DISSEMINATION IN EUROSTAT:

RULES FOR IMPLEMENTATION

It is not enough to simply produce high quality statistics and make them available in the database. This rulebook, aimed at Eurostat staff, describes how Eurostat actively disseminates statistics in various formats, to make them visible and accessible to a broad range of users.

These Rules for Implementation advise on the application of Eurostat's dissemination policy and principles to our main dissemination products and services, sets out the rules and workflows to follow and lists whom to contact for help and advice.

Table of Contents

1. Dissemination policy: key principles and elements 2
2. Dissemination planning and release calendars 2
3. Main dissemination products 3

3.1. Eurostat news 3
3.1.1. Euro indicators 3
Workflow: 4
3.1.2 First release news 4
Workflow 5
3.1.3. Other News 5
Workflow 5
3.2. Statistics Explained 6
Framework contract 6
Workflow - new Statistics Explained articles 6
Workflow - update of Statistics Explained articles 6
3.3. Publications 7
3.3.1. Flagship publications 7
3.3.2. Interactive publications 7
3.3.3. Key figures 8
3.3.4 Methodological publications 8
Workflow 8
3.3.5 Leaflets and other brochures 9
3.4 Dedicated website sections 9
Workflow - Set up of new section / pages 9
3.5 Interactive visualisations 10
3.5.1 Development & technical requirements 10
3.5.2 Style & design 10
Workflow – external contractor 10
Annex I: Content and structure of "First release news" and "Other news" 12
Annex II: Content and structure of Statistics Explained articles 13
Annex III: Content and structure of dedicated sections 15

1. Dissemination policy: key principles and elements

Eurostat's dissemination policy is set out in our [Communication and Dissemination Strategy.]

It is based on the European Statistics Code of Practice and the following general principles:

- Our communication and dissemination is targeted at various user groups and is continuously adapted to their needs;
- Our communication and dissemination is timely and digital by default;
- Our products and services are free of charge;
- We are visible and present where our users are active and expect to find our data;
- We limit and monitor pre-release access under embargo;
- We use and enforce a coherent Eurostat visual identity;
- We preserve statistical confidentiality and privacy in all our dissemination and communication activities.

While Eurostat disseminates a rich mix of statistical products tailored at different user groups, first data releases occupy a special place in this mix due to their importance for the users. The main first data releases use dissemination and communication packages tailored for the specific topic and its target audiences. These dissemination packages may include a news item, one or more Statistics Explained articles, publications, visualisation tools, social media posts, webinars or other products.

When the content of the dissemination product is being developed, the following principles have to be followed:

- Think of the audience: is the writing clear, structured and attractive? By whom and how will this product be used?
- Users have different needs: is the topic accessible to those who only spend a couple of minutes on it, attractive enough to draw attention, and does it lead to more detailed analysis, data and methodological explanations for those users who want to go into detail?

General style rules are described in Eurostat's Style Guide. Additional guidance on the style preferred for each dissemination product, considering the needs of the target audience, can be obtained from unit B4 .

2. Dissemination planning and release calendars

The Strategy is implemented through annual Dissemination Programmes, which are approved by DM each autumn for the following year.

A key factor in the success of the programme is the establishment of an annual release calendar. This involves good planning of the concrete dates for the first data releases and the products that will be released on the same date and which will form the dissemination and communication package – i.e. news item, Statistics Explained articles, visualisations, social media posts etc.

The annual release calendar is built around the first data releases for the coming year. In June/July of each year, unit B4 launches the collection of information from Directorates on their plans and proposals for the following year, specifically:

- Proposed dates for publishing euro indicators;
- First data releases with the indicative release dates and the associated products to be disseminated on the same date (i.e. Statistics Explained articles, visualisations etc.);
- Proposals for publications (e.g. "Key Figures on", interactive, methodological, promotional);

- New Statistics Explained articles in addition to those that will accompany the first data releases and will be published on the same date
- New experimental statistics;
- New website content (dedicated sections, visualisation tools...);
- Other issues requiring communication & dissemination support (events, conferences, new regulations...).

During September, unit B4 meets with Directorates to discuss their proposals and clarify any outstanding issues. Following the consultation, unit B4 puts together a proposed calendar for the following year. This calendar indicates for each first data release the elements of the associated dissemination package (i.e. news item(s), Statistics Explained articles, visualisations, social media posts etc.). It also includes all other products, including options for new flagship and "Key Figures on" publications, new and updated interactive digital publications and updates of other Statistics Explained articles.

