Dissemination approach

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Bernard LE GOFF

Eurostat
Dissemination is.....

being present where the users are !!
But are we?
All the same challenge!

How to build a dissemination and communication strategy in a world where:

- There is a deluge of data
- IT technology is evolving very quickly
- Users behaviour changes continuously
Two issues!

- To know what the users want

- To develop a range of products and services replying to the needs identified
Our objectives

-To make our statistics more understandable

-To attract new users of European statistics
Finding the way in the labyrinth of user needs
- Detecting user's behaviour
- Getting feedback in real time
- Measuring satisfaction through annual survey
- User support network
- Focus groups
- Benchmarking exercise
- European Statistical Advisory Committee
Strategy for attracting new audiences
Strategy for attracting new audiences

- Easing the access to statistical information

- Focus on less experienced users

- Strengthen contextual dissemination
In a world of fast-food information, European statistics should be visible and attractive
What users are expecting from us?

Official statistics should be:

- understandable
- attractive
- interactive
- easily accessible and reusable
Easing the access to statistical information
Bulk download and APIs:
- tsv, sdmx
- EU ODP
- web services (sdmx, json)

Online extraction tools:
- 6000 datasets
- tsv, xls, spss, pc-axis, xml, pdf, html, xls,

Mobile apps:
- Country profiles
- EU Economy
- Quiz
Keeping some traditional paper and pdf publications

People in the EU: who are we and how do we live?

Quality of life
Facts and views

2015 edition
Developing simple infographics for less experienced users

Interactive infographic on economic trends
You are part of the 71% of young women your age who live with their parents.

89% for men
Infographic on quality of life
Auto-évaluation de sa santé

Mauvaise ou très mauvaise: 8,6%
Moyenne: 24,2%
Bonne ou très bonne: 67,2%

Espérance de vie à la naissance
82,1 ans
SANTÉ

Espérance de vie à la naissance

Min. Lettonie/Lituanie
74,1 ans

Moyenne UE
80,3 ans

France
82,1 ans

Espagne
82,5 ans
My country in a bubble

Total general government expenditure (% of GDP) 2013
My country in a bubble

Electricity prices for medium sized household consumers (between 2500 and 5000 kWh) (EUR per kWh, including taxes and levies) 2014
People in the EU: who are we and where do we live?

My Life

You are part of the 36.2% of men aged 35 to 39 years who were born and live in Luxembourg.

35.1% for women
Government expenditure in the EU
Infographics – feedback

- mentioned 150+ on the web in first hour after launch

- high press coverage

- „Very nice tool – it was a great entertainment at our brunch!“ (Austria)
Infographics – usage

- Economic Trends: 2,000/month (12 months)
- Young Europeans: 20,000/month (8 months)
- Quality of Life: 10,000/month (7 months)
- Country in a bubble: 10,000/month (5 months)
- You in the EU: 13,500/month (1 month)
Interactive infographics – re-use

- translations in more official languages in collaboration with National Statistical Institutes

- keep it simple

- web services to fetch data dynamically (JSON)
Web product on energy

What is the Energy Union about?

"Statistics can help to make the complex process of energy more understandable."

Lighting, heating, moving, producing: energy is vital for essential day-to-day life. Without energy, people and businesses cannot function. Turning on our computer or starting our car is actions that we take for granted, yet they represent the final stage of a complex process.

First of all, energy resources have to be extracted from our environment. Primary energy sources are transformed into energy products available for consumption. For example, crude oil is transformed into motor gasoline, while fossil, nuclear and renewable energy are transformed into electricity.
Different blocks:

- What is the policy background?
- What is the energy available in the EU?
- Which type of energy do we consume?
- What are the links between energy and the environment?
**Where does our energy come from?**

The energy available in the European Union comes mainly from energy produced in the EU and from energy imported from third countries. In 2014, the EU produced around one third (33%) of its own energy, while around two thirds (67%) was imported.

Imports and production form together the main sources of energy available in the EU.

In order to get a good overview of the total energy available in the EU, energy production should always be put in context with imports.

The energy which is produced in the EU together with the imported energy are the main sources of the total energy available in the EU. In 2014, the energy mix in the EU, measured by the range of energy sources available, is mainly made up by five different sources: Petroleum products (including crude oil) 34%, natural gas (21%), solid fuels (17%), nuclear energy (14%) and renewable energy (13%).

The shares of the different energy sources in the total energy available vary considerably between Member States. Petroleum products (including crude oil) accounts for significant shares of total energy available in Malta (98%), Cyprus (94%) and Luxembourg (63%), whereas natural gas make up around a third in the Netherlands, Italy and the United Kingdom. Over half of the energy available in Estonia (67%) and Poland (52%) are solid fuels (mainly coal), while nuclear energy accounts for 45% in France and 33% in Sweden. Renewable energy makes up over a third in Latvia and Sweden (both 36%).
Contextual dissemination
Contextual dissemination

- can user needs be predetermined?

- being present in „familiar environments“ of users

- context allows consumption of data with less effort

- reach broader audiences at little or no cost
Contextual dissemination – challenges

- licence policies

- easy automated data access including links to metadata and source datasets

- timeliness and usefulness of data
The minimum wage in Belgium is 1,501.82 EUR per month (Jan 2015).

Related statistics:
- Unemployment rate: 8.5% (Jan 2015)
- Population: 11.2 million (2013)
- GDP per capita: 46,877.99 USD (2013)

Minimum wage elsewhere:
- France: 1,457.32 EUR per month (Jan 2015)
- Spain: 756.70 EUR per month (Jan 2015)
- Bulgaria: 184.97 EUR per month (Jan 2015)
In graphics: Eurozone crisis

Government annual surplus or deficit

A government's deficit is the amount by which its total spending exceeds its tax revenues. The government typically borrows the difference, adding to its debt. Some governments manage to spend less than they earn, so that they run a positive surplus. This chart shows that surpluses (a number above zero) or deficits (less than zero) as a proportion of GDP (the total value of goods and services produced by the economy each year).