DIGICOM project
Modernising dissemination and communication of European statistics

THE CONTRACTOR IS ACTING UNDER A FRAMEWORK CONTRACT CONCLUDED WITH THE COMMISSION
An ESS Vision 2020 project

- The Vision identifies 5 key areas in which common action from the European statistical System is needed
- DIGICOM project - Digital communication, User analytics and Innovative products
- Contributes to 2 of the key areas of the Vision
Overview

1. Why DIGICOM?
2. DIGICOM objectives
3. DIGICOM how? Project members, team and timing
4. Project Work Packages
1. Why DIGICOM?
Data deluge

Which impact on our users?

How do we differentiate official statistics from other sources?

http://www.datadeluge.com
New users, new habits

Which tools for generation Z?

Source: www.enterprisehive.com
New opportunities for dissemination

Visualisation tools

User analytics

Semantic web:
Official statistics as Linked Open Data?
Needs identified

- **Understanding different user needs** and address diversity by offering the right information in the right way

- **Strategic alliances** with both public and private partners help to respond flexibly to users' needs

- ESS as a respected partner and leader for driving **innovations** and progress in global statistical community

- **A flexible set of products and services**
2. DIGICOM objectives
Objectives

Modernising communication and dissemination of European statistics

- **Upgrading statistical products**: innovative and shareable ESS products and services to serve EU and national user needs
- **Review of shareable good practices** in member states and more advanced non-EU member countries and other bodies
- **Systematic dialogue with users**

- Capacity building
4 Work packages

**WP 1 - User analysis**
- User profiling
  - Tools to profile
  - Actual profiles
- User needs
  - (By profile)
  - Tools to elicit needs
  - Actual needs

**WP 2 - Innovative and sharable products and tools**
- Solutions
  - To meet needs
  - Tools
  - Products

**WP 3 - Open data dissemination**
- Open data dissemination
  - APIs
  - Open data Portal
  - Public use files

**WP 4 - Communication and promotion**
- User engagement
  - Linked to unstated ("actual") needs
  - Statistical literacy/outreach
  - Branding

End users

Re-users
Re-distributions
3. DIGICOM how?
A project of the European Statistical System

- Eurostat
- 18 National Statistical Institutes
Timing: 2016-2020

- Several "Low-hanging fruits"
- Multiple activities in parallel
- Agile
4. DIGICOM Work Packages and visualisation
User analysis (WP1)

Aims at
- Gain better insight into users
- Identify the requirements of current and potential users
- Improve the ESS agility in dealing with core users

By the following actions:
- User profiling exercise, user surveys
- Social network platform
Innovative and shareable tools (WP2)

Aims at:
• Customisability: tailored, reusable products
• Addressing visualisation principles

By the following actions:
• Inventory and repository of shareable tools
• Guidelines for sharing of visualisation tools
• Piloting of embeddable visualisation tools
• ESS flagship products/publication
Open Data Dissemination (WP3)

Aims at:
• Answer to Open Data aspects for the statistical domain & improve re-dissemination
• Increased dissemination in micro-data

By the following actions:
• APIs for enhanced access
• Explore dissemination possibilities in national and EU Open data and Linked Open data portals
Communication and promotion (WP4)

Aims at:
- Dissemination and communication strategy
- Promoting European statistics value
- General outreach & improvement of statistical literacy

By the following actions:
- A marketing study
- Dissemination of experimental statistics
- Statistical literacy