The proposed calendar is discussed and approved by DM by the end of October and is published on Eurostat website by 1 January of the referenced calendar year.

A weekly editorial meeting between B4 and 01, held each Wednesday at 9h30, complements this annual calendar with detailed planning for the two to four weeks ahead. Production units are welcome to attend this meeting to present specific data releases and to discuss the appropriate associated dissemination packages. During the meeting, dates around the upcoming first data releases are filled in with other news opportunities, such as International/European "days of…", other publications and data releases, events etc.

Following the meeting, a firm calendar for the coming two weeks is circulated to senior management for approval, then distributed widely to official and media contacts each Friday.

3. Main dissemination products

3.1. Eurostat news

Eurostat news products include three broad groups – Euro indicators, "first release news" and "other news". Each of these groups is clearly defined, has specific procedures to be followed and has an optimised distribution and promotion. Euro indicators each have a standard template agreed in advance with senior management. Because of the variety of topics covered standard templates are not used for first release and other news items. However, news items should include some common elements that are described in Annex I.

3.1.1. Euro indicators

By nature, these are first data releases. Each euro indicator follows a standardised specific template and they are published in a dedicated space on the Eurostat homepage. They contain timely, high quality, infra-annual indicators. Historically, euro indicators are linked to the list of Principal European Economic Indicators (PEEIs) originally established in 2002 by the Communication of the Commission to the European Parliament and the Council "Towards improved methodologies for Eurozone statistics and indicators". Euro indicators are issued at 11h00 simultaneously with the uploading of the underlying data in the database, according to a set calendar, planned a year in advance. The Commission and the European Central Bank use them for the analysis of the euro area economy and they are of particular interest to economic journalists and the financial markets. Euro indicators are issued in 3 languages. Dissemination is on Eurostat website (pdf), by email to all journalists who have signed up to the mailing list and on Twitter.

Contact: eurostat-pressoffice@ec.europa.eu

Workflow:

- The production unit sends a draft of the euro indicator news in English, with accompanying Excel graphs, as soon as possible - usually around midmorning the day before.
- The Press Office checks the draft and suggests changes if needed.
- The Press Office prepares French and German versions, which are then checked by the production unit.
- The production unit ensures the approval of their Head of Unit and Director of the English version of the news.
- The Press Office ensures the approval of the Deputy Director General of the English version of the news.
- The French and German versions are finalised by the Press Office, taking into account comments made in the approval process.
- After 16h00 the day before publication, the Press Office sends the euro indicator under embargo and for information to the Spokesperson's Service and the Cabinet of the Commissioner responsible for Eurostat in order for them to prepare for questions from the media. The production unit may have arrangements with additional partners for embargo sharing, which should be set out in a Memorandum of Understanding. (The timing is 9h30 on the day of publication for the flash estimates.)
- At 10h00 on the day of publication, the Press Office sends the euro indicator news under embargo to the press network of the national statistical offices in the European Statistical System and a limited number of news agencies accredited in Brussels, with the exception of the flash estimates of HICP and GDP which are transmitted at 10h30.
- At 11h00, the Press Office publishes the euro indicator news on the website and sends it to all journalists who have signed up to the mailing list and to a range of official contacts. They are also pushed out to subscribers to the dedicated RSS feed and the "My alerts" service.
- At 11h00, the Press Office tweets the euro indicator on the Eurostat Twitter account.

If due to extraordinary circumstances, the scheduled release date of a euro indicator needs to change, the Press Office must be informed as soon as possible, and at the latest by the Friday before the release week. As of Friday 11h00, the dates for the following week are confirmed and final.

Since euro indicators are market sensitive, emails with unpublished data should be encrypted.

In case an error is detected in a euro indicator release, the Press Office has to be contacted immediately.

3.1.2 First release news

First release news are short communications, published in the "What's new" section of the website, which highlight Eurostat's new data (released for the first time). As the key news value of datasets lies in their timely release, the aim is to publish as soon as data are available for most Member States and EU aggregates have been calculated. First release news are published simultaneously with the dissemination of the data in Eurobase, supported by Statistics Explained article(s) and social media posts. A provisional release calendar is set for the year ahead.

The production schedule is driven by the calendar of first data releases established in the planning of the annual dissemination programme and is refined in the regular editorial meetings. All news items are clearly visible in the advance weekly calendar (covering the next two weeks) circulated to the Spokesperson's

Service, the Cabinet of the Commissioner responsible for Eurostat, other DGs, news agencies and other media.

