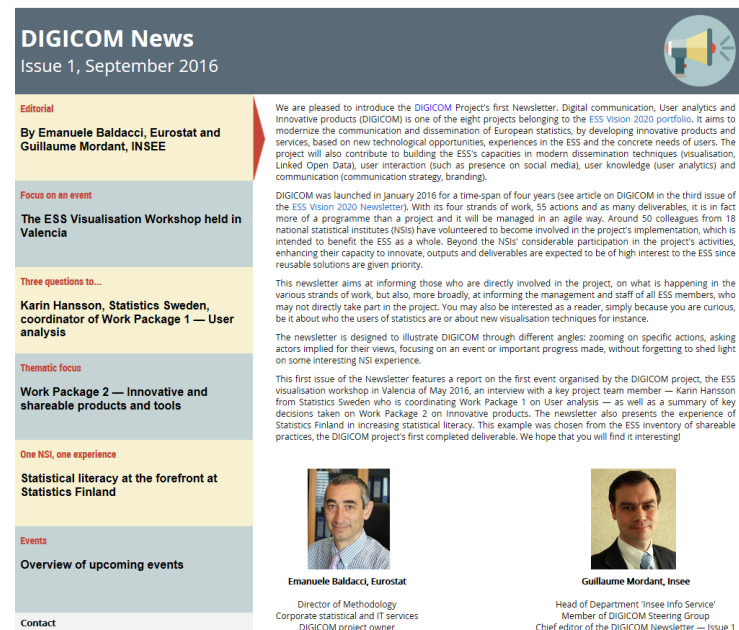
...making a difference in the ocean of information

For more information

Contact us and subscribe
to the newsletter at
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Visit our webpage

<http://ec.europa.eu/eurostat/web/ess/digicom>



DIGICOM News
Issue 1, September 2016

Editorial
By Emanuele Baldacci, Eurostat and Guillaume Mordant, INSEE

Focus on an event
The ESS Visualisation Workshop held in Valencia

Three questions to...
Karin Hansson, Statistics Sweden, coordinator of Work Package 1 — User analysis

Thematic focus
Work Package 2 — Innovative and shareable products and tools

One NSI, one experience
Statistical literacy at the forefront at Statistics Finland

Events
Overview of upcoming events

Contact

We are pleased to introduce the DIGICOM Project's first Newsletter. Digital communication, User analytics and innovative products (DIGICOM) is one of the eight projects belonging to the ESS Vision 2020 portfolio. It aims to modernize the communication and dissemination of European statistics, by developing innovative products and services, based on new technological opportunities, experiences in the ESS and the concrete needs of users. The project will also contribute to building the ESS's capacities in modern dissemination techniques (visualisation, Linked Open Data), user interaction (such as presence on social media), user knowledge (user analytics) and communication (communication strategy, branding).

DIGICOM was launched in January 2016 for a time-span of four years (see article on DIGICOM in the third issue of the ESS Vision 2020 Newsletter). With its four strands of work, 55 actions and as many deliverables, it is in fact more of a programme than a project and it will be managed in an agile way. Around 50 colleagues from 18 national statistical institutes (NSIs) have volunteered to become involved in the project's implementation, which is intended to benefit the ESS as a whole. Beyond the NSIs' considerable participation in the project's activities, enhancing their capacity to innovate, outputs and deliverables are expected to be of high interest to the ESS since reusable solutions are given priority.

This newsletter aims at informing those who are directly involved in the project, on what is happening in the various strands of work, but also, more broadly, at informing the management and staff of all ESS members, who may not directly take part in the project. You may also be interested as a reader, simply because you are curious, be it about who the users of statistics are or about new visualisation techniques for instance.

The newsletter is designed to illustrate DIGICOM through different angles: zooming on specific actions, asking actors implied for their views, focusing on an event or important progress made, without forgetting to shed light on some interesting NSI experience.

This first issue of the Newsletter features a report on the first event organised by the DIGICOM project, the ESS visualisation workshop in Valencia of May 2016, an interview with a key project team member — Karin Hansson from Statistics Sweden who is coordinating Work Package 1 on User analysis — as well as a summary of key decisions taken on Work Package 2 on Innovative products. The newsletter also presents the experience of Statistics Finland in increasing statistical literacy. This example was chosen from the ESS inventory of shareable practices, the DIGICOM project's first completed deliverable. We hope that you will find it interesting!

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