Contact: ESTAT NEWS ITEMS

Workflow

- Unit B4 prepares the draft first release news, using as a basis Statistics Explained articles and/or tables of data from production units. Unit B4 is responsible for EN proofreading of drafts.
- After preparation of the news item, unit B4 sends it to the production unit for any comments. The production units are asked to check the correctness of the data and conclusions of the article.
- The production unit ensures the approval by their Head of Unit and Director
- Unit B4 ensures the approval by Director B. In case some sensitive/political issues linked to the news item are identified, Director B informs the Director General.
- After 16h00 the day before publication, unit B4 sends the first release news item under embargo and for information to the Spokesperson's Service and the Cabinet of the Commissioner responsible for Eurostat in order for them to prepare for questions from the media.
- At 9h00 on the day of publication, unit B4 sends the first release news items under embargo to the press network of the national statistical offices in the European Statistical System.
- At 11h00, unit B4 publishes the first release news item on the website and sends it to all news agencies and journalists who have signed up to the mailing list and to a range of official contacts. It is also pushed out to subscribers to the dedicated RSS feed and the "My alerts" service.
- At 11h00, unit B4 promotes the first release news item on the Eurostat social media accounts.

Direct sending is extended beyond the usual mailing lists to include other identified target audiences (including relevant Commission services) that might have an interest in the topic: should the production unit identify a potentially interested target audience, any additional addressee, it should inform unit B4.

3.1.3. Other News

Other news announce a wide range of other Eurostat products and activities. These include e.g. new publications and Statistics Explained articles; events which Eurostat is organising/taking part in; promoting existing data/publications/products through a link to an issue of current interest or event, or to an International/European "day of…", major methodological developments.

The production schedule is informed, inter alia, by the annual calendar of publications and Statistics Explained articles, lists of UN and EU observances, forthcoming events and website developments presented in the regular editorial meetings and information received from other Eurostat units.

Workflow

- Unit B4 prepares the draft news item. Unit B4 is responsible for EN proofreading of drafts.
- After preparation of the news item, unit B4 sends it to the production unit for any comments. The production units are asked to check the correctness of the data and conclusions of the article.
- The production unit ensures the approval by their Head of Unit and Director
- Unit B4 ensures the approval by Director B. In case some sensitive/political issues linked to the news item are identified, Director B informs the Director General.
- On the publication day, unit B4 publishes the news item on the website – usually at 6h00 or 11h00. It is also pushed out to subscribers to the dedicated RSS feed and the "My alerts" service.
- After publication, unit B4 promotes the news item on the Eurostat social media accounts.

3.2. Statistics Explained

Statistics Explained is a MediaWiki based website containing around 900 articles and a large number of glossary items. The articles contain statistical indicators and a text telling a story and explaining the statistics. The articles should always contain up to date data and are updated on a regular basis. All articles are available in English, and an automatic translation into all EU languages is available.

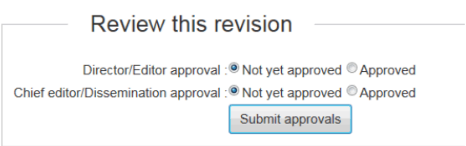
If the article consists of statistical indicators with accompanying texts telling a story, then it's classified as a "**Statistical article**", a category which is regularly monitored with update dates which should be closely followed. This category has a predefined structure, described in Annex II. If the article consists of methodological explanations, then it falls under the category "**Background article**", which are only updated when there is a change in the methodology or similar. In these kinds of articles, the predefined structure does not need to be followed.

Framework contract

Should the production unit need assistance with drafting Statistics Explained articles, a framework contract on dissemination products, managed by unit B4 is available. Using this framework contract, units can make contracts for updates of articles (update to a new reference year), revision of articles (update to a new reference year including the modification of more than two of the existing graphs) or the creation of a completely new article.

Workflow - new Statistics Explained articles

- A detailed tutorial on how to create an article is available here.
- The production unit analyses the value added of creating a new Statistics Explained article, after looking at the available articles belonging to the unit in order not to create any overlapping articles;
- The production unit prepares a suitable title for the article that is short, without any acronyms, describing the indicators covered. The EU or the reference year should not be included in the title, however the word "statistics" should be included, in order to facilitate Google search (see here).
- Once the production unit has a suitable title, it contacts the Statistics Explained team in unit B4 at estat-statistics-explained@ec.europa.eu;
- Unit B4 creates a template for the production unit to start working on the new Statistics Explained article. The unit will receive a link to the template where it can work on a draft which is not visible to the outside (one needs to log in to access the draft). The article will only be visible to the outside once the article is ready and validated.
- Once the article is ready, it is validated by the Head of Unit and the Director. Once that is done, the article should be sighted (validated)here (Director/Editor approval):

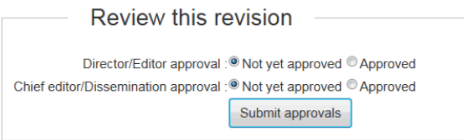


- After that, the article is checked by the Statistics Explained team and approved by Director B. Once the comments on the article are dealt with and the article is approved, it can be published. Very often the articles are accompanied by a news item on the Eurostat website (see section 3.1).

Workflow - update of Statistics Explained articles

- Statistics Explained articles need to be regularly updated (yearly, quarterly or monthly), following the release of new data. The update month is stated in the article in the right hand corner:

- Reminders are sent out by the Statistics Explained team in the month before, asking for a specific date to be put in the release calendar for the month to come. These dates should be followed and not postponed. If no date is given, the article will not appear in the release calendar, which means less publicity. So, production units are urged to review their articles for the full year and adapt the update dates according to data releases.
- To update an article, the production unit uses the “Edit” button at the bottom of each article (on the blue ribbon). Text should be updated in line with the new data and updated graphs inserted.
- Once the update is finished and approved (either by the Team Leader or Head of Unit), the article should be sighted (validated) here (Director/Editor approval):



- After that, the article will be checked by the Statistics Explained team. Once the comments on the article are dealt with it can be published. Very often the articles are accompanied by a news item on the Eurostat website (see page 3).

3.3. Publications

For the three main statistical publication collections - Flagships, Interactive publications, Key Figures on - **the writing must be clear**, describing the statistical indicators and the results in an easily understandable way. It is recommended to use a journalistic style to catch the reader’s interest. Avoid long sentences, acronyms and statistical language.

For each new publication in these collections, a communication plan is created to describe the communication actions planned for the day of release (news item, video, social media posts, webinar, etc.).

3.3.1. Flagship publications

There are currently four Flagship publications: *Eurostat regional Yearbook*, *Key figures on Europe*, *EU in the world* and *Sustainable development in the European Union*. These are **overview publications** that present data for EU regions, EU Member States or G20 countries. *Key figures on Europe* and *EU in the world* are produced by B4, while the other two are produced by the authors in collaboration with B4. All of them are annual, except *EU in the world*, which is released every second year. These publications are available in pdf format and are printed in limited and controlled numbers.

3.3.2. Interactive publications

These are HTML publications containing interactive or static visualisations. There are two possible kinds of such publications; those with text commenting on the visualisations and the statistical results, and those without text. Both types aim at a wider public with the intention to introduce a statistical subject in an attractive and easy to understand way, i.e. the style and content of the text and visualisations are created with this in mind. They also aim at encouraging users to reuse the data and visualisations in the publications and to create new products. A list of all interactive publications can be found here: https://ec.europa.eu/eurostat/web/main/publications/interactive-publications

Example of interactive publications **with a text**: *Housing in Europe*. Example of an interactive publications **with no text**: *SDGs & me*. The update of and the coordination work on these publications are carried out by unit B4 (contact estat-publications@ec.europa.eu and estat-internet-team@ec.europa.eu) in collaboration with the relevant authors.

Each year, two new interactive publications are produced, as decided upon by DM in the approval of the Dissemination programme.

3.3.3. Key figures

The Key figures series presents **key findings** which give an introduction to various statistical topics. These publications, containing short, easy-to-read texts and static visualisations instead of traditional graphs and tables, are of around 80 pages and are aimed at the general public. There is one overview publication in this collection, *Key figures on Europe* (see Flagship publications above), which is also translated into French and German. This collection is being extended to include topical publications, the first of which is *Key figures on business*. These publications are produced by B4 in close collaboration with the relevant authors.

Each year, two new topical Key figures publications are produced, as decided upon by DM in the approval of the Dissemination programme.

3.3.4 Methodological publications

These publications are aimed at an expert audience. There are three subtypes:

- ***Manuals and guidelines*** describe methodologies, guidelines and standards which are applied in the European Statistical System.
- ***Statistical working papers*** present on-going methodological developments and applied statistical studies.
- ***Statistical reports*** are quality reports or other papers that introduce new or experimental data in one statistical area.

These publications are in most cases drafted and laid out **by the authors themselves** (or by contractors managed by the authors). There is a Word template to use for these publications, which can be obtained by contacting estat-publications@ec.europa.eu. An InDesign template is also available for contractors. A professional layout is also possible with an OP contractor (generally used in the case of co-publications or for very large manuals). It should be noted that these publications are only produced in PDF format, and in no case will copies be printed. If there is a need to distribute at an event, this can be carried out in digital form, using Eurostat branded USB keys.

Workflow

- Contact unit B4 at estat-publications@ec.europa.eu **before** starting a new publication.
- The interinstitutional style guide and the Eurostat style guide should be followed. The Excel add-ins should be used to produce tables and graphs. Once one chapter is finalised, it should be sent as a pilot chapter to estat-publications@ec.europa.eu so that possible layout problems are detected at an early stage. Identifiers will be provided by B4.
- A cover picture should be chosen.
- estat-publications@ec.europa.eu should be informed **one month** before delivery about the final number of pages and delivery date.
- The lay-out, links, content, table of content, bookmarks and numbering should be checked before delivery. B4 then makes a quality check of covers, identifiers, layout, table of content, bookmarks, etc.
- A summary of a few lines in English, French and German for the product page on the Eurostat website should be provided to B4. The EN version will also be used for the back cover.
- The final web PDF should be sent via Ares to *ve_estat.publications* with signature of the Head of Unit as formal approval for release.

- B4 then uploads the publication on the Eurostat website and prepares news item and social media posts to promote the publication, if suitable.

3.3.5 Leaflets and other brochures

Leaflets promote different statistical topics (without presenting actual data, which easily gets outdated) in short publications (6 to 12 pages) containing texts and pictures.

Other brochures are any other type of publication promoting Eurostat or Eurostat data (calendars, posters, brochures).

Both methodological publications and leaflets are part of the Dissemination programme planning. In case of any questions, please contact estat-publications@ec.europa.eu .

3.4 Dedicated website sections

The publication of new or updated web content is always subject to the final approval of B4, who are in charge of the look and feel of the Eurostat website and the quality of the content. Production units can edit existing / add new web content as usual and 'publish' it – before being visible to the outside, the web content team will quickly review the changes. This is to ensure the quality of the content.

Details of the content and structure of dedicated sections can be found in Annex III.

Workflow - Set up of new section / pages

- **Request**: Contact estat-web-content@ec.europa.eu and provide some information on the suggested content and structure. It is in general recommended to have a meeting with the web content team before submitting such a request.
- **Approval by B4**: The request will be reviewed and further information might be required to assess the need and usefulness of this section. It should have a clear-cut focus and a value added for Eurostat users, and not be a duplicate of already existing information. A new section / pages is subject to the approval of the HoU of B4. If deemed necessary, this request could be put forward to the CGC.
- **Provide content**: Content creation in Word document by production units for each page in English, respecting the guidelines outlined in the documentation section of the Eurostat website. If staff are familiar with html or have received training by B4, they can directly set the content up on the website pages. If needed, meetings with the web content team will be held.
- **Checks by B4**: Unit sends their final version of the Word document / web pages to the web content team. This version should ideally be proof-read by a native speaker in the unit. Web content team checks if the content, text, language, styles, etc. follow the rules outlined in the documentation section, if necessary amends and suggest changes and improvements.
- **Approval by production unit**: Production units review the changes and approve final EN version. This can result in several feedback rounds between the unit and the web content team.
- **Translations**: Web content team sends final EN version to DGT for translation into DE and FR. Production unit reviews and approves DE and FR version when received from DGT. DE and FR version are added to the page.
- **Final approval by B4**: Before being made visible to the outside, the web content team will quickly review the final version, to ensure that it is in line with the look and feel of the Eurostat website. If change proposals have been fully implemented, this will be carried out as rapidly as possible.
- **Release**: Section / page can go live.

Please make sure to plan sufficient time for all steps, depending on the amount of content. For a completely new dedicated section on average a minimum of 4-5 weeks for the web content team to set it up and check (+ 3 weeks for DGT) should be considered.

3.5 Interactive visualisations

3.5.1 Development & technical requirements

To create an interactive data visualisation tool using statistical indicators, there are two possibilities:

- **In-house development by Unit B4:** For this, the proposal needs to be included in the annual planning of the following year's dissemination programme. This will then be discussed bilaterally to assess the usefulness, scope and feasibility of the suggestion. Pre-conditions are that the data is loaded in Eurobase, data is of satisfactory quality & availability, no complex calculations have to be performed by the tool (simple %-calculations are possible).
- **By an external contractor:** It is possible to use a third-party contractor to develop a data visualisation tool. When doing so, please consult Unit B4 (contact: estat-internet-team@ec.europa.eu) in this process early on, e.g. when setting up the technical specifications, to avoid having blocking issues at later stages of the project. Unit B4 is the owner of the Eurostat website and has the responsibility to ensure that content and products published on the website comply with web quality standards.

3.5.2 Style & design

No Eurostat style guide for data visualisations exists. However, the following sources should be used as guidelines when developing data visualisations:

- Eurostat style guide: https://ec.europa.eu/eurostat/en/web/products-eurostat-news/-/STYLE-GUIDE_2016
- Interinstitutional style guide: http://publications.europa.eu/code/
- Accessibility rules (all tools have to be WCAG compliant, incl. colours): https://wikis.ec.europa.eu/display/WEBGUIDE/01.+Accessibility+overview
- Browser support: https://wikis.ec.europa.eu/display/WEBGUIDE/01.+Browser+support
- Web design principles: https://wikis.ec.europa.eu/display/WEBGUIDE/01.+Web+design+principles

If developed by a contractor, please make sure to be in regular contact with Unit B4 to receive feedback on the correct implementation of these guidelines. Unit B4 will check that the data visualisation complies with the above-mentioned rules and has the right to reject / delay the release of a tool on the Eurostat website until all blocking issues are resolved. In case of questions, please contact estat-internet-team@ec.europa.eu

Workflow – external contractor

- **Planning phase**: Contact estat-internet-team@ec.europa.eu to inform about foreseen project & obtain information on technical specifications.
- **Execution phase**: Keep Eurostat Internet team in the loop for intermediate checks / Q&A
- **Latest 2 months before foreseen release on website:** The product needs to be sent to B4 for final validation.
- B4 will check that the product complies with all requirements, including:
  - Accessibility: respecting the Eurostat style guide, WCAG 2.1. level AA, adapted for colour-blind persons;

- Presentation of the data: including the correct display of countries, labelling of axes, sorting of values, appropriateness of visualisation / message sent by visualisation;
- Support of different browsers (for guidelines see https://wikis.ec.europa.eu/display/WEBGUIDE/01.+Browser+support);
- Responsiveness on different devices;
- Overall usability: e.g. error-free use of language, correct use of labels / titles, buttons, icons, navigation and functionalities according to best web standards.

- **Latest 6 weeks before release:** B4 will transmit in writing a list of identified issues to the production unit divided into blocking issues (i.e. product cannot be released if these are not resolved) and "nice-to-haves" (i.e. issues which should be tackled but do not block the release of the product). If needed, a meeting will be held.
- **Latest 2 weeks before release:** The production unit / contractor has resolved all blocking issues. If any blocking issues remain, B4 will evaluate their impact in order to decide whether to postpone the publication of the product or to give the green light to go live, under the strict condition that remaining blocking issues must be resolved in an appropriate and agreed timeframe after publication.
- **After release:** The production unit will have to assure subsequent maintenance of the web product. They have to make sure budget is available and the appropriate contract/resources are in place.

Annex I: Content and structure of “First release news” and “Other news”

Because of the variety of topics covered standard templates are not used for first release news and other news. However, they should include some common elements as described below:

- An attractive headline, serving to grab the attention of the reader. The title should not exceed 53 characters (with spaces).
- Short, readable text highlighting the key points: ideally only a limited number of indicators should be presented, with each indicator in a separate paragraph/section of text. Long sentences and paragraphs should be avoided.
- Each indicator should be introduced with some key data. A non-statistical paragraph (example) for background can be included, however, such a paragraph should follow the data, not be too long (max. 1-2 sentences) or include speculation or statements that cannot be justified with data.
- If it is a first data release this should be mentioned in one of the introductory paragraphs (example).
- One or two appropriate interactive or static graphics/visuals to support the message(s) in the text. The graphics/visuals need to be suitable for Eurostat social media platforms: Twitter, Facebook and Instagram (more information on social media formats).
- Subtitles (if needed) to distinguish between different indicators and breakdowns. Graphical elements (such as visuals) can be also used to break the text.
- Links to source datasets should be included (example: Source dataset(s): env_ac_rp), usually under graphics/visuals. Use the new data browser.
- If the news item is based on a special data extraction, include the Excel file under “For more information:”.
- Use hyperlinks to the glossary and other sources for definitions and other necessary clarifications. E.g. link to the EU composition in the glossary when mentioning it for the first time.
- A “**For more information:**” section at the end of the text, including, as appropriate:
  - Any short methodological notes vital for the correct understanding of the data presented;
  - Links to Statistics Explained articles;
  - Links to methodological documents;
  - Links to dedicated sections;
  - Links to the database;
  - Links to Commission webpages with background information;
- Contact links: User and Media Support.

Annex II: Content and structure of Statistics Explained articles

Style of writing

The writing must be clear with the target audience in mind. Most Statistics Explained articles are aimed at intermediate users who have a certain knowledge about statistics, but who are not experts. However, it is possible to create articles aimed at ether beginners or more specialised audiences if needed. It is recommended to use a journalistic style and catch the reader's interest in the introduction. Avoid long sentences, acronyms and statistical language. As the name suggests (Statistics Explained), try to explain as much as possible and use Glossary entries. The text, once it is ready, needs to be proofread either through DGT or by an English native colleague.

Get started

Once B4 have provided the link to the template and the scope and the content of the article have been decided on, drafting can start. This can either be done directly in the template or in a Word document which is then copied into the template (please do not remove the tags which form the structure of the article). Please follow the structure outlined below.

Structure of the article

Highlight section

This section contains information on **when the article will be updated next** and the date of extraction of the data. It is important to follow the update date of the article, which should be as close as possible to the data release in eurobase.

This section also contains a few **tweetable messages** which should show the main messages of the article. They should be stand-alone and not too long. After that, one of the main graphs in the article should be displayed. This can either be a semi-interactive graph prepared by the SE team or it can be a static visualisation or graph.

At the end of the highlight section, there should be an introduction, which presents the main elements of the article in a short and catchy way.

The main body of the article

The main body of the article should contain 3 to 6 chapters with clear and short chapter titles. The titles can either be informative (e.g. "Unemployment rates") or journalistic (e.g. Unemployment rates falling") - it is important to be consistent, however. The text should not be too long, 2-3 paragraphs per chapter is advisable. Each paragraph should be accompanied by a graph or a static visualisation (tables should be avoided as much as possible). The total length of the article should not be more than around 15 pages in pdf (including all graphs and sections).

Data sources

This part should include information about how the data is collected, methodological issues, etc.

Context

This part should include information about the political context of the data.

Links

The following icons are used for links related to the article:

Links to other related Statistics Explained articles.

Database Link to the database where further data about the topic can be found.

Dedicated section Link to the relevant dedicated section(s) on the Eurostat website.

Publications Links to relevant Eurostat publications.

Methodology Links to the methodology of the data in the Eurostat database.

Legislation Links to the relevant legislation(s) in Eurlex.

External links Links to relevant organisations, external publications, etc.

Graphs

The graphs in the article should be prepared in Excel according to the Eurostat layout and should be saved as png files. These files should then be inserted in the articles (read more here). All the underlying data in the graphs should be included in an Excel table that is inserted in the article.

Visualisations

If it is planned to have a static visualisation in the article, please contact the SE team well in advance who coordinate with the graphic designers.

Final checks

Before finalising the article, please check the consistency between figures in the text and the graphs, the language, the links, the layout – a full checklist is available here.

Annex III: Content and structure of dedicated sections

Users first

A dedicated section is foremost aimed at all users; it is not set up to solely serve one specific group. Its purpose is to provide users with appropriate and essential background information that enables them to understand the statistics. The structure, content & style of writing have to be in line with this rule.

Structure of section

A dedicated section usually contains a set of sub-pages. It is important to provide a consistent structure and harmonised titles between all dedicated sections to enable users to easily navigate and find the content they need.

A **'standard' dedicated section** can have the following structure / pages*:

Overview
Data (= Information on data)
Main tables
Database
Visualisations
Publications
Methodology
Legislation
Links (=Links to further information)

*This structure might be subject to change in line with the new website project / new dissemination chain. The document will be updated accordingly.

Other possible pages are: Quality, Policy context, FAQs. The creation of **other sub-pages** is possible, given good reasons in line with principle 1 can be provided in writing to Unit B4. These are subject to approval of Unit B4.

Content

The production unit writes the text for each page of the dedicated section and adds additional content needed (documents, files, links).

The content of the page must match the 'title' to **fulfil users' expectations**. Some examples:

- 'Overview' page: should give a clear and short explanation of the most relevant points, i.e. the purpose of the section & what a user can expect to find in this section.
- 'Information on data' should, in a structured way, provide the essential, non-expert information that a user should be aware of when using the data, for examples using a FAQ style. Methodological explanations must be avoided and should be placed on the right page, i.e. 'Methodology'.
- 'Publications' page highlights first products intended for a broader audience, such as news, Statistics Explained articles or interactive publications; other publications will be listed further down on the page.

Content should not be duplicated but placed on the appropriate page and interlinked with content on other pages as needed.

The web content team can be consulted on which type of content is appropriate for which pages.

Documents should usually be provided in PDF format (not Word). All documents that are available in the section must be **compliant with WCAG, level AA**. If this is not the case, Unit B4 as website owner can reject their publication until they are compliant.

For information, please refer to the EC web guide:
https://wikis.ec.europa.eu/display/WEBGUIDE/12.+Accessibility

Style of writing

Dedicated sections, as part of the Eurostat website, contribute to Eurostat's reputation. Thus, **high-quality written content** can improve the image users will have of Eurostat as a reliable, trustworthy and modern institutions. Keep in mind: **all such content is written on behalf of Eurostat!**

Remember that the user may be familiar, but not expert, with statistical matters. It is best to assume that the reader is a new or infrequent visitor to the Eurostat website.

Essential rules:

- Writing must be adapted to the web and be aimed at the public.
- A 'journalistic' style is recommended, i.e. presenting conclusion or main fact / news / issue first. If the first few sentences on a webpage do not catch the users' interest, they will leave.
- Follow the rule: one idea/main fact per paragraph.
- Avoid long sentences, consider spitting them up.
- Text has to be kept at an appropriate and 'digestible' length. Less is more - users will read a short, informative and concise text, but will ignore an unattractive and unstructured accumulation of long paragraphs.
- Technical, statistical language (and acronyms) should be limited. When needed, it can be used, but also has to be explained in laymen terms.

Readability checklist

After the drafting is completed, please take a pause and then see if the following questions would be answered with 'Yes':

- Does the language sound natural?
- Are the sentences short and easy to understand?
- Is all the information relevant and to the point?
- Is the page easily scannable and the main points stand out?
- Does the page layout look attractive?
- Would a non-specialist user understand it? Would they like the page?

Please also consult the EC web writing guidelines:
https://wikis.ec.europa.eu/display/WEBGUIDE/02.+Web+writing+guidelines

Use of stylistic elements

Users often scan webpages first. To help them, it is essential to **apply stylistic elements** on each page, such as:

- clear and telling headings (h1 – h5),
- accentuate keywords in bold,
- use bullet lists and standard icons (PDF, Word, etc.).

The web content team will advise and show the built-in possibilities and templates available via the web content editor of the website platform (see documentation).

Use of visual elements

Most dissemination products need attractive, social media suitable visuals. The visuals need to be legible, not overcrowded and not misleading. B4 will help create the visuals, among other things making sure that they are mindful of equality and diversity principles and follow accessibility guidelines.

The visual design of a webpage strongly impacts the visiting user's experience. An **effective visual design** that is consistent, clean and clear can greatly enhance both the message and ease of use. If this true, the use of visual elements is encouraged.

Before using any visuals (icons, graphics), please ensure that the **copyright** is clear and confirm with Unit B4 (contact: estat-web-content@ec.europa.eu) that it is in line with Eurostat rules. In case visual elements have to be created from scratch, please check with the web content team if this can be done by a graphic designer.

Language

All text has to be available in **flawless English, German and French** before going 'live'. In very exceptional circumstances and with approval of Unit B4, pages can go online in English only and the translations can be added later.

If no native speaker in the unit can revise the English text, Unit B4 needs to be informed and will send the text to DGT language revisions. Once the final English version is available, Unit B4 will take care of translations into German and French using DGT's translation services. This takes **approximately 3-4 weeks**, and this time has to be taken into account by the production unit when planning the release date of a section.

Management & maintenance

The content of a dedicated section is under the full **responsibility of the production unit**. A production unit can appoint one colleague as a 'domain manager' who ensures that content is **always up-to-date** and liaises with the web content team in Unit B4. It is recommended to check all content in a dedicated section at least once every six months to avoid errors or broken URLs. If necessary, the web content team can intervene to correct and improve content (such as stylistic elements & layout) without prior approval of the production units.

The web content team is always available to provide assistance and